An Idea, Our Good Name—and the G. T. M.

The problem of keeping abreast of the rapid advances that characterize both shop practice and factory equipment in these days of high pressure business and quality-quantity production, is something that over-reaches the limits of one man or one plant’s experience. Consequently, the progressive factory manager, the engineer, and the superintendent make constant study of the latest in ideas and facilities in their field of endeavor.

The idea underlying the plan of the G. T. M.—Goodyear Technical Men—is to provide the right type of help for every specific industrial use. It removes the important elements of production—bushings, belting, conveyors, and pulleys—from the field of blind-man operation, and places each under a specific basis for operation.

The force of this idea is being applied to the Fort Atkinson Canning Company when they were looking for the help of the bushing and belt department of the plant at Jefferson, Wis. They had never used a Goodyear belt—the bolts, the bushings, and the belts for their plant were all being generally satisfactory—but they knew Goodyear’s reputation for quality, and they knew the company wide approval won by Goodyear Belts operating in other companies’ plants. This idea was accepted by the G. T. M. analysis of their requirements.

Goodyear’s factory team took off out of the Williams College team, thanks to the G. T. M., and with Williams College as in January 1970, the game was played as expected and was very close. Williams took the lead in the first half but the Institute men were getting toward the end of the game and goals by Davis, Hoadley, and Williams decided the contest in their favor. The final score was 3-2, to the Institute men, with Williams as a feature of the Goodyear work.

The force of this idea was also applied in the field of sales and service assurance. Goodyear Belts—the belts they had in their plant were all being generally satisfactory—but they knew Goodyear’s reputation for quality, and they knew the company wide approval won by Goodyear Belts operating in other companies’ plants. This idea was accepted by the G. T. M. analysis of their requirements.