

Firestone NEWS

GASTONIA

You are invited to participate in the First Annual Golf Tournament for employees starting with qualifying rounds June 14-19, at the Municipal Golf Course.

Attention swimmers, fishermen, and boaters: Good water safety practice requires the use, or at least the availability, of life preservers while in or on water.

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NO. 10

William Sayers Wins Harvey S. Firestone, Jr., Award

For . . . More Sales, More Jobs, More Workers

We Must Meet Customers' Needs

—President Lee R. Jackson

In this new period of more vigorous competition we at Firestone are doing our utmost to continue our progress in obtaining MORE SALES. MORE SALES mean MORE JOBS for MORE WORKERS.

We know and have discussed at length two great factors necessary to our continued success—top quality products and fair, low prices. We know that each one of us must do his or her best to produce this quality with greatest efficiency and economy.

There is another very important factor that we must consider. That factor is that we must supply our customers with exactly what they want and need. We must fully meet their needs in order to increase our business.

* * *

For example, in the trucking industry, there are many different types of services—highway transportation, off-the-road service, high-speed operation, start-stop operations and many others. We cannot sell a truck owner just any tire. We must sell him the right tire for the best service in his particular operation.

Not only must we meet customer needs, but we must also meet individual customer preferences. At one time you might have taken any automobile that you could buy, just to have a car. Today you not only insist on the make of car you want, but also on the model, style and color. At one time you might have bought a suit or dress just to have something to wear, but today you shop for a specific type of suit or dress, of a specific color and style.

Firestone has always been noted as a leader in the industry, so the people of Firestone must continue this leadership of quality and service. We must do our best to stay out in front in meeting our custo-



Lee R. Jackson

four years ago this April have 50,020 miles on them and have been to Canada, Mexico and the East and West Coasts on vacation trips over all kinds of road surfaces and at varied speeds. And he tells us these tires are still going strong, and when he again needs tires they will, of course, be Firestone.

Supporting the belief that there is great business opportunity ahead for our country and for Firestone, if we meet the needs and preferences of our customers, is the knowledge that consumer savings are at the highest level in history, more than 200 billion dollars, and that personal income, according to latest Department of Commerce figures, is running at the rate of more than 280 billion dollars in 1954. With adequate credit available, consumers can afford to buy. And they will respond to the right selling effort, the right products, and the right prices.

* * *

We have returned to the economic conditions under which the customer is king and every business that serves the needs of our American market will be engaged in an intense effort for the favor of the buying public.

That is what I mean when I say that we at Firestone must serve the needs of our customers by finding out as exactly as possible what those needs are and then filling them as quickly as possible with high quality at low cost.

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Banquet Honors Sayers, 40 Certificate Winners; H. Mercer Gets Surprise Award

WILLIAM F. SAYERS, 15, is the 1954 Harvey S. Firestone, Jr., Award winner. He received his silver medallion and \$100 savings bond at the annual Awards Banquet Thursday, June 10, at the Girls' Club.

Billy, as he prefers to be called, has been a boy scout in Troop 7 since he was 11 years old. He has attained Eagle rank with the Silver Palm, which means he has earned 15 merit badges in addition to those required for Eagle rank.

This year marks the fourth year he had qualified for a Certificate of Merit; his projects each of these years being considered outstanding by his scoutmaster, Roland Hamner, thereby placing them in competition since 1951 for the top award.

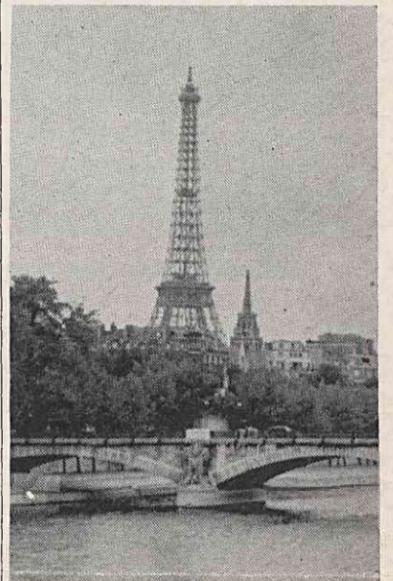
Following the presentation of the Harvey S. Firestone, Jr., Award to Mr. Sayers, J. G. Reading, president of the National Bank of Commerce, made a surprise award to General Manager Harold Mercer. The award, given for meritorious service in the savings bonds program, came in the form of a replica of a short prayer made by President Eisenhower during his inauguration in January, 1953.

The banquet June 10—the ninth in the series—was attended by 100 people including 40 boy scout certificate winners and their scoutmasters, scout officials, and management and supervisory representatives of the Company.

General Manager Harold Mercer noted in his introductory remarks at the banquet that for the first time all chairmen of local scout districts were present. These included Charlie Bryant, Piedmont Council; Dan LaFar, Gastonia District; and Laxton Hamrick, Gaston County District. As always, the very popular R. M. Schiele, Scout Executive for the Piedmont Council, was present.

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Contest Winner

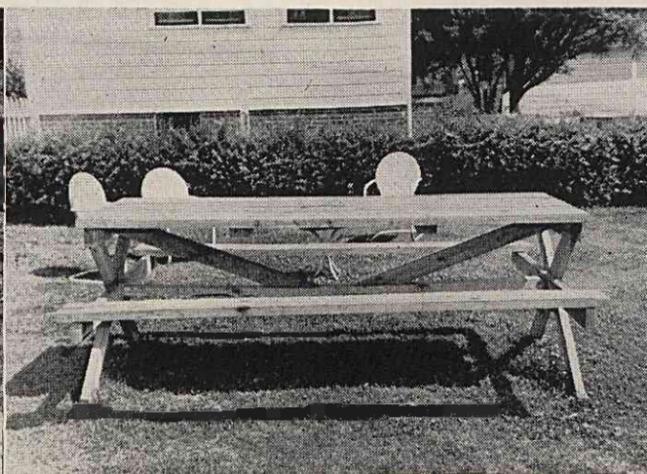


THE photograph of the Eiffel Tower, above, was declared 1st place winner in the Employees' Photo Contest just ended. This snapshot was taken by James Moss during a 1952 tour of Army duty in Europe. The tower and river in the foreground (Seine) are, of course, world famed tourists' attractions in Paris. James Cooper's entry showing a Chinese pagoda won 2nd place; Miss Nina Milton's photograph of the Firestone Dormitory was 3rd.

SALES FOR SAFETY

(Purchases for April and May)
Safety Shoes—387 pairs
Safety Prescription Glasses—26 pairs

Picnic Table Is Winner's Project; Bridge And Lean-To Among Top Entries



Scout Billy Sayers' winning project, the picnic table at center, above, is flanked by two other leading entries: a rustic footbridge (left) entered by Don Spurrier of Troop 13; and a lean-to entered by Jimmy Summey of Troop 6. These projects, along with

others not shown, were winners in local troop competition which preceded the final selection of the Harvey S. Firestone, Jr., Award winner.