

Firestone NEWS

GASTONIA

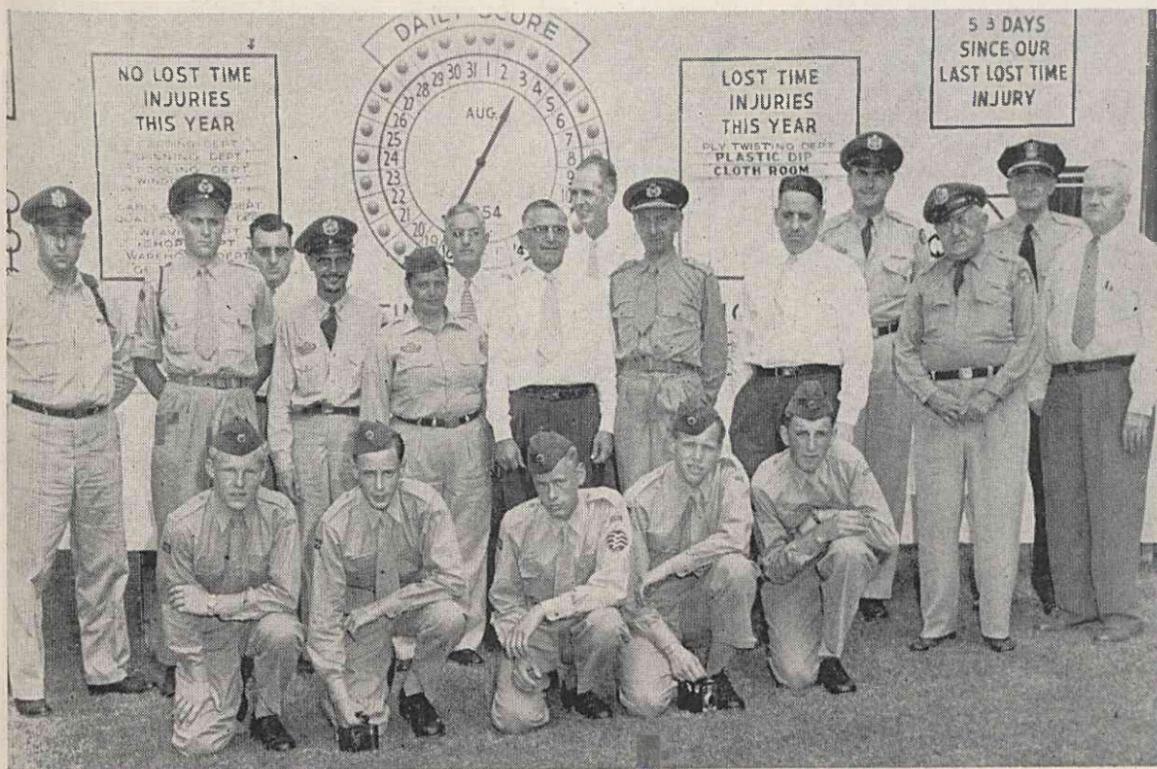
"I am certain of one thing—no man can expect to train others if he has not trained himself."
(American Magazine, April, 1920.)
—Harvey S. Firestone, Founder

"Life is a mirror; if you frown on it, it frowns back; if you smile, it returns the greeting."
—Thackeray

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PLANT VISITORS—Five Norwegian cadets and two officers of the Norwegian Air Force were guests of Firestone for lunch and a tour of the plant on Tuesday August 3. They are shown here in front of the Safety Scoreboard with officers of Civil Air Patrol and plant officials. Kneeling are Cadets Franz Singer, Birger Nythe, Gustav Raabe, Stener Kleve, and Oddvar Sortomme. Back row: Maj. Leonard Conkle (USAF); Norwegian Lt. Terpe Austene; Robert Hull, Quality Control supervisor; CAP Chaplain Abernathy; CAP Lt. Juanita Wilson; Jack Darwin, Manager Sales and Orders Department; General Superintendent Nelson Kessel; Comptroller E. J. Mechem; Maj. Gen. Georg Bull, Norwegian Air Force retired; Superintendent Francis Galligan; CAP Lt. G. A. Stevens; CAP Maj. Fitzhugh Rose; Plant Officer Charlie Ferguson, and Plant Engineer W. G. Henson.

Norwegian Cadets Entertained At Luncheon; Take Plant Tour

Firestone Textiles played host August 3, to a group of Norwegian Cadets who are visiting this country under the Civil Air Patrol's Cadet Exchange Program. The cadets along with their chaperons, a retired Norwegian major general and an active Norwegian Air Force lieutenant, were entertained at a luncheon at the Girls' Club after which they toured the plant. A number of CAP officers from N. C. Wing and Gastonia Squadron headquarters accompanied the Norwegians.

The Cadet Exchange Program brought cadet groups from 21 friendly countries to America for brief visits this summer. The Norwegian delegation was one of these groups and was assigned during most of its stay to North Carolina with this state's CAP Wing acting as official host.

This plant was of the highlights in the visitor's itinerary of things to see in North Carolina. They had never seen a textile operation of this size or nature and that includes some of the CAP visitors who were seeing tire cord production for the first time. Another significant highlight of the Norwegians' visit to North Carolina was their tour of Kitty Hawk, site of the first powered airplane flight.



AT the luncheon, which was arranged by Plant Officer C. M. Ferguson, (major in CAP), Gen. Georg Bull, Norwegian Air Force retired, spoke of the bits of Americana his group were rapidly adopting. "Such things," he said, "as hot dogs, cantaloupe, and southern hospitality, we are meeting for the first time—and liking."

Another luncheon speaker, Superintendent Francis Galligan welcomed the Norwegian visitors to Firestone Textiles on behalf of management and employees. Among other plant officials present were General Superintendent Nelson Kessel and Comptroller E. J. Mechem. General Manager Harold Mercer greeted the visitors at the entrance of the plant.

For the plant tour the visitors were divided into two groups with Sam Honeycutt and Alvin Riley, both of Quality Control, in charge.

NEWEST Transport Heavy Duty truck tire to be developed for truckers is the B-112, a rugged, long-wearing, Firestone tire that provides the advantages of an original equipment tire at the lowest possible cost.

Latest Truck Tire Is Economical B-112

A new truck tire for truckers who want the latest improvements in tire design and performance at the lowest possible cost is being announced this month by The Firestone Tire & Rubber Company.

The new tire, named the Transport B-112 Heavy Duty, has the same quality tread rubber, tread depth and size as original equipment tires, according to H. D.

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For—More Sales, More Jobs, More Workers

Know And Represent Your Co. —President Lee R. Jackson

IN going over the messages we have been writing to our organization on how we can secure a larger volume of business for our Company, we find there is one important point which cannot be emphasized too strongly.

That point is that we should all know as much about our Company and its products as possible and should at all times remember our responsibility to serve as informed representatives in helping to let others know about our Company and its products.

We have said before that we cannot all be direct salesmen with sample cases and order books, however, we can all take advantage of every opportunity to build good will and make friends for our Company. This is probably the most important point that we can make in talking about how we can all help secure MORE SALES to create MORE JOBS for MORE WORKERS.

We have talked about the importance of teamwork among the people in our organization, about the importance of high-quality products, and about the need for efficiency and economy in our operations so that we can meet competition. We have stressed that our real Boss is the Customer because his needs and wants determine the success of our business.

But to more fully cash in on our many opportunities in providing quality products at competitive prices, we must find the way to let everyone know about these advantages.



Lee R. Jackson

THROUGH our advertising, sales promotion and direct selling efforts, we do let the public know about the Company and its products. But we need to have every member of our organization supporting these general efforts with individual efforts in daily contacts with friends, family and others. Advertising and sales promotion are essential to a sale, but the sale cannot be completed without personal contact with the custo-

mer. It is for this reason that each Firestone employee, no matter what his job, can help sell the Company's products through his personal contacts.

In order to be able to do this kind of a selling job, each member of our organization must have a thorough knowledge of the Company and its products.

HERE are some suggestions on how you can learn and help:

(1) Keep up-to-date on your Company by knowing about its present operation and plans for the future. Know something about the history of your Company; know your plant or office, and know something about what is going on in other departments. Read our annual report in your plant newspaper, watch the bulletin boards and read all of the Company's books, catalogs and other literature made available to you.

I am happy to tell you that very shortly we will send to you a new book, called "Pioneer and Pace-maker—The Story of Firestone," which will give you additional interesting facts about the Company. It will give you more of the information you need so that you can always represent your Company to advantage.

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EXPLAINING tire cord weaving to Norwegian and CAP visitors is Sam Honeycutt, above right, of the Quality Control Department. Listening, left to right, are CAP Lt. G. A. Stevens, Norwegian Cadets Franz Singer and Oddvar Sortomme, and CAP Lt. Juanita Wilson.