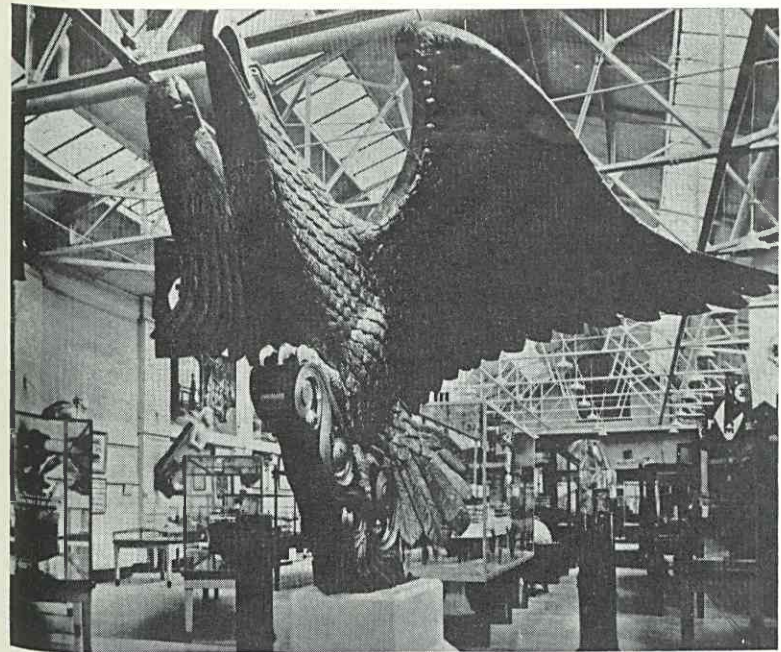


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Wonders of the Sea

Ship figureheads alone make your visit worthwhile at this Atlantic Coast museum—from this superb Navy Eagle to lusty mermaids or the prim figure of a captain's wife, with parasol and prayer book. . . (See Travel Notes on page 4).

F. B. GALLIGAN

For Safety—Work at It

When you count your blessings, be grateful that you are working for a company that has a genuine concern and an active program for the safety of its people, F. B. Galligan told members of supervision at a safety meeting in January.

The division operations manager called training and orderliness on the job two major factors in the outstanding safety program at the Gastonia plant.

He said a "don't care" attitude is one of the greatest drawbacks to efficient injury control in industry. Stressing prevention, he listed constant awareness on the part of everyone as a proven way to safety.

"Instruction and good examples are still unbeatable approaches to building safety awareness in everybody," he told the supervisors.

Mr. Galligan commended two employees who last month reported an unsafe condition on a paved area at the plant.

"That was a good example of how each one of us ought to be on the lookout for hazards and to take action to have the hazards eliminated," he said.

A Look at Textiles in NC

Importance of the textile industry to North Carolina cannot be overmagnified, U. S. Senator Sam J. Ervin Jr. told industry leaders attending a recent annual meeting of the NC Textile Manufacturers Association. The Senator from North Carolina noted:

- The textile industry provides employment for half of all North Carolinians engaged in manufacturing. It pays substantial taxes to the state and various political subdivisions throughout the state.

Industry provide leadership in the civic, cultural and religious life of the state.

"It has been my privilege—and duty—to support measures and trade policies favorable to the economic health of the textile industry," Senator Ervin said.

Company Chairman: Our Products Will Sell More Than Ever During This Year

Demands for the company's products will be greater this year than ever, Raymond C. Firestone told a stockholders annual meeting in January. The company chairman reviewed 1966 progress and told of new plans for the current year in which record sales and earnings are expected. He noted:

- To meet increasing domestic and foreign sales opportunities, present Firestone plants are operating at capacity and plant expansion projects are underway around the world.

In 1967 the company plans to invest some \$150 million in capital expenditures to realize its full share of growing sales opportunities and continue its position of leadership in the rubber industry. The number of vehicles in use in the United States and abroad will be greater than ever in 1967, said Mr. Firestone, adding:

"We are fortunate to be in an industry that sees its sales potential rise year after year with more cars, trucks and tractors on our roads and in our fields, using the products we sell."

"We believe 1967 will be a year that Firestone will again break all past records for sales and profits," the chairman said. In fiscal year ending Oct. 31, 1966, the company reported profits increased by 17.4 per cent to \$101,765,793 and sales were up 12.7 per cent to \$1,814,592,393 as compared with the previous year's figures.

Firestone NEWS

FEBRUARY • 1967

GASTONIA

NORTH CAROLINA

Zero Defects Program

Reinforces Long-Established Quality Control Efforts

"ZD represents the two most important letters of the Alphabet. They are the key to your future." It was the message from Firestone Textiles Company President Harold Mercer, as the plant here launched its Zero Defects program—the first in the textile industry for the immediate Gastonia area.

First Card for ZD



February 1 had become an historic date at Firestone, Gastonia.

Thomas Yelton, ZD program coordinator, said, "Once again we have become leaders in our field. Not only are we proud to be first in our area, but we will strive to be the best in the entire industry."

How It Began • Although the ZD concept is new here, it has been proven in the field of quality control, Mr. Yelton says. The original ZD (or 'do it right the first time') idea, he recalls, began with the Orlando, Fla., division of the Glenn L. Martin Company several years ago.

The plant had a rush order for the Government NASA program but the schedule did not allow for delays caused by error in workmanship. The idea of 'do it right the first time' evolved, and from it has grown a nationwide ZD program reaching to many areas of business and industry.

• • Firestone Textiles Company President Harold Mercer signed the first Zero Defects acknowledgment card, beginning the organized quality-control effort at Gastonia Feb. 1. With him were (left) Thomas Yelton, ZD program coordinator; and J. V. Darwin, general manager of the company's textile division.

Several of the Firestone company plants, especially tire-building facilities, already have the program well established. Mr. Yelton said that as of the time the program began here, there were known to be at least two textile plants with ZD programs in this Western Carolinas Piedmont region.

"ZD is a new approach to quality control," notes Mr. Yelton. "It aims at eliminating defect causes, rather than finding, correcting and re-doing workmanship errors already occurring."

—more on page 2

Highlighting last year's progress, Mr. Firestone noted that—

- The company is expanding present production facilities at Barberton and Dayton, Ohio; at Los Angeles, Calif.; Des Moines, Iowa, and Memphis, Tenn. Abroad, expansion projects are going on at Firestone facilities in South Africa, New Zealand, Portugal, France, England, the Philippines, Brazil, Argentina, Venezuela and Thailand.

In the U. S. in 1966 company tire plants at Bloomington, Ill.; Salinas, Calif., and Decatur, Ill., were enlarged for greater production.

- Firestone purchased majority interest in the Hardie Rubber Company of Australia. It includes three tire-building

units, industrial products facilities, retread shops throughout that continent and 150 service stores. Also, the company purchased majority interest in Viskafors-Gummifabrik AB in Sweden, one of that nation's oldest tire-manufacturing companies and one with which Firestone has been affiliated the past 20 years under a licensing agreement.

The company also acquired a majority interest in a tire plant in Italy and began manufacturing tires there for the first time. New plants are being built in England, Spain, Costa Rica and Tunisia. Mr. Firestone further noted:

The company's vast research and development departments

continue to provide new products. Examples in tires are the Super Sports Wide Oval, the all-new Deluxe Champion and the F-100 Radial-ply tire.

- Firestone tires again excelled on auto racing courses of the world. It was the 43rd time in a row that winner of the Indianapolis 500 was on Firestone tires. The company's tires were on winning cars in two-thirds of the major auto races around the world.

The company was honored by the National Association for Stock Car Auto Racing (NASCAR) with its Industrial Award for Excellence for providing stock cars "Rasafe" rubber fuel cells, which deter fire in event of crashes.