

No Substitute For Him

In the usual routine of business, it is so easy to forget the end purpose of our jobs: To satisfy the customer. Here is something you can always bear in mind: There is never a job unless there is some work to be done—for a customer. That is to say, customers keep us in jobs.

Ofttimes as we do our work, we may feel inclined to hold something up, or put something off for tomorrow, or not do things exactly the way we know they should be done. But when we make this kind of mistake, be sure of this—we're hurting the customer, the fellow who keeps us in jobs. And in the long run, we're hurting ourselves.

So, let's not forget the customer. Without him, we can't stay in business. For it is only through his desire and willingness to buy and use the things we make that this organization exists—so that all of us can have jobs.

Editor's Note: Supervisors at the Gastonia plant shared in the foregoing observation on "customers keep us in jobs," at one of the weekly meetings in a recent series of studies on the importance of quality in manufacturing. Ralph Johnson, employee relations manager and instructor in the course, reproduced the statement from The News Bulletin, employee publication of the A. M. Smyre Manufacturing Co.

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Firestone NEWS

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Best Today
Still Better
Tomorrow

Rubber • Chemicals • Textiles
Synthetics • Metals • Plastics



FOLK ART—Display of several of the many products from skilled hands of students at Penland School of Handicrafts. Here, more than 60 separate crafts are taught.



ANCIENT CRAFT—Instructor at Penland school demonstrates use of potter's wheel. Ceramics is a favorite subject of students who come from all over the world. (Photos: NC News Bureau)

Four Teams In Safety Rivalry

An all-departments safety rivalry is underway at the Gastonia plant, with members of supervision leading in the competition. Some 65 supervisory personnel are divided into four teams for the contest which will continue through the remainder of the calendar year.

Team captains are Francis B. Galligan, production manager; William A. Rhyne, cotton division manager; Clyde E. Moss, manager of research and development; and Philip R. Williams, synthetics division manager.

THE CONTEST, begun in early July, is similar to one conducted here several years ago. Its basis is points a team and its members can earn through safety-promotion activities outlined by the contest rules.

Some of the ways by which points can be earned for a team and its members: Completion of a calendar month free of a lost-time injury on the job, purchase of safety shoes and prescription

—More on page 2

SIGHTSEEING From Camp Firestone HIGHLAND HANDICRAFTS

Some 35 miles northwest of Camp Firestone at Bridgewater — and in the Spruce Pine "Mineral City" vicinity — is world-famous Penland School of Handicrafts. Penland, largest strictly-crafts school in the United States, attracts students from all over the world. Visitors are welcome.

Penland School of Handicrafts and other area attractions such as Mt. Mitchell with its State Park, the N.C. Museum of Minerals on the Blue Ridge Parkway near Gillespie Gap are typical of points of interest which Firestone people are discovering on extension tours from Camp Firestone.

During the May-through-October camp season, increasing numbers of employees and members of their families are finding trails that lead to the natural beauty and interest-packed features of a rugged "holiday" empire within no more than a few hours' motor trip from Camp Firestone on Lake James near Marion.

Equal Opportunity For Employment

Company Sharing In 'Plans For Progress'

Firestone is one of 33 companies which signed "Plans for Progress" statements in ceremonies at the White House on June 22 this year. Eighty-five of the nation's leading companies have signed such a plan.

The Firestone "Plan For Progress" was signed by company executive vice president J. E. Trainer and by Vice President Lyndon B. Johnson, who signed as chairman of the President's Committee on Equal Employment Opportunity.

The President's Committee was created by executive order issued by President Kennedy in March last year.

IN HIS executive order, the President stated that discrimination because of race, creed, color or national origin is contrary to the constitutional principles and policies of the United States; that it is the plain and positive

obligation of the United States Government to promote and insure equal opportunity for all qualified persons; and that it is in the general interest and welfare of the United States to promote its economy, security and national defense through the most efficient and effective utilization of all available manpower.

In its "Plan For Progress", Firestone pledges cooperation with the President's Committee toward accomplishing the objectives set forth in the executive order, and reaffirms the com-

pany's long-range program to bring about equal opportunity for employment and to do away with discrimination in employment based upon race, creed, color or national origin.

In the joint statement, Firestone sets forth what is to be undertaken by the company with respect to recruiting, placing, training, transferring, promoting and laying off personnel as well as communicating information of the plan. The Committee pledges to assist Firestone in carrying out the "Plan For Progress."

Bloodmobile

The second of two Firestone visits each year of the Red Cross bloodmobile is set for August 28 at the plant Recreation Center. Donor hours are 11 a.m. to 5 p.m.

On its last visit here, in February, the Red Cross received 150 pints of blood.

Firestone Textiles has never failed to meet its quota at a bloodmobile visit here.

"We believe our people and

—More on page 2



There's no better transporter than a thrown-together pushcart for returning "pop" bottles to the neighborhood grocery, or for doing many other hauling jobs around the house and garden. These boys recently brought their contrivance of baby-buggy wheels and packing crate to show it off at Firestone Recreation Park. They are, from left: Sidney Henderson, Keith White, and "Dusty" Bell, son of Everett Bell of Firestone's Twisting (synthetics) department.