

Firestone

GASTONIA
NORTH CAROLINA

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NEWS

Citizenship Award

Firestone at Gastonia has been awarded the Outstanding Citizenship recognition for employees' exceptional contribution to the most recent Gaston County United Appeal.

The presentation last month at the UA annual awards meeting is the plant's seventh such honor over the past seven years of the UA drive for funds to operate health-welfare, recreational and other 'people' services.

Firestone was among a num-

ber of business and industrial firms, schools and other institutions listed for noteworthy UA participation.

In the 1967-68 UA financial campaign Firestone people contributed an all-time-high \$32,240, with pledges averaging \$21 per person of the employment.

Among other awards at the UA meeting, Samuel E. Crawford, Firestone Zero Defects coordinator; and Alvin Riley, industrial relations manager, were honored for their work as division chairmen. They were among

Another Honor For UA Participation

division chairmen who turned in 100 per cent or more of individual quotas.

The latest Citizenship Award is a silver-embossed strip added to the wall plaque presented three years ago. The original plaque of the seven-year period represented the first four of those years. The current plaque and its strips represent the fifth through ninth seventh.

Naming of new officers was part of the UA meeting program. Among them is Carl J. Stewart Jr., UA president, a Gastonia attorney and member of the NC General Assembly. His parents work at Firestone.

Mr. Stewart and J. V. Darwin, Firestone Gastonia plant manager, are each serving a second year of two-year terms on the UA board of directors.

The last UA campaign gathered financial support for 33 community agencies. A total \$353,317 was collected, exceeding the campaign goal by nearly \$10,000.

The last campaign was the first to include several communities with Gastonia, to make the UA services county-wide in scope.

Citizenship Awards are presented to participating UA firms with 15 or more employees, which have a payroll arrangement of paying UA contributions; at least 80 per cent of employees giving, and contributions averaging \$10 or above among the employment.

Ralph King, Bennettsville; F. B. Galligan, Bowling Green.

The division president has a BS degree in chemical engineering from Iowa State University at Ames. He is a member of the American Chemical Society, American Institute of Chemical Engineers, and Alpha Tau Omega fraternity.

Mr. and Mrs. Rice have one daughter.

Division | Rice Joined Company President | In 1941

Robert W. Rice, new president of Firestone Synthetic Fibers and Textiles Company, joined the parent company in 1941 as a laboratory analyst in the synthetic products plant at Akron.

Two years later he was transferred to the company's Lake Charles, La. plant where, in 1947, he became chief chemist.

He held the positions of technical manager and production manager before becoming plant manager of Firestone's syn-



● Robert W. Rice: F r o m Laboratory Analyst to Division President.

J. V. Darwin, Gastonia; Ralph thetic-rubber plants at Lake Charles and Orange, Texas in 1964. In 1966 he was named vice president and general manager of the Firestone Synthetic Fibers Company.

His latest promotion to division president came earlier this year when the Synthetic Fibers Company and the company's domestic textile operations were combined into a single unit, with headquarters at Hopewell, Va.

Mr. Rice's executive assignment over the textiles operations followed the retirement of Harold Mercer, who spent 37 years with the company, most of that time at the Gastonia plant.

Besides management of the synthetic-fibers operations from Hopewell, the division president is chief executive over the Firestone Textiles plants at Gastonia and at Bennettsville, S. C., and the new textile facility near Bowling Green, Ky.

Managers of these plants are

QC And ZD: Working Together—Striving For Excellence

Quality Control and Zero Defects in industry share one big goal: Maintaining highest standards and turning out the best products and services for the customer. In a broad sense, QC is the main operation and ZD is a major tool to help make it work.

"Many of us think of Zero Defects in relation to the quality of our product. It is a quality-control program, yet there is a distinct difference between the two," reminds the Gastonia plant ZD committee.

S. E. Crawford, ZD coordinator here, points out that "The slogan 'Do It Right The First Time' applies to quality — to be sure — but it also has a broader meaning." He says that ZD acts as an aid in other phases of our operation, such as

safety, maintenance, employee relations, office procedures, and in many other areas.

"ZERO DEFECTS is an Attitude Concept to develop Quality Awareness. And it is a tool to inspire people on the job — taking a positive approach to a person's pride in workmanship," says Mr. Crawford.

What makes a ZD program 'go'? Full participation of management and employees, for the main thing. "Everyone in our operation must be actively involved," adds the ZD coordinator.

He notes that many of our quality problems can be traced to wrong thinking of the person on the job. The problems quite often originate in lack of pride and lack of attention to the job being done.

As to Quality Control, it is a bigger part of the total picture of meeting standards and working efficiently to turn out top workmanship in our products, explains R. B. Hull, Gastonia manager of technical services and quality control.

"Zero Defects is a major tool in quality operation and production — one of the most effective tools we have to use," Mr. Hull adds. He makes clear that Quality Control, technically, is a program of maintaining production levels according to specifications.

"ITS MAIN function is to determine the problems and the level of quality performance on which our plant is operating," he says. "Besides finding the problems, Quality Control offers possible solutions or

courses or action to be followed so as to make corrections or eliminate problem areas."

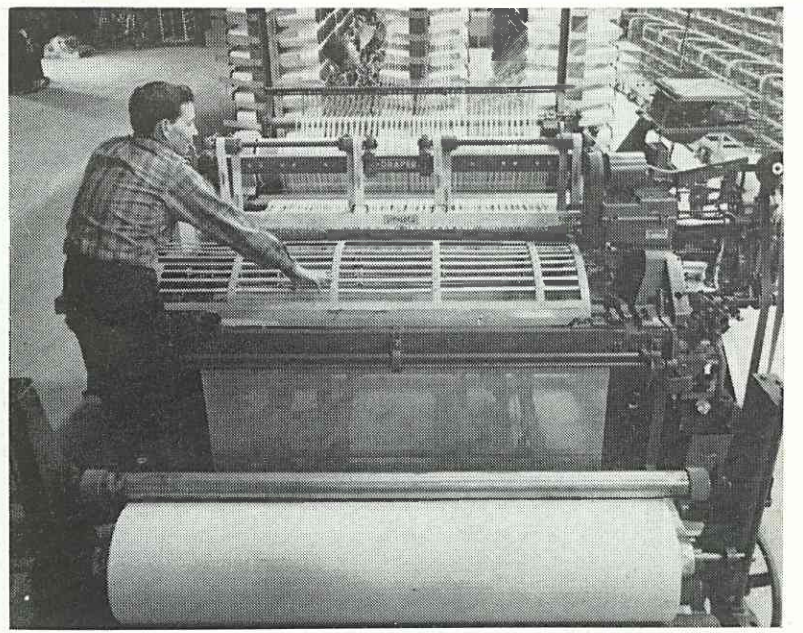
If it were possible to perfect every single factor that goes into our work and the production we turn out, Quality Control and Zero Defects would no longer be needed, notes Mr. Hull.

"So, we keep on trying — striving for excellence," he adds.

Concludes Mr. Crawford, ZD coordinator:

"Zero Defects is one of the most useful approaches to our continuing efforts of doing our best in performance and product quality.

ZD is simply a Way of Feeling (attitude and pride in work); and a Way of Doing our best, from the beginning all the way through — day in and day out."



THE FIRST TIRE FABRIC ever manufactured in South Central Kentucky came from Firestone's new production unit at Bowling Green early this year — from twisters, creels and looms which are familiar to the people who work at the Gastonia plant.

Here, with a loom which turns out synthetic tire fabric is Jesse

Liles, former Gastonian who transferred from the plant here to help start up and operate the new facility. Shuttle guards on the Bowling Green looms are patterned after those which Liles designed on the job at Gastonia several years ago. The guard has become standard refinement on looms which weave synthetic fabric here.

Bowling Green

Could it be that a record was set from beginning construction to start-up time at Firestone's new textile plant near Bowling Green, Ky.?

Initial production at the tire-fabric unit operated by Firestone Synthetic Fibers and Textile Company began in January — little more than seven months after ground-breaking for the facility located seven miles north of town. The first ship-

ment of fabric went out in February.

Production will continue to increase throughout this year, with full capacity expected by early 1969, said F. B. Galligan, plant manager. Mr. Galligan and eight other men were transferred from the Gastonia plant to form the basic production-administrative staff of the new plant.

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THIS SILLY THING

Veteran workers on the job here more often tend to be prone to carelessly "flirt with injury," than are employees with less service, notes R. E. Mack, plant safety manager.

"It's the old undesirable thing of carelessness growing out of the routine and the familiar," he said at a February supervisors safety meeting.

"We perform on our jobs for years, and may know the safe procedures inside and out — then too often lapse into a thoughtless tempting of injury and tragedy."

'... Never Do It Again'

Mr. Mack told of one man here, a long-time employee with years on his job operation, who went to first-aid recently with a nicked fingertip. He confessed that he's foolishly tried to unclog a carding machine while the lick-in mechanism was still running.

Licker-ins have vicious teeth, as is well-known by people familiar with cards.

For that employee, near-tragedy taught a lasting lesson.

"I've done this silly thing many, many times throughout the years," he recalled. "But I'll never do it again!"