

That word is SALES

Exchanging what we produce for money. That transaction is represented by one basic word, and it allows Firestone Textiles to exist as a company. That word is Sales.

We are in business to satisfy the needs and desires of our customers. The right product at the right time, place and price will be the only way we remain in operation as a business. Those same "rights" will promote future business as well as secure our relationships now with present customers.

We are all aware of the adjustments in our fabric production levels here of late. These adjustments had to be made to reduce our inventory and conform to a lower level of tire production in The Firestone Tire & Rubber Company.

GENERAL economic conditions helped trigger the cutback in tire sales, and that impacted the Textiles Company. During this adjustment period, our "outside" sales business becomes even more important than before. We must maintain as high a level of this kind of production as possible.

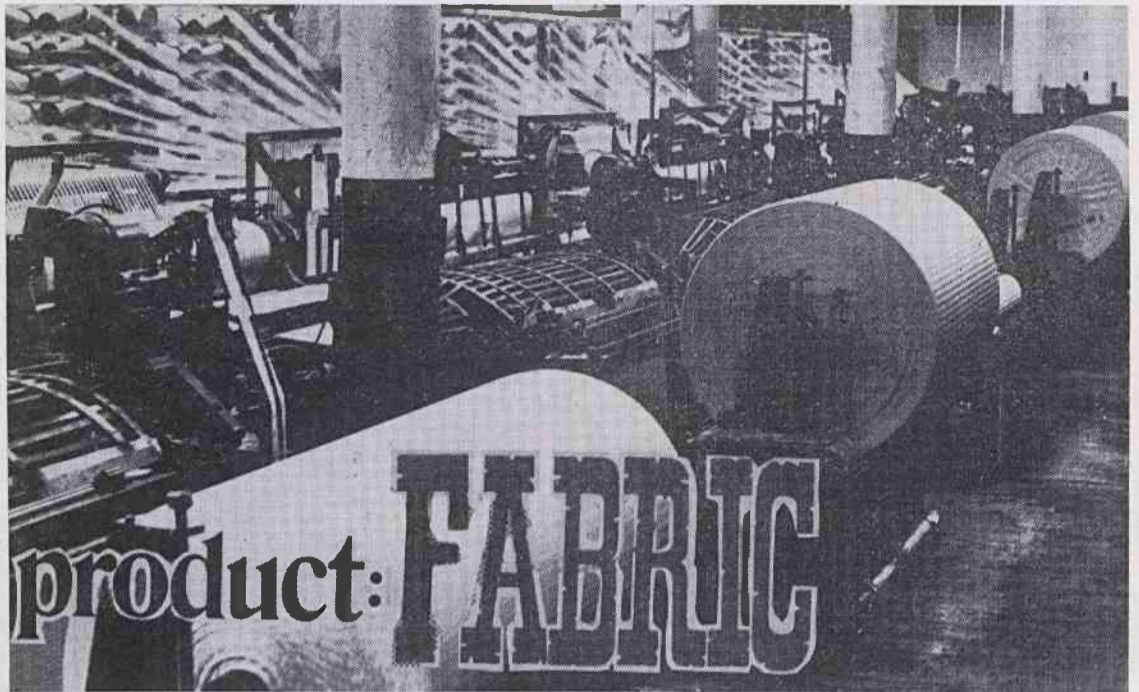
During May, for example, roughly 30 percent of the Textiles division fabric output was for some customer other than Firestone-U. S. A. In June, this "outside" rate had climbed to 40 percent. At the time this was written the July production levels contained 35 percent for "outside" customers.

It is our hope that in the future, as Firestone-U. S. A. tire production recovers, our other customer sales will remain at a high level. But we are here now! It takes little imagination to see how important the business from outside customers is to all of us. Your contribution to the right product at the right time, place and price is essential. We will keep up our sales if we meet those "rights."

Who are these magical outside customers? There are two basic groups:

EXPORT. This is our greatest area of customer sales. Some of the plants we sell to are in Brazil, Italy, France, Chile, Ghana, Kenya, New Zealand, Costa Rica, Uruguay, and Venezuela.

To give some idea of their importance to us, we have shipped close to 5.7 million pounds tire fabric to them during



the first seven months of our fiscal year, or in excess of 800,000 pounds per month. These customers are extremely nice and quality-conscious.

OTHER TEXTILE companies located in the U. S. and overseas are continually competing for this type of business. We must meet the "rights" to keep these customers. Keeping export customers is good, of course, but getting new ones is even better. Firestone Textiles Company is trying to develop markets in the Far East for bicycle tire fabric, also passenger and truck-tire fabrics. China could loom as a potential customer, if we are "right."

DOMESTIC. Our second basic area of outside sales is to our U. S. customers other than Firestone. These may range from supplying tire fabric to other prominent domestic tire producers to packaged yarn for industrial customers. Our customers' final product may be passenger, truck or bicycle tires; industrial hoses, conveyor belts, garden hoses, filtering devices, diaphragms for airbrakes as well as numerous other applications. These customers also need the same "rights." This area also is very much price and quality-sensitive.

The next time we are tempted to be wasteful of time or materials, or lack a quality-oriented attitude, we must remember that sales to our Company is like blood to the body. It is needful for life. Remember the "rights." And don't forget that we can make or break them.

'Hotline' help

•• Tri-County Mental Health Center in South Carolina has extended 'hotline' help, emergency & crisis-intervention service to Marlboro, Chesterfield and Dillon counties.

'Hotline' is a message-forwarding service which relays calls from the Mental Health office to a counselor's home, affording 24-hour service daily.

Until the new telephone equipment is installed at the Marlboro Mental Health center, calls may be made to Chesterfield (623-2229) and Cheraw (537-9479).



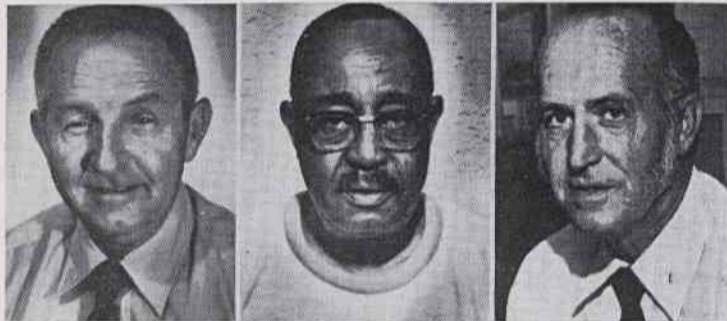
Died • Dautha L. Lane, 58, July 9. He was last a frame changer at Firestone-Gastonia, retired with 28 years service.

RETIRED

• William H. Massey Jr., put in 38 years, 8 months and 19 days at Firestone Textiles-Gastonia, and ended his 'long stretch' of service July 31. He had been foreman-special duties in TC Twisting since June 1977. Starting as a sweeper, Massey went on to be a doffer in ply-twisting; shift supervisor and shift foreman, all in TC Twisting.

Also joining the retired peoples group at the end of July were Ray Shields and Manuel Walker. Shields was last supervisor-control maintenance. 'Back yonder' he was a loomcleaner, loomfixer and clothdoffer in

All Right! • Blenheim, S. C., a Firestone Textiles (Bennettsville) hometown, last month completed its new ballpark in time for the district Dixie Youth playoffs. The facility was made possible through dona-



Ray Shields

Manuel Walker

W. H. Massey

Weaving. Before his last assignment, he was a shift supervisor and later general foreman in Wire Weaving up to the time that that operation was discontinued.

Manuel Walker, cleaner in TC Twisting, retired with 9 years and 15 days work at Firestone.

tions of labor and materials from area volunteers.

The park, behind Blenheim High School, has a concession stand, restrooms, and a press-box. Accomplished with about \$3,000 in funds, the park is

valued at \$10,000.

The Honey Festival at Jackson is one of the many special events in Kentucky, late August. Some others: Heritage Weekend, Louisville, 30-Sept. 1; Admiral's Day, Boonesboro, Aug. 31. In early Sept.: Autumn Gospel Song Festival, Elkhorn City, 2; 50's Celebration, Pikeville, 3-6; Bluegrass Festival, Clay City, 4-7; Main Strasse (Street) Festival, Covington, 6-7.

Some South Carolina Events
• August: Hunter's Festival, Ehrhardt—folk dancing, clog-

A suggestion review

William L. Bradshaw of Process & Product Development (Gastonia) received \$875 for two suggestions in recent months. The idea to switch from plywood to fiberboard end discs on export-fabric rolls paid \$780. For his suggestion to add security lighting in the new Warehouse, Bradshaw got \$95.

In the January-June period, Philip R. Goble and Robert

Wentz, Shop, shared equally in the \$860.40 paid for their method allowing for reclaiming pollution-control 'smoghog' cells in #8 Treating.

Horace Hughes, Shop, had the most approvals—his eight ideas paying a total \$288.82 for better ways in heating, plumbing and electric wiring.

A \$90 payment went to C. K. Cauthen, Warehouse, for suggesting saving through reducing the size of stencil lettering on export fabric.

A. D. McCarter, Shop, received \$75 for his method or protecting loom motors when replacing worn pins in them. Scott McCarter, Shop, had an idea to change from fuseboxes to circuit breakers in Weaving, and that paid \$50.

T. M. Black, Shop, suggested using welding rods of castiron—an idea worth \$30. D. B. Thomas and R. Lovelace, Treating, suggested adding a drain pan in #8 unit. It paid \$37.50.

For the January-June period, there were 10 approved ideas that paid above the minimum; and 116 for the \$20 minimum. Ideas had to do generally with improvements in procedures and equipment, added convenience in methods and operations, refinements, added efficiency, and savings in materials, equipment and energy-use.

Firestone NEWS

• GASTONIA

Volume XXVI August, 1980
Number 8 Page 2

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Monthly publication of the Gastonia, N. C., plant of Firestone Textiles Company, a division of The Firestone Tire & Rubber Company, Akron, Ohio. Division Headquarters, Gastonia, N. C. 28052. James B. Call, president. Member Carolinas Association of Business Communicators.

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