

EDITORIAL

QUALITY

Most of us at Weinbrenner can personally recall the days when television was an infant — now it is near full grown. This has been quality improvement before our eyes. The drug-gist and pharmaceutical people tell us the medications and — yes — pills — available today were approximately 10% available ten years ago. Quality improvement that saves lives is the result. We Weinbrenner people that are interested in sports and athletics do not have to search far for examples of quality improvement in all areas of competitive sports. Track, basketball, golf, skiing — you name it — the quality has improved remarkably during recent years. The result is new and better figures in the record book almost daily.

Machinery? How many of us are working with improved equipment or procedures as compared to five or ten years ago? Office work, production work, sales work, maintenance, using the telephone, driving an automobile, keypunching, figuring the payroll packing orders, inseaming, eyeletting, plant layout, cost estimating, edge trimming, accounting management — can any of us not think of refinements and improvements in our jobs during the past few years. The point is, of course, to improve our work and thereby improve the quality of our product.

Lets translate the above to our business at Weinbrenner. The fact is: Everywhere the customer is expecting improvement in quality — or he does not buy. Today's customer is more knowledgeable, is more quality conscious, is more informed, is more traveled and is, therefore, more selective. When a customer has to decide between the final two products, quality means the difference — quality workmanship, quality salesmanship, quality shipping, quality relations with the supplier, quality management — we all have to produce quality or the customer is not ours. And remember the old, old saying — "The customer is always right" — it's still true today.

Pushed for production each day — in the office or the factory or in the customers store? A remembrance to all of us: Quantity and quality go hand in hand" The success of your company and yourself personally depends on "quantity of quality". Quantity in the long run will never overcome quality. We must produce all we can — while maintaining quality. In the long run, the payoff is always on quality.

For the office employee, salesman, production employee, payroll clerk,

accountant, manager and EDP employee, here is a list of nine hints for quality improvement. As in television, pharmaceuticals, athletics and machinery — shoe making and marketing must improve in quality or we will not keep up with our competition.

1. Know your tools and equipment thoroughly. Be familiar with the way they work — how accurate they are, how temperamental, etc.

2. ASK for the tools you need for the job at hand. Use the right tools, and use them as intended. Take good care of them. Report trouble as soon as you suspect it.

3. Stop to think "Where exactly is my chief quality problem or problems? What can I do to solve the problem? For instance, can I inspect or check on my own work?"

4. Have a quality QUOTA for yourself. Aside from official quotas set by the department, life is more fun and work is better when a person works toward a goal of his own.

5. Find out what happens NEXT, to the part, item, or piece of paper you work on. What does the assembly or finished product look like? You'll be surprised to see how much more your work will mean to you — and how quality and accuracy will pick up.

6. When you start any NEW job, or new week of work, think quality. Stress the quality part of the work from the beginning, and it will become a habit.

7. Get the CUSTOMER'S view. Learn something about the people or companies who buy your company's product or service. Put yourself in the buyer's shoes. How does he feel about quality?

8. Keep your load of personal WORRIES down to a minimum. Keep rested and healthy, and build good relationships with people. A troubled mind will tear down quality work fast!

9. Use "auto-suggestion." Keep planting in your mind the IMAGE of quality and dependable work. Toss out of your mind the idea that mistakes should be expected. And replace it with the mental picture of doing the job right.

by Dave Finanger, Assoc. Editor

Editors Note: It is intended the editorial column will be a regular monthly feature of Footnotes. Any employee wishing to express a viewpoint in this column is invited to contact the editors.

Friendship is the only cement that can hold the world together.

The only person who listens to both sides of the family argument is the one in the next apartment.

Be kind — for everyone you meet is fighting a battle.

LOCAL 688

Affiliated: International Boot and Shoe Workers Union, Wisconsin AFL-CIO, Great Lakes District Joint Council, Merrill Central Labor Council.

Officers:

President — Louis Marnholtz, Jr.

Vice President — Leslie Crouteau

Recording Secretary — Rudolph Burgener

Financial Secretary — Jerome Harbath

Shopchairmen — Leslie King and Rudolph Burgener.

Meetings: Second Thursday of each month, Union Hall, 7:30 p.m.

Next meeting February 11.

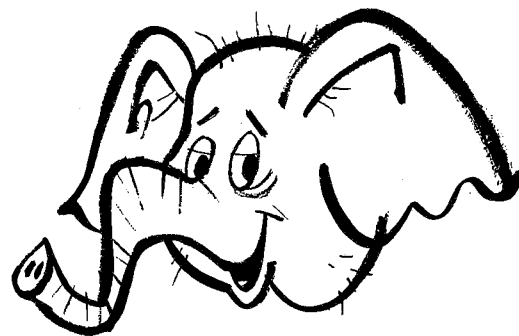
Membership: 390

REMEMBER YOUR UNION IS ONLY AS STRONG AS YOU THE MEMBERS MAKE IT.

Speak well of your enemies — you made'em!

The only people with whom you should try to get even are those who have helped you.

One of the easiest ways to become popular is to remember the nice things people say about a person and then repeat them to him.



WHITE ELEPHANT AWARD

What's This?

Provided by Employers Insurance of Wausau, the White Elephant is awarded to the department having the poorest safety record for a two month period. It will stay in the department as long as it has the poorest rating. Presently the White Elephant Award is located in the following departments: Antigo — Packing, Merrill — Bottoming, Vulco — Cutting, and Marshfield — Bottoming. Its main purpose is to keep employees and their supervisors aware of safety and safety practices. Safety consciousness on the part of all employees should be as important as coming to work in the morning. Let's avoid accidents.



Third Floor Merrill Dress Plant Cutting Department



Third Floor Stitching

The 3rd floor at the Merrill Dress plant recently underwent a complete face lifting. New lighting and fresh paint not only made this floor a brighter place to work for the

employees but has also attracted the attention of passing motorists on Highway 64. Looks like the "Northern Lights" are now on the south side of Merrill.