



• If it costs us \$1 per yard to produce tire fabric from yarn and cord, and we sell the fabric at \$.65 per yard—what would happen to everybody's job before long?

United Appeal FINAL **\$40,316.65**

New heights of sharing through United Appeal were reflected in the report at Firestone's Gastonia plant last month. The record \$40,316.65 employee contribution continues the generally-unbroken climb which the United figure has made across the years (for example, the figure a decade ago was \$15,549).

The latest figure exceeds last year's United Appeal contribution by more than \$5,000.

The Firestone campaign—only general in-plant money collection during any year—yielded a major amount toward the county UA goal of \$566,819. Funds go to support of 33 "people" services in communities throughout Gaston County in 1972.

James B. Call, Firestone Textiles Company president, reported that this plant's UA contribution represents 99.3 percent participation of the employment during the funds-collection period in October.

AVERAGE amount of giving among those giving was \$28.65. Out of the total 1,397 giving, 1,013 made "Fair Share" pledges.

Ray Thomas and Terry Kirby of the plant supervisory staff were chairmen of the UA program. They had help from dozens of volunteers in plant, warehouses, offices and service departments.

"Year after year we have advanced to higher goals," noted Kirby. "As the need increased, our people matched it with their generosity. We're sure that this year's great response, has been a definite boost to the entire community and county as the United Appeal campaign went into its final days toward reaching its overall goal." Said President Call:

"WE ARE PROUD of our organization and its people — that so many are willing to give so much to benefit and bless others and, in turn, make our county a better place in which to work and live."

On the basis of this year's UA response, the Firestone plant again becomes entitled to a Community Service Award, in recognition of showing 80 percent or greater employee participation in the UA funding effort.

The United Way of Giving to help people began in Gastonia more than 18 years ago. It first was confined to Gastonia, but

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A Gee-Haw Whimmydiddle Or Tire Fabric

THE PRINCIPLE WORKS FOR BOTH

Sue programming the computer. Wendell doffing bobbins. John fixing a gear. Sidney painting the office. Elbert loading fabric. Evelyn typing letters. Marsha running a quality test. All different jobs, requiring varying skills. But they have one big thing in common. Each job is made possible through production. These and just about all other jobs depend upon productivity for their continued existence, success, and security.

Productivity? "It's simply a measure of efficiency, or how well resources (materials, labor and machinery) are converted into goods and services," says James B. Call, president of Firestone Textiles Company.

"It is a way of measuring output in light of all that goes into turning out saleable products or services."

Suppose, for example, a whittler in Beech Grove is turning out gee-haw whimmydiddles (a familiar North Carolina folk toy) to sell to tourists who stop at his roadside stand. Assuming there is a market and he is producing a quality item, the whittler's volume of sales is tied directly to the number he can produce.

Further, if he obtains materials at reasonable cost and his skill and effort—teamed with jackknife and other tools—will turn out whimmydiddles within a reasonable length of time per unit, he can expect the tourist to buy his product and keep his stand in business.

Now, a business principle starts to cross his mind. If he can increase production without sacrifice of quality, by working faster and more skillfully or by hiring more whittlers with materials and tools, the added number of toys will increase business—so long as customers keep coming.

THESE SALES at a "going" price at a fair profit will have the whittler "safely" in business, so long as he can meet competition in case a neighbor down the road should try the whimmydiddle trade.

GEE-HAW WHIMMYDIDDLES OR TIRE FABRICS—THE PRINCIPLE WORKS FOR BOTH.

Productivity (or output) is inseparably linked in one way or another with every person's job in industry. It's true also in all other places in the business world and in much of life itself, for that matter. Reminds Mr. Call:

"Productive efficiency is the price we have to pay for our success as a company—even for our own survival. It's so easy to overlook this truth."

It involves a simple principle which is vital to any business in our competitive, free-enterprise way of life:

To "stay in the game and come out on top", you have to produce the scheduled volume of QUALITY GOODS or SERVICES, doing it in the most efficient way we can by using best the manpower, materials and machines we have available.

Our American system of economy is based on production, distribution and sales of goods and services.

NOBODY GETS PAID UNTIL SOMETHING IS SOLD. This is an unchanging law of business! Of course, that "something" first must be produced at a cost that will allow a selling price to cover production and other expenses and provide a margin of profit to keep the producer going.

PRODUCTIVITY depends on many things, Mr. Call points out.

All human material production is based on natural resources (materials, or the stuff

we have to work with). Production also depends on manpower. People who plan, those who finance materials and equipment, and others who supply their skills and labor. All are combined with the help of machines or tools.

Productivity is what you have to show for performance. It's the amount of saleable commodity per unit of time spent. That performance depends on a number of things, such as

- Caliber of management
- Degree of investment in machinery, equipment, factories and other means of production.
- Techniques in performance of the work.
- Loyalty, dedication and diligence of the people involved, and their degree of skills applied to the job.

"You can see, then, that manpower (human resource) is a main factor in productivity," says Mr. Call.

So what can people on the job do to efficiently produce the scheduled volume of quality tire fabric at a cost that will enable the company to sell the material at a profit? A few things he suggests:

- Return an honest day's work for a day's pay
- Take a fresh look at your job now and then. Search for better methods
- Be alert to save production costs; promote job safety
- Increase job skills all along, and strive to improve work efficiency



WHAT IS THE ONLY WAY?

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New Water Supply Coming Up

Old Reservoir: 1899-1971

Firestone at Bennettsville, S. C., appeared to have a new marble ring in October, but it's really the base of an added 250,000-gallon water supply tank. The facility will replace the familiar reservoir which has served the plant since 1899 (it was then Marlboro Cotton Mills.) The tank, under construction, becomes necessary because of the new evaporative cooling system being installed at the Bennettsville plant.

Concrete base for new storage tank.

