

Firestone NEWS

GASTONIA
NORTH CAROLINA

MARCH • 1967

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Citizenship Award

Eighth honor for United Fund Participation

For the eighth consecutive year, Firestone Textiles has been awarded the "Outstanding Citizenship" recognition for noteworthy contribution to the Greater Gastonia United Fund.

was a record \$32,031.41, a major portion toward the \$325,785 collected. The averaged figure for Firestone giving was \$30.60.

THE EIGHTH "Citizenship Award" for Firestone is a silver-embossed strip added to the wall plaque which represents the fifth award received. The original plaque has attached to it strips through the fourth year of the awards. The most recent citation is the third strip attached to the second plaque.

Naming of UF officers was a part of the 1967 annual meeting:

Harold T. Sumner, president; Carl J. Stewart Jr., first vice president; K. A. Bowen, second vice president; John P. Faysoux, treasurer.

The first vice president, son of Firestone employees Mr. and Mrs. Carl Stewart Sr., is a Gastonia attorney serving in the current session of the NC House of Representatives. The chairman of the 1966 UF campaign, he was this year appointed to a two-year term as a UF director.

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Visiting teachers examining a weaving operation (from left): E. W. Draughon, Lincoln High; Mrs. C. H. Allison, Ashley High School; Ruby Banks, Dallas High School; Carol Smith, Wray Junior High School; Mrs. C. B. Rowe, Arlington Junior High School.

warp
and
woof

The plant was among 38 business and industrial firms, schools and other institutions honored for UF participation—the citations made at a recent annual meeting of the United Fund.

In the 1966 UF financial campaign, Firestone's contribution



J. V. Darwin, division general manager, presented check of \$50 to Irene Burroughs (center) of weaving (synthetics); and to (from left) Jerry Spearman, shop, \$50; Ethlene Nichols, cloth room, \$100; and Ed Atkins, supply, \$100.

Teachers Learned of Firestone and Textiles

Firestone at Gastonia is the world's largest tire-fabrics operation under a single roof . . . The parent company is the world's largest producer of rubber and the second largest producer of tires . . . Besides the 3,500 types and sizes of its tires, Firestone turns out more than 40,000 other products . . .

These were samples of answers to questions when 13 teachers from Gastonia-area high schools and junior high schools came with two men from the local Industrial Management Club for a Firestone visit. The trip here was part of an IMC educational tour last month.

The visitors had a brief in-

roduction to Firestone history and a quick picture of the company's international operations for production and distribution of its many diversified products sold around the world.

Emphasis went to organization, administration and operation for production of tire fabric at the Gastonia plant and other units of the company's textile division.

J. V. Darwin, division general manager, led answers to questions which visitors submitted for their conference-room meeting. Others presenting major phases of the operation here were Alvin Riley, industrial relations; Raymond Mack, safety; Ralph Johnson, employee relations; Samuel Crawford, personnel.

Following the information-discussion session, some of the teachers toured the plant for a look at tire-fabric production and materials-handling.

Safety Quiz Paid \$300

How is your safety sense? Four people representing all three shifts at the plant answered the question for money—\$300 divided among them.

Safety manager Raymond Mack sometime ago came upon a "test your safety sense" drawing put out by the Industrial Accident-Prevention Associations of Ontario at Toronto. He wrote away for permission to distribute reproduced copies of the quiz here.

The Canadian organization supplied Mr. Mack with an answer key to the hazards depicted in the quiz, covering safety at

home, at work, at play and on the highway.

Winners in the competition here were selected on the basis of the number of unsafe acts and conditions they identified in the drawings. Originators of the quiz intend it to have carryover lessons in safety: "As you recognize hazards in the pictures, learn to watch out for similar traps in your daily life", it says.

Y Membership: A Bargain

March-April each year is the season of expiring YMCA memberships. Most people renew their membership; some, of course, do not.

You'll have a bargain for yourself when you either join for the first time, or renew. You can make it a good deal for members of your family also. Check the Y at 615 W. Frank-

lin Ave., or telephone 865-8551.

The Gaston YMCA strives to serve the most people its facilities and program will allow, and to hold its place as one of the three largest Ys in North Carolina.

Its goal each year is to add several hundred members to offset the outgoing number.

'... Means More Jobs; More Opportunities'

Zero Defects is the key to getting and keeping the volume of business this company must have to fulfill its sales and profits objectives . . . to justify modernization and expansion . . . to guarantee our jobs. ZD simply means getting the job (any job) done right the first time.

At Firestone Textiles, our record for delivery of quality products has been good. But much of this record must be credited to the detection of defects which result in repair, rework, scrapping, redoing, remaking, retyping, re-scheduling.

Our objective for delivery of quality products will never change. But our emphasis must shift from merely detecting and correcting errors, to preventing them in the first place.

ADVANCING TOWARD PERFECTION

Simple mistakes made by people doing various job classifications within the plant are seemingly unrelated. In most cases they are easily corrected. We hardly think twice about them. You might say we have grown used to a standard which accepts a few daily mistakes as the price of being human.

Yet, if each person in the plant makes just one "in-

significant" mistake, it must be multiplied by the total number of people on our payroll. The resulting cost is staggering.

We cannot afford to pay such a price just because any one of us does not take enough pride in his work or feel that each task is not important enough to be done correctly the first time.

If we take the wrong attitude on this, we'll be forced out of the game of business.

As you can see, a basic aim of ZD is to build a sense of importance in every job we undertake and a feeling of pride in everything we accomplish.

We will replace corrective action with corrective thinking. Rededication will do away with rework. We will prevent mistakes before they happen.

Think why such a program as ZD is so much needed.

• Firestone is in direct competition with many strong companies in our industry. To keep our share of the business and improve and strengthen our position during the next several years, we must show our customers that our operation is superior to that of our competition—that every member of our team can do a job right the first time.

A successful ZD program will mean more jobs and opportunities for everyone concerned.

Each one of us expects the best quality in our automobiles, appliances—everything else we buy. If bought new, we expect them to work well and give good service over a reasonable length of time. Certainly Firestone customers expect no less than this, too.

PR's Langille to London Job

Vernon Langille, for the past six years manager of public relations for the company's Midwest region from Chicago, is the new manager of public relations for the company's European operations.

Langille is known to people of Gastonia through his work with the plant here in community relations soon after his joining the company in Akron in the late 1950s.

His assignment in London entails responsibility for Firestone public relations in the United Kingdom and Europe. He, Mrs. Langille and their son David will live in London.

Succeeding Langille at the Chicago office was James Strandberg, who has worked for Firestone since 1959.