

Let's Keep It In The Family

"All work and no play makes Jack a dull boy." We would be the first to agree to that old school-book principle. But we need also to realize another truth: We never really leave the company completely when we walk out the factory gate.

We take a bit of the company home with us because, like most Firestone employees, we associate with our fellow workers off the job. We discuss our work with our family and when entertaining or visiting friends the topic of what went on-at-work often rolls around before the evening is over.

The other night a friend and fellow employee said: "The Blank Company must be a good place to work. Tom Jones over there never seems to have any complaints."

"That's what you THINK," his wife interrupted. "But what do you KNOW? Maybe Jones has more sense than to gripe in public."

She was right. Tom Jones is a pretty sensible man. He knows he can damage his company by speaking against it.

People in public relations work talk about "the corporate image". It's another way of saying "company reputation". We like the word reputation better, because it suggests how a company's image is obtained.

A COMPANY gets its reputation the same way an individual gets his—by its actions and by what it says. It speaks only through the service or product it offers and through the people who make up the company.

We are the spokesmen for Firestone, and the

general public decides what sort of company our firm is by what we say about it.

Are you 100 per cent happy in the job you have? If you are, you're a rare individual indeed. We all go home at the end of the workday once in a while complaining about a "bad day in the office" or "rough time at the plant".

Doctors tell you that if you have a complaint, it's best to air it . . . get it off your chest. That's sensible, but the WHO you tell it to is most important.

It won't help our company's image or reputation if we air our gripes in public.

CHRONIC complainers are universally unpopular. The "good listener" is usually more patient than sympathetic, for in the back of his mind he thinks, "If he doesn't like it there, why doesn't he work somewhere else?"

"Laugh and the world laughs with you, cry and you cry alone." That old saying still has truth in it.

Complaining about problems at work hurts the individual and the employer's reputation.

Suppose you had a disagreement with some member of your family. Would you go around telling outsiders what a terrible family you have?

You can see why we say: "Keep it in the family."

Each one of us can help keep Firestone a good place to work by being good-will ambassadors to the public . . . by supporting our company through purchase of its products, by boosting it among our acquaintances and by keeping our minor complaints "in the family."



Johnnie Davis Twisting (syn)

Annie Hyleman Spinning

Ernest Mauney Twisting (syn)

Bertha Dodgen Twisting (syn)



SERVICE RECORDS LAST MONTH

Melvin Knox Shop

Add the five 25-year employee records in February to those that have gone before and you have a total of 535 at the Gastonia plant. The February records: Annie B. Hyleman, Johnnie Coy Davis, Bertha Dodgen, Ernest R. Mauney, and Melvin P. Knox.

While these persons marked anniversaries, received service lapel pins and a company appreciation gift of \$100, 15 others celebrated work anniversaries of from 20 to 5 years. The 20-year people received service pins and a gold watch; others received service pins. The list:

Twenty Years

William G. Floyd Jr., twisting (synthetics); John W. Ratchford, weaving (cotton); Charles W. Hamrick, roller shop; Bettie R. Thomas, quality control.

Fifteen Years

Jossie N. Ledford, Hazel H. Clark, Henry L. Jenkins and Cola M. Stacy, twisting (synthetics); Ollie D. Smith, weaving (synthetics); Ethel L. McAbee, cloth room.

Ten Years

William H. Keenum and Glenn Henry Bell, twisting (synthetics); Paul D. Neal, weaving (synthetics); Kenneth V. Stines, shop.

Five Years

Colin Lakes Quinn, nylon treating.

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Training means learning the rules. Experience means learning the exceptions.

RECREATION TRAVEL NOTES

March: The Beauty Of Azalea Time

Festivals, flowers, sports events, historical restorations, museums and many more. They're all a part of March, as this month brings Spring and the beauty of azalea time to the Carolinas and the mid-South.

By Spring's arrival March 21, many Firestone people will have already planned for vacation and week-end trips. The next two seasons in the outdoors are especially rich in choices for people who go places with a purpose, says Plant Recreation. Its travel cue this month:

For a wealth of ideas on places of interest in North Carolina, get your free copy of the 1964 Travel Guide published by the Department of Conservation & Development. Get your colorful book on Variety Vacationland by writing Travel Information Division of C & D, Raleigh.

By early March camellias are blooming profusely in the gardens around Wilmington and other locations in the eastern half of both Carolinas. A late camellia show is at Elizabeth City, March 21-22.

Mountain Youth Jamboree • The 16th annual Mountain Youth Jamboree in City Auditorium at Asheville is March 13-17. This outpouring of songs and dances by young people whose forefathers left a heritage of folklore in the mountains they settled, is one of the outstanding folk festivals of the nation. Its counterpart for oldsters is the Asheville Mountain Dance and Folk Festival in early August each year.

Outstanding of seasonal sports events are the 50-mile and 100-mile trail rides of Moore County Hounds at Southern Pines, March 12-14—a good spectator sport.

Morehead Planetarium at Chapel Hill offers "Easter the Awakening" through April 6.

Fire On The Bow At Union Grove • For the 40th year in a row, the old-time fiddlers' convention will be in session at Union Grove near Statesville this month. The program, one of the largest of its kind in the country, features traditional folk talent from several states. It has grown so large in recent years that it will this time play continuous shows during the day and up to midnight of March 28.

This is a good time to visit Charleston, one of America's oldest and most historic cities. It retains some of the atmosphere of the 18th century, with many houses of that era still standing along its narrow, crooked streets.

TWO PLACES you'll want to visit are the Battery (pronounced Bottery), and historic Fort Sumter. March brings a special invitation to visit the famous old plantation gardens of the Low Country, best known of which are Cypress, Middleton and Magnolia.

When you plan your trip to Charleston, information on places of interest and personalized guided tours in and around the city will make the stay more meaningful and enjoyable. Write to the Chamber of Commerce at 50 Broad Street, Charleston.

The 192nd annual Moravian Easter Sunrise Service is at Old Salem, Winston-Salem, March 29. Other Easter pre-dawn and sunrise programs are at Fields of the Wood in Cherokee County, at Boone, Wayah Bald near Franklin, Asheville, Cherokee and Hatteras.

April Preview • NC Azalea Festival, Wilmington, 2-5; Albemarle Craftsman's Fair, Elizabeth City, 15-16.

P. O. BOX 1278

Editor Firestone News

Many thanks for the nice pictures you made for the District 4 of NC Little People of America during our stay in Gastonia late last year, when the businesses of your city were our convention host. The pictures were perfect. We will long re-

member the kindness of the people in Gastonia.

•Francis Killen Granite Quarry, N. C.

Could you supply us with 2,000 reprint copies of the page feature on Daniel Boone Botanical Garden in September, 1963 Firestone News? * * * We want to distribute a major portion of the reprints at the Southeastern Flower and Garden Show in Charlotte, March 7-15.

•Mrs. B. W. Stallings Boone, N. C.

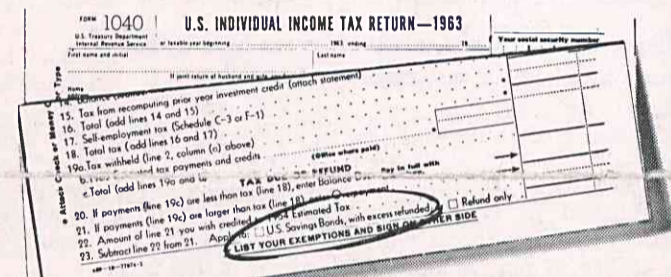
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How to get MORE out of your tax refund

When you get your '63 tax return (Form 1040), take a look at line 23 on the bottom of the page.

It gives you the option of taking your refund in U. S. Savings Bonds instead of a check for the total amount.

There are two big advantages:

1. Taking your refund in Savings Bonds gives you an easy way to hang onto it.
2. When your Bonds mature, your refund becomes 33 1/3% bigger. You get back \$4 for every \$3.

You also get a nice red, white and blue feeling from knowing you're helping your country's future as well as providing for your own.

Think it over when you ask for your refund this year.

Quick facts about Series E Savings Bonds

- You can buy Bonds where you work on the Payroll Savings Plan
- You pay no state or local tax and can defer the federal tax on interest until the Bonds are cashed
- You can get your money when you need it
- Your Bonds are replaced free if lost, destroyed, or stolen



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