

Driver Awards Made For 1960

The men who move the goods on fork-lift and warehouse tow trucks—in and out of the plant—build an outstanding record in safety and performance each year. And for the past four years three of the truck operators each December have been honored as “most outstanding”.

For 1960, the first-place award went to Arthur Moore. Second honor went to Ervin Worthy; and third, to Luther Thompson.

Trucks at the Gastonia plant move the major volume of incoming materials for processing and outgoing products. Besides this, they carry heavier cargoes of incoming supplies, outgoing re-usable waste materials and other by-products, and shift goods and supplies in warehouse storage operations.

A Major Investment

Because of the major property investment in the trucks currently in use here, and the potential danger of their operation, the company carries on a rigid program of maintenance, with emphasis on driver safety performance and efficiency.

Out of this program the awards system was developed.

For the past four years, operators have been selected for the three top awards on the basis of each individual's job-conscientiousness, safety performance and efficiency.

Among things considered in the record of each driver were practice of all safety rules, alertness and thoughtfulness on the job, proper maintenance of vehicle assigned to the operator, and pride in appearance and mechanical operation of his truck. During the past four years, driver scoring has been kept through careful observation of each man on the job, with records maintained on each operator and his machine. Then, at year's end records have been carefully reviewed, to determine the three top awards.

Point System This Year

A new system of scoring by points according to a definite set of rules and operation procedures is in effect for 1961. Safety supervisor Ralph Johnson explains that under this program each truck operator received a “gift” of 1,000 points to “start him off right” at the beginning of the year. For each



Arthur Moore (on truck) receives a \$25 US Savings Bond from warehouse supervisor F. T. Morrow. Others honored with driver awards (center) Ervin Worthy, who received \$10 for second place; and Luther Thompson, \$5 for third place. Looking on (extreme left): safety supervisor Ralph Johnson and (right) Frank Davis, chief cotton classer.

day he operates safely he will earn 20 points, and an additional 10 points if he keeps proper maintenance of his truck that day.

In negative performance, the new system has 12 major areas in which a driver can be penalized points “spelled out” according to a definite set of rules.

A special bulletin board in the warehouse area keeps all operators posted on their individual point standings. Total points earned by the end of the year will determine the driver awards.

As a part of the truck operation program here a “roadeo” performance was staged one day the past summer, when operators plied their skill in driving a difficult obstacle course. This practice in safety and good performance has been scheduled as an every-summer event.

The Company Makes Tires For Toys

Children may take pretty much for granted the tires on their wheeled toys. But the rubber industry does not.

Semi-pneumatic tires on toys, children's wagons, tricycles, scooters and similar paly-rigs rank only behind passenger and truck tires in volume of production.

Company vice president L. J. Campbell says that Firestone produces more than 10,000,000 semi-pneumatics every year for toys and other applications.

ECONOMICS PRIMER

\$14,000 To Make A Job

To create just one job in U. S. manufacturing industry, it takes more than \$14,000 invested in buildings, equipment and tools. The money, which comes from peoples' savings, is thus invested in faith, toward realizing a profit.

If this profit materializes, the employer pays dividends on shares, and re-invests much of what is left to keep the business operating.

If the company operates efficiently, it is able to provide its customers with products and services they want, and at prices they are willing to pay.

The business has made a profit, if there is money left over after bills for salaries, wages, raw materials, depreciation and taxes are paid.

A portion of the profit rightfully belongs to shareholders who risked their savings by investing in the business. Then a portion is invariably left in the business for expansion of buildings, equipment and tools—which makes possible still more jobs.

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This article is one in a series dealing with agencies which share in the Greater Gastonia United Fund during 1961. The local UF budget allocation for the USO this year is \$2,652.

Through the USO, your contribution benefits those you know who are away from home, as well as many others in the Armed Services who represent the “home forces”.

You Help

Someone

You Know...



The USO (United Service Organizations) will be 20 years old February 4. With no “shooting” war on, this may come as a surprise to some. But with many a news story bearing the threat of armed conflict, we are reminded that this is a “cold war” struggle in which America is under attack—morally, spiritually and ideologically.

Today, two and one-half million men and women are serving in the armed forces. More than a million are on armed patrol overseas. They have gone from every section of the nation to far-off places where different languages and customs remove them from the way of life they knew back home.

They are on constant alert on strange ground, sea and air. Their hands are on a trigger we hope will never be pulled.

When they seek well-earned relaxation in nearby civilian communities, where do they go and what kind of welcome do they find?

Who And What Is The USO?

It is the bridge between our military personnel and civilian populations at home and abroad. Early in 1941, when the war threatened the United States, far-sighted men and women, with memories and experiences of World War I, met with leaders of six major agencies representative of the three great faiths of America, and non-sectarian groups, dedicated to the social welfare of our people. So came the USO, a volunteer civilian organization through which Americans serve the spiritual, social welfare and educational needs of U. S. Armed Forces members.

The USO is a federation of the YMCA, YWCA, National Catholic Community Service, National Jewish Welfare Board, The Salvation Army and National Travelers Aid Association. It serves by operating off-base clubs, lounges and centers where needed, and by providing USO show troupes for touring in American military commands overseas.

USO is not—and cannot be—a military operation. It is a vital factor in maintenance of military morale.

In the civilian community the serviceman learns whether he is wanted or unwanted. And in service, if the only welcome he gets is in the nearest tavern and by questionable company seeking his exploitation, trouble is brewing for him, his command, and for the moral fiber of the youth of his nation.

Responsibilities—And Temptations

USO recognizes that these are the youngsters to whom their country has given great responsibility—and temptations. It is here where AWOLs will rise or fall; where venereal disease will be contracted or avoided; where costly “incidents” with the civilian populations will or will not occur—where attitudes and moral stamina will be strengthened or weakened.

The USO today operates more than 240 clubs in the United States in communities near large military training centers, at leave-and-travel points; and in more than two dozen foreign countries and territories.

Last year, the services of some 40,000 civilian volunteers, and citizens' financial support through United Funds and Community Chests made possible thousands of visits to USO clubs and servings at snack bars; locating of suitable housing for thousands of dependent GI families and accommodations for GIs; and a counselling service for servicemen's families.

“There is more than the inherent warmth in the millions of cups of coffee the USO serves GIs around the world”, someone has observed. “It is a tangible symbol that somebody cares back home. It is a voluntary expression of ‘Main Street’ America's concern for its sons and daughters. It cannot be done by ‘the military’ or ‘the government’”. That would take away its spirit and basic function.

Shows: Living Link With Home

The 20 million veterans of World War II and Korea who saw “live entertainment” from home, playing the jungles of China-Burma-India, on the “cow-pasture circuit” in Normandy, on remote islands and bases around the world, will tell you what a “lift” USO shows can be.

And the USO continues the same service for men and women in the “cold war” of the 1960s. USO shows have given entertainment for audiences in some of the world's most inaccessible places. Since their beginning in 1941, USO troupes have given almost a half million performances for an aggregate GI audience of 240 million.

Today, USO shows are giving more than 2,000 performances to overseas GI audiences of around a million troops each year.

As the USO continues to serve in its several capacities, tens of thousands of volunteers stand ready to carry on its work on behalf of our millions in uniform now—and those to be called to service, so long as military alertness must continue in the present world crisis.