

Firestone NEWS

GASTONIA

Carelessness can mean the difference between a happy hunting trip or a sad one. For your sake read "Ten Commandments of Gun Safety" on page 4.

A list of awards of fifteen, ten, and five year service pins for November appears at the bottom on page 2.

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NO. 17



General Manager Harold Mercer presents a letter containing announcement that Cramer Little has been named "Suggestioneer of the Year."

'Suggestioneer' Wins Trip To Akron, Ohio

Cramer Little, lathe operator in the Firestone Shop, has been awarded a trip to Akron, Ohio, for having won the "Suggestioneer of the Year" contest, General Manager Harold Mercer announced at a safety banquet attended by plant supervisors and employees, at the Recreation Center, October 27, at 7 p. m. Mr. Mercer made the announcement by reading a letter to Mr. Little from W. A. Karl, President of Firestone Textiles. The award trip for Mr. Little will include a tour of the Firestone Tire & Rubber Company plant in Akron. Date of the trip will be set later.

Attending the meeting were persons who had submitted suggestions which had been approved during the period of July 1, 1953 through July 1, 1954.

It is an established custom at Firestone Textiles to give recognition to the individual who turns in the greatest number of approved suggestions, as "Suggestioneer of the Year," and to present that individual with an award for his or her interest and achievement.

Another highlight of the October 27 meeting was the recognition of outstanding performances in safety achieved by various departments

Gohr Appointed Director Of Defense Activities

William D. Gohr has been appointed Director of Defense Activities for the Firestone Company, according to an announcement by Lee R. Jackson, President.

Firestone holds numerous defense contracts which include in Akron the production of recoilless rifles, 90 and 120-m. guns for Army Ordnance, twin 3-inch 50 caliber antiaircraft guns, loaders, and mounts for the Navy, stainless steel jet engine and tank parts; in New Bedford, Massachusetts, 106 and 155-mm. shells; in Fall River, Massachusetts, gas masks

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American Products Go To Liberia

By early November, The Firestone Tire & Rubber Company will begin exporting American products to Liberia through recently enlarged facilities at Locust Point, Port of Baltimore.

An average of three ships a month will clear through the Firestone Latex Terminal.

These exports—which will include machinery, clothing, textiles, automobiles and other products—will be for the Firestone Plantations Company and the United States Trading Company in Liberia. The United States Trading Company is the exclusive distributor for nationally advertised brands of American merchandise in the West Africa republic.

Until now, most Firestone exports to Liberia have gone through the Port of New York. Shipments of natural latex—the liquid tapped from rubber trees on the Firestone plantations—have been imported at Locust Point since 1948, when a warehouse and underground storage tanks were built for Firestone.

Recently, construction of additional storage tanks was completed underneath the warehouse, and new offices were installed in the 120 by 240 foot building.

While the majority of commodities destined by Firestone for Liberia will be handled through the Port of Baltimore, some articles still will be exported through New York and New Orleans and other Gulf ports.

Lloyd W. Irving, who has been associated with Firestone in Akron during the last four years, has

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The President Speaks . . .

Karl Notes Progress; Offers Formula For Increased Efficiency

W. A. Karl, president of Firestone Textiles, has challenged Firestone personnel to strive toward a measure of highest efficiency, as an assurance of maximum safety, better quality of product, and more opportunities for employees.

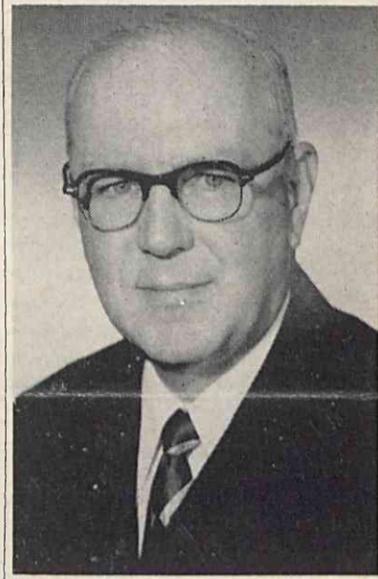
Speaking at 7 p. m., October 27 before a banquet audience of 100 employees in the Recreation Center, where outstanding achievements for the Gastonia plant were recognized, the President reviewed the past year, and offered these suggestions for continued increased efficiency in plant operation and good will toward the consumer public:

1. Reduce amount of waste in production.
2. Improve processes of operation.
3. Raise the standard of quality of our products.

Elaborating on this last point, Mr. Karl noted that in production of goods of highest quality, a manufacturer must please the customer and keep competitive in his costs. During the coming year there will be a substantial capital outlay for large package spinning and spooling equipment. This, said Mr. Karl, will be a progressive step and in line with the Firestone slogan, "Best today, still better tomorrow."

Citing safety consciousness as a prime factor in increased effi-

ciency, Mr. Karl affirmed that "safety is a Firestone desire," and emphasized that it is the responsibility of both management and employees. "Safety in the Firestone organization begins with Mr. Harvey S. Firestone, Jr., and goes all the way down the line to the individual worker." He explained



W. A. KARL

that the safety engineer is trained to help eliminate the causes of accidents, and that it is the responsibility of the supervisor to promote safety on the job. Mr. Karl challenged the group to surpass the safety record of 9,264,000 man hours without a lost-time injury, a record set in the Gastonia plant several years ago. "The entire Firestone organization is proud of this achievement," he said.

The President was confident that many accident hazards have been eliminated, and called upon all plant personnel to strive toward elimination of the existing two major accident causes, which he listed as "carelessness and inattention."

"The initial cost is not always the greatest, when it comes to safety prevention," he said. "It is often the little things that cause big accidents, and money spent wisely for accident prevention is a good investment. By solving the little problems we will eliminate many of the big ones."

The president paid tribute to those employees who make suggestions for plant improvement, pointing out that the plant manager and each supervisor are fortunate in having workers who make suggestions for company improvement. He referred to a number of technical advances in the plant that have resulted from suggestions brought in by employees.

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Firestone Textiles, Gastonia, has received national honor for its outstanding sports and recreation program conducted during 1954, in a citation received by Recreation Director Ralph Johnson. This certificate of merit was awarded by sponsors of the National Sports Festival of 1954.