

There's Room For Improvement

—When it comes to Quality

MAKING the best today, still better tomorrow."

This Firestone slogan has a twofold purpose: It serves as a reminder to present and future Firestone customers of our company's constant efforts to improve the quality of its products. It is a reminder to ourselves as Firestone employees, of the personal challenge and responsibility to the customer.

Company vice president H. H. Wiedenmann said recently:

"Already proved as the highest-quality product of its kind on the market today, Firestone tires can still be improved. With greater and greater improvements in the quality of our product, we gain more and more sales. And sales make and secure jobs for Firestone people."

Quality Begins With Me

From selection of materials for our products, through every step of processing along the production line to final inspection, each Firestone employee has a real contribution to make in improvement of our tires.

Note: The superior manufactured product is that one in which the ingredient of quality is paramount. With this article, Firestone News begins a series of commentaries on the importance of quality as it relates to the manufacture of Firestone products.

Consider non-tire plants, such as Firestone Textiles in Gastonia. Quality begins here, too—if we would turn out the best tires at the company's factories in other cities. Since a product is no better than the sum of



CONSUMERS today are increasingly wise to value. That's why the manufacturer must try harder to put smiles on customers' faces.

all its parts, fabric made at Gastonia plays a tremendously important role in the quality of the tires we make and sell.

The best of workmanship in compounding, Banbury mixing, and all other steps in tire-building would be wasted if the fabric put into a tire measures below a high standard of quality.

At the company's plants in Gastonia, Los Angeles, Des Moines, Akron, Memphis—or any of the others—character of the final product begins with each individual on the job, after the best of materials is selected.

"The Priceless Ingredient"

Suppose there are compounding of mistakes, absence of sound judgment, poor job know-how, or just plain carelessness in any one or more departments. What happens then? There is an inferior product at the end of the line. If the "priceless ingredient" of quality is missing and final inspection does not discover it, someone will eventually buy it.

Sooner or later, the trust which the customer has placed in the manufacturer will be violated. Our integrity as a company will then be damaged. If the situation continues, there will be a loss of customers; eventually, a loss of jobs at Firestone.

Company president Raymond C. Firestone sees it this way:

"The consumer public is much more critical of shortcomings in a product than it used to be. That's because the consumer has more knowledge of what he buys and uses, so he makes comparisons. He knows values better."

Membership Charges

Yearly membership fees, beginning October 1, 1960:

Boys' Division—Senior (15-17) \$12; Junior (6-14) \$10.

Girls' Division—Same as in Boys' Division.

Women—Age 18 and over, \$12.

Men—Young men (18-24) \$12; Senior men (25-up) \$15.

Family Membership. The husband pays full membership, his wife and each child under 18 years get 50 per cent reduction of their fees. A family with more than four children between ages 6-18 pays only for the four oldest children in this age group.

Health Club. Men (18 years and older) pay \$85 extra; women, (18 and older), \$60. This membership includes all privileges of the Y plus all privileges offered in the Health Club. Each member is limited to one massage per week, and they do not accumulate. Otherwise, services in the Health Club are unlimited.

Payment Plan. If you wish, you pay one-third fee with application for membership, with one-third due within 30 days; remainder in 60 days.

Joining up? Need additional information? Call the YMCA office at UN 5-8551, or stop at the Y, 617 West Franklin avenue.

Sept. Is 'Join YMCA' Month

Gaston County YMCA has set September as "Join the 'Y' Month." To acquaint prospective members with the local program, Y officials announce the 1960-61 Fall-Winter schedule which begins September 12.

Departments

Boys: Ages 6-15, supervised gym and swim classes on Mondays, Wednesdays and Fridays from 3:15 p.m. to 7 p.m. and on Saturdays from 9 a.m. to 1 p.m.

Girls: Ages 6-15, supervised gym and swim classes on Tuesdays and Thursdays from 3:15 p.m. to 7 p.m., and on Saturdays from 9 a.m. to 1 p.m.

Men: Those 16 years and upward may use the Physical Department each Monday, Wednesday and Friday 9:30 a.m. to 3 p.m.; 7 to 10 p.m., Saturdays, from 1 to 8 p.m.

Women: Young women and women 16 years and over may use the Physical Department each Tuesday and Thursday from 9:30 a.m. to 3 p.m., and 7 to 10 p.m.; Saturdays, 1 to 8 p.m.

Men's Health Club: Those 18 years and over. Open Monday-Saturday, 11 a.m. to 7 p.m.

Women's Health Club: Those 18 years and over. Open Monday-Saturday, 11 a.m. to 7 p.m.

Activities—All Departments

Gym Classes—Include instruction in trampoline, basketball, track, tumbling, volleyball, calisthenics, fencing, wrestling, judo, weightlifting, gymnastics, badminton, soccer, softball, group games, leagues and contests.

Swim Classes — Weekly progressive instruction in beginner, intermediate and advance swimming.

Youth Clubs—Include Gray-Y, Tri-Gray Y, Junior Hi-Y, Tri-Junior-Hi-Y, Hi-Y, Tri-Hi-Y, Leaders' Club. Clubs meet weekly during school months and are designed to develop character and leadership among youth.

Special Events — Conducted throughout the year. They include movies, English Channel Swim, gym exhibitions, swim contests, craft classes, Halloween party, Christmas Party.

Family Nights—Conducted on the first and third Fridays of each month. This program includes movies, games, athletics,

swimming, exhibitions, other activities for the entire family. Free baby-sitting service provided.

Adult Classes—Instruction in crafts, folk games, chess, blueprint-reading, stock marketing, automobile-driving, speed-reading, public speaking, poster art and ceramics.

Adult Clubs—Membership in Biblical Club, Y's Men's Club, Oil Painting, Industrial Management, Photography, Language clubs.

Since Firestone's beginning in 1900, the company's employees have been dedicated to development and manufacture of the best possible product at the most economical price. In this 60th anniversary year, we cannot afford to become self-satisfied in this dedication.

Today, as never before, Firestone people are dealing with consumers who are exceedingly more demanding of first-class quality merchandise. This so, each Firestone employee assumes a task of tremendous size every time he goes on the job.

A Contest Is Helping

In an all-out effort to continually improve the quality of our products and further satisfy our customers, Firestone's tire plants in North America are engaged in a quality contest. Mr. Wiedenmann outlines its purpose: "To stimulate thinking and to impress employees in all our tire plants with the importance of making quality tires."

But, you see, tire plants alone can't accomplish this objective. They need plants like Firestone Textiles in Gastonia to help them pack quality into every piece that is put together as a tire.

As a company, we are ever striving to improve quality of product and further satisfy the customer. The big end of that

sign up

October 29 is the last day you can register, in order to vote in the November 8 election.

know issues

Study in order to better understand the issues. Know what candidates stand for.

then vote

Your vote helps to make the rules of government. Said Thomas Jefferson: "Of our various duties, none causes more concern than that of putting the welfare of our fellow citizens in the hands of honest men."

job begins with the people who process the materials of production. They play an outstanding part in helping everyone—themselves, the company at large, and the customer—to put meaning into the slogan:

"Best today, still better tomorrow."

National Anthem First In 1814

It was 146 years ago this month that Francis Scott Key watched the British attack on Baltimore from the deck of a ship. He and others anxiously waited through the night for the bombardment to die with the dawn of September 13, 1814. Had Fort McHenry survived? They did not know until "the dawn's early light" assured them that "the flag was still there."

Out of this battle near the close of the War of 1812 Francis Scott Key jotted on a scrap of paper the words of The Star Spangled Banner. The song immediately became popular, and later the army and navy adopted it as the national anthem.

Strangely enough, though, it was not until 1931 that Congress enacted legislation officially making it the National Anthem of the United States.

This anniversary of The Star Spangled Banner forcefully reminds us that as Americans we have great reason to love and defend our Homeland. It calls forth our gratitude that she has been and promises to remain unshakably "the land of the free and the home of the brave."

—THE MASTER WEAVER

IN CONSTITUTION

Responsibilities There Also

When September 17-23 is observed as Constitution Week, the American people will be reminded anew of a great document and the principles with which it deals.

September 17 is the 173rd anniversary of the Founding Fathers' signing of the Constitution at Philadelphia in 1787. Rights promised citizens by the original document were further expanded when the Bill of Rights amendments were added in 1791.

Of late, public discussion has dealt much with

constitutional questions. However, the dispute involves not the document itself, but its interpretation and application.

As we mark Constitution Week this year we are reminded that this great document which says much of our rights, has nothing to say of our responsibilities as citizens. But the obligations are there, for we cannot escape them, even in a society based on democratic principles of freedom.

Today, with much being debated on the guaranteed rights of the individual, we so easily forget the obligations of our U.S. citizenship.

In this election year of great decision we need to re-dedicate ourselves to the responsibilities of citizenship. One way is to exercise our voting privilege. With our vote we can help to make the rules of government—rules which vitally affect our lives and the lives of future generations. It's our America. Let's share in it.

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