



Main Office

Mrs. Lewis Rhyne is a newcomer to the Payroll department. Mr. and Mrs. Rhyne have two children, Debbie and Paul. The family will move from their present residence on Garland avenue to their house being constructed in New Hope Acres.

Bill Teague is a new employee in the Accounting department. He and his wife Margaret and son Donnie live in Cramerton, N. C.

Mrs. Dan Craig of Main Office entertained her daughter Susan on her fifth birth anniversary, September 6. The 16 youngsters present were served ice cream and cake and were remembered with favors.

Shop

Assistant plant engineer H. A. Cauthen and Mrs. Cauthen went to Ft. Lauderdale, Fla., in late summer for a visit with relatives and friends.

Mr. and Mrs. Richard Littlejohn and his parents, the Frank Littlejohns, spent a recent vacation in Daytona Beach, Fla. Richard is a gear machine operator here.

Jerry Sparrow, son of Frank Sparrow of grounds maintenance, has resumed his studies at Warren Wilson College, Swannanoa, North Carolina.

Painter foreman Homer Harmon and Mrs. Harmon were in Columbia, S. C. recently, where they were guests of his uncle, John Wilson. The Harmon's went on to Charleston and Folly Beach where they spent several days.

Spooling

Mrs. Mamie Chapman of New Orleans, La., visited in September with her daughter, Leona Lattimore, a spooler tender.

Winder tender Hazel Owens and members of her family, and Mr. and Mrs. Glenn Hemphill spent a recent week end at Camp Firestone on Lake James, near Marion, N. C.

The welcome mat is out to these newcomers to the department: Leveta Norris and Grace Parker. Both are spooler tenders.

Mrs. Daisy Dover died September 6 at her home in Shelby. Rozella Dover, spooler tender, is a daughter-in-law of Mrs. Dover.

Carolyn Spencer, daughter of spooler tender Mrs. Lillie Spencer, is attending comptometer school in Charlotte.

Mrs. Alma Fullbright, mother of Maggie Reed, starter maker, and oiler Roy Fullbright were honored recently at a dinner. The occasion was Mrs. Fullbright's 76th birthday anniversary.

Winding

Mrs. Pansy Adams and members of her family spent a September week end at Myrtle Beach, S. C.

Yarn hauler Ralph Deal attended the Southern 500 stock car races at Darlington, S. C., this year.

Paul Engle went to Camp Firestone at Bridgewater for a September week end. Also going to Camp Firestone recently were winder tender Girthel Davidson and Mr. Davidson. They made some color pictures of the back-to-Nature retreat.

FAMILY LIVING

Freezer Not Good For Some Foods

With the harvest season here, homemakers turn attention to food preparation for winter. The home freezer, although a piece of equipment that makes for efficiency in modern living, is not the best place to put away some types of food. Before you load your freezer with your favorite supplies, here are some points to remember: When frozen—

Most fried meats lose crispness and have a warmed-over taste.

Cooked egg whites become tough.

Fats separate in gravies, sauces and soups—cause food to grow rancid.

Jelly, mayonnaise or salad dressing in sandwiches soak in-

to bread and make sandwiches soggy.

Potatoes become mushy and are not as tasty as when garden-fresh.

Lettuce, salad greens, raw tomatoes and other foods intended to be served crisp become wilted and mushy.

Seven-minute and similar cake frostings, custards and custard-type fillings lose some of their flavor.

Spices, like cloves and black pepper, increase their strength, and may become bitter when included in food preparations stored in the freezer.

Items listed here as poor for freezing are best left out of preparations and added as ingredients at the time the preparations are heated for serving.

Competition Is Spark Of American Economy

Almost everywhere you go, you constantly see and hear the names of hundreds of companies whose workers compete with you and your fellow employees for the customer's order.

Why? Because we are in a highly competitive industry. Rubber Red Book for 1958 lists 1,610 rubber companies operating 1,982 factories in the United States.

Of course, these competitors are not savages lurking behind trees and seeking scalps. They are capable, reliable firms whose aim is to provide high quality products at attractive prices.

Such firms are a genuine challenge to us every day.

Competition Affects Every Employee

As a Firestone employee, do you think of competition as coming from only the other leading firms of the industry? Certainly these companies make for strong competition in almost every product line.

But the fact to consider is this: Competitors, both large and small, are arrayed against us. That's the way it is in a free-enterprise system of business.

For example, our plants making industrial products compete with firms that may be only a tenth the size of ours, but the

smaller ones are specialized, efficient, and able to attract customer orders, too. Likewise, our steel products and plastics plants are challenged every day by hundreds of other companies. Even in tire manufacturing—which represents the largest part of our business—competition comes from small firms as well as the large ones.

Any time one of our customers is disappointed at our quality or our prices, our competitors are ready to move in to gain the business we lose. When this happens, we must conclude that the competitors' prices are right, and that those companies are not burdened with excessive costs of production.

Customer Loyalty Not Enough

There is the case of the "old dependable" customer who has bought from us for many years. If we don't give him what he wants, will he stick with us on the basis of loyalty?

No. Like any customer, he expects and demands quality products at a cost in keeping with fair prices.

As a man or woman on the production line, you are vitally concerned with this situation. You may feel that competition is a problem to be solved by management and the sales force of your company. Of course, it is a problem of management and the sales force—and others, too.

You see, competition involves much more than "Firestone versus 'Company X'."

You actually have a personal

competitor. He is a craftsman who is doing a job similar to yours. How can you compete with him? Do a better job than he does, so your company can outsell "the other company."

Our company is a composite of all our people, just as "the other company" is a composite of all its people. If our people do a better job than the others, it follows that we will do a better job as a company team.

There Is Much You Can Do

By doing your level best on the job, you contribute directly to the success of your plant and your company. For example, you can do much to reduce production of defective goods, discourage waste and needless repair work on machines and equipment.

These are factors that send our costs soaring, and in turn help to defeat us in the battle of competition.

It is a good thing that competition is the spark of the American economy. The company that is able to turn out quality products economically will capture its lion's share of the customer orders. In the process, that company will make a reasonable profit, thus providing job security for members of its team.

That company which has the best workers and the most efficient management will make the best product—and sell it in volume.

Make Firestone the BEST. That is our challenge.

The woods are full of competitors. Of course, they are not savages on the warpath for scalps, but firms like our own whose aim is to produce quality products at fair prices.

Do You Know These Names?

Names make news—and history, too. Just as Jones may be the world's most familiar family name, so may John be the most commonly-used given name.

The following clues will be a springboard for you to check your knowledge of well-known persons of history whose designation was John. Look for the answers on Page 6.

1. The second President of the United States;
2. Founder of the first permanent English colony in America and storied friend of the Indian princess Pocahontas;
3. An evangelist of Bible days (first century);
4. An American composer of martial music;
5. A Colonial suitor who loved Priscilla;
6. South Carolina statesman and co-worker of Henry Clay;
7. A famous religious reformer from Zurich;
8. An English Bible translator;
9. The US General of the Army of World War I;
10. An admiral, father of the US Navy.



Firestone NEWS

Volume VII, No. 11, October, 1958

Published by The Firestone Tire & Rubber Company, Firestone Textiles Division, Gastonia, North Carolina. Department of Industrial Relations

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SYC WEAVING—Maxie Carey, Ruth Veitch.

CORD WEAVING—Irene Odell, Mary Johnson, Samuel Hill.

QUALITY CONTROL—Sally Crawford, Leila Rape, and Louella Queen.

WINDING—Mayzelle Lewis, Ruth Cloninger.

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