

MARCH
1974

Firestone

GASTONIA
NORTH CAROLINA

Textiles Company NEWS

BENNETTSVILLE • SOUTH CAROLINA

BOWLING GREEN • KENTUCKY



UGF Reached Goal

BOWLING
GREEN

The United Givers Fund of Warren County (Ky.) reached its goal of \$170,000, it was reported as of Feb. 1. Success in the money-raising effort means that charitable and character-building organizations supported by the UGF will be able to function acceptably during 1974, and benefiting thousands of people.

At the annual meeting of the UGF board of directors in late January, retiring members were commended for three-year terms of service.

A special expression of thanks went to Ralph King, UGF retiring president, and manager of the Firestone Bowling Green textile plant. (Since then, Mr. King was transferred to Gastonia as general factory manager of Firestone Textiles Company.)

With the Bowling Green UGF, King had served as board member, allocations commissioner, campaign general chairman, and 1973 president.

In the 1973-74 UGF drive for operating funds, Firestone people at Bowling Green contributed nearly \$18,000.

The \$170,000 raised in the campaign supports 11 community services in Bowling Green and Warren County.

TEXTILES DIVISION

Five Appointments

Five management assignment changes within Firestone Textiles Company became effective March 1, the announcement made by James B. Call, division president.

- Ralph King, from plant manager at Bowling Green, Ky., to Gastonia division headquarters as general factory manager.

- Thomas L. Yelton, Bowling Green manager of production, to plant manager at Bowling Green.

- Robert C. Donaldson, from technical manager at Bowling Green, to production manager at that plant.

- David W. Hirsch, from supervisor of Quality Control at Bowling Green, to plant technical manager.

- William L. Schneider, from chemical engineer at

Bowling Green, to supervisor of Quality Control.

Ralph King, general factory manager, succeeds Francis B. Galligan who retired after 30 years with the Firestone Company.

King had been manager of the Kentucky textile facility since January of 1970.

A native of Abbeville, S. C., he was graduated from Clemson University in 1952 with a BS degree in textile manufacturing.

He joined Firestone at Gastonia in early 1962 as a management trainee. In the summer of that year he was assigned as assistant manager of Firestone's Buenos Aires, Argentina, textile plant, later to become manager.

He returned to Gastonia in mid-1966 and later that year was made manager of the Bennettsville, S. C., plant of Firestone Textiles Company.

After about four years at Bennettsville, King was appointed manager of the Bowling Green plant.

In Bowling Green since early 1970, King has been active in civic affairs, having most recently served as president of Bowling Green—Warren County United Givers Fund, and as a director of the Chamber of Commerce.

Before coming with Firestone 12 years ago, King was associated with Woodside Mills, Greenville, S. C., as assistant plant manager.

Thomas Yelton, production manager at Bowling Green since

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Martinelli Spoke On Safety

Guido Martinelli, industrial engineer at the Firestone Gastonia plant, was awarded \$25 for placing third in a speaking competition at the recent annual meeting of Blue Ridge Safety Council.

Martinelli and the others who participated in talk presentations on industrial safety, represented supervisory personnel of firms in the council. His talk on "How to Sell Safety to Employees" stressed this basic theme:

"The combined effort of knowledge, application and attitude, coupled with good communications and a lot of motivation, equals an effective program of 'selling safety'."



YELTON

KING



HIRSCH

DONALDSON

FRANK A. LePAGE

Enterprise Not So 'Free'

Free enterprise as an economic way of life has become so saddled with regulations and controls that the term is just about outdated, and the system itself not so free anymore. A Firestone executive vice president talked on this at an annual meeting of the Henderson, Ky., Chamber of Commerce last month. Said Frank A. LePage:

"The economic system which was the cornerstone of the growth of this country has become the target of government appointees, consumer activists and even legislators who rule their views with emotions, rather than with facts. So, the system has become filled with dents and cracks."

LePAGE was in Henderson recently to outline plans of the Firestone plant being built for production of wheels and rims for medium and heavy-duty trucks. Production is expected to begin in July.

In his talk, LePage listed many alphabetized agencies which control business and industry—noted that "the system is not so free anymore, and is becoming less free with each passing day."

"I'm not saying that all regulations and activists actions are counter-productive. Many are valid and beneficial. Some industries and businesses need to be jogged to do a better job."

"Nor am I saying that all segments of business are Simon-pure and that they should not be made liable for mis-deeds."

"I'm only asking for reasoned thinking and control for the benefit of us all. You and I—everyone who cares about saving our economic system—must start to speak out. . . . Tell of our accomplishments, communicate with employees, get acquainted with our legislators and keep them informed, go into the schools and onto the campuses. . . ."

Six Retired At Gastonia

Louell E. Thomas, Shop—his working record with Firestone: 35 years and 10 months.

Five others at the Gastonia plant had long records, too, as they joined Thomas in retirement, as of March 1. They are:

John R. Fender, TC Twisting, 32 years, 11 months; Howard A. Moore, Shop, 32 years, 6 months; Eva N. Plyer, TC Twisting, 32 years; Edith J. Robinson, TC Twisting, 30 years, 11 months; Monroe Jackson, TC Twisting, 27 years, 2 months.

Suggestion Program

Firestone president Richard A. Riley has set three major goals in the company's employee suggestion program for this fiscal year, ending Oct. 31. The goals:

- A participation rate of at least 600 suggestions per 1,000 employees at all participating facilities.

- Total company savings of \$1.5 million through suggestions "at work."

- Establishment of suggestion programs at plants in Nashville, Tenn.; Firestone Adhesives at Detroit, and at several additional facilities outside the U.S.

Reviewing the 1973 suggestion program: For the third year in a row, Firestone employees submitted more ideas to the company's program than did employees of any other major rubber company.

IN FISCAL 1972-73, hourly and salaried employees at factory installations of Firestone and its subsidiaries turned in

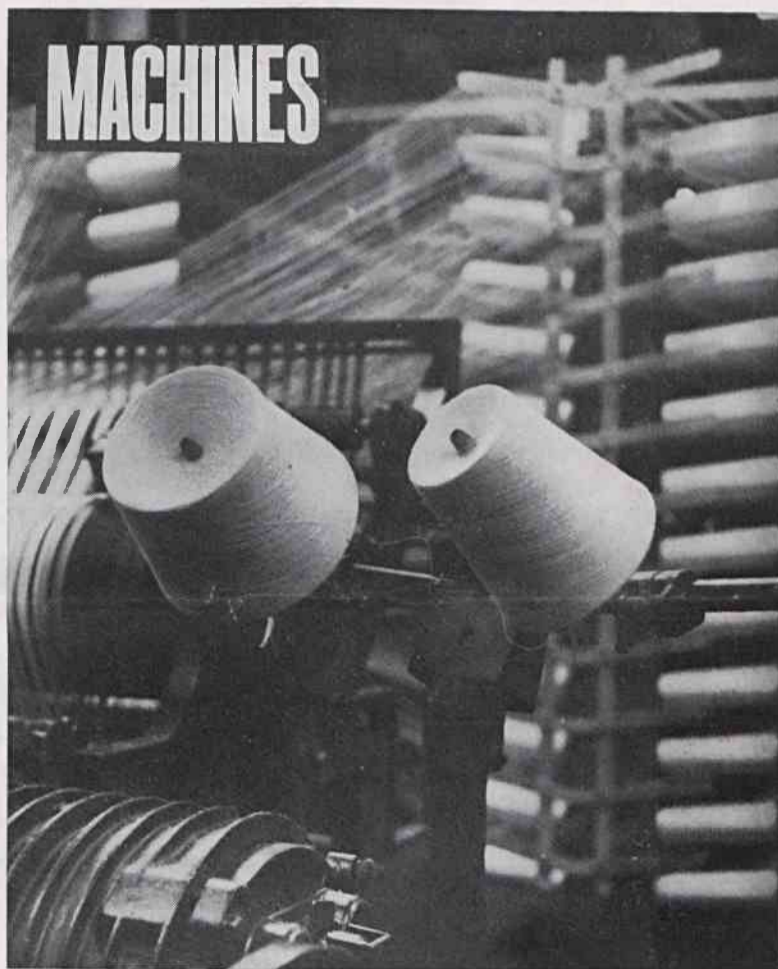
31,094 suggestions of which 6,757 were adopted. Company savings resulting from the suggestions amounted to \$1.34 million.

Employees who had ideas adopted received \$229,276 in added earnings.

An additional 623 suggestions and \$45,134 in savings from the Sales and Office, and Canadian Salaried programs brought the total of suggestions received to 31,717 and total savings for the company of \$1.38 million.

MORE suggestions were submitted by employees than in any other single year in the almost 56-year history of the program, and for the second time in two years, savings from adopted ideas exceeded \$1 million.

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•• People, materials to work with, machines and equipment to help get the job done; and working capital to make it possible (this through investments and profits) are basic essentials in production. Each is vital, and all these must work together. In the case of machines—think how handicapped productivity would be without them!