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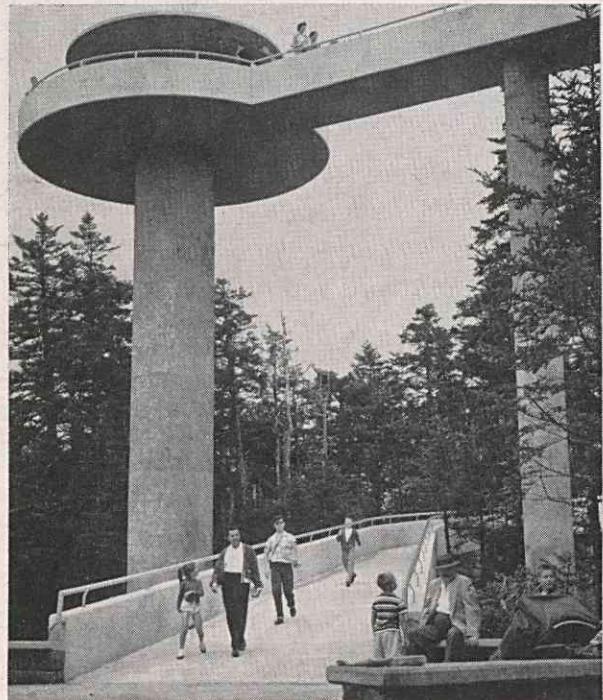
Firestone NEWS

GASTONIA

VOL. IX

GASTONIA, N. C. SEPTEMBER, 1960

NUMBER 9



CAMP FIRESTONE in the Blue Ridge is an ideal base from which to travel to numerous sightseeing attractions in a vast highland area. A favorite place of interest is Clingman's Dome in the Great Smoky Mountains National Park. Added recently was a spiral ramp leading to a 45-foot tower (left) from which you get sweeping views of distant ranges. Tower adjoins paved parking overlook on the Dome crest.

Right: Cherokee Indian Fair each October



since 1914 is another outstanding attraction in the mountain region. Members of the Eastern Band of Cherokees on the Qualla Reservation exhibit arts and crafts, farm products, and present traditional music and dances. Agricultural displays include colorful "Indian" beans and corn grown only in this section of the Smokies. Also there are Stickball (ana-tsagi) games, archery and blowgun contests. Oconaluftee Indian Village, also at Cherokee, is open through mid-October.

—N. C. News Bureau photos

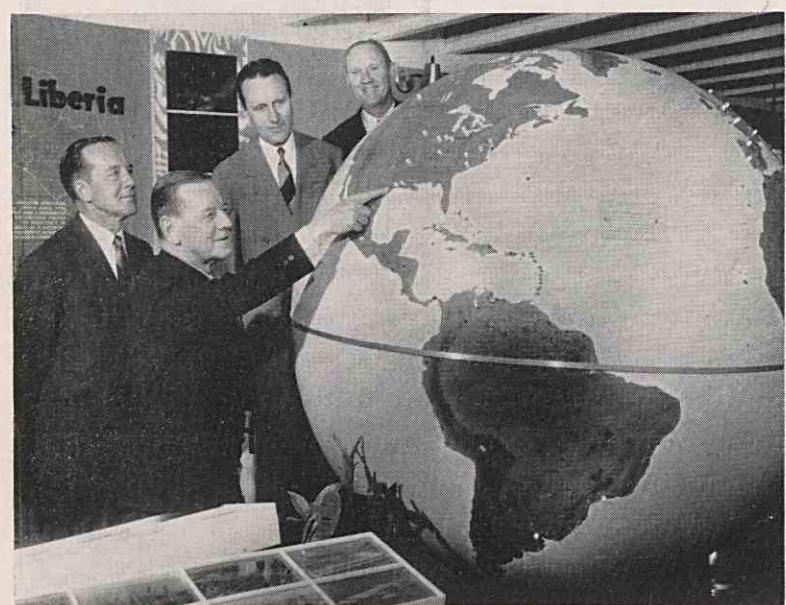
FOR FIRESTONE COMPANY

60th Year—"Edge of Unprecedented Progress"

Firestone, launching its 60th year of business in August, moved onto the threshold of a 10-year period that promises unprecedented growth. This was the vision of Harvey S. Firestone Jr., chairman and chief executive officer, in reviewing the current \$120 million expansion and modernization program undertaken by the company during its 60th year.

Scheduled to be in operation soon are four new plants, with plans underway for construction of a new synthetic-rubber pro-

ducing unit at Port Jerome, France; and a three-plant synthetic-rubber complex at Bareilly, India.



PROGRESS—The four sons of Company founder Harvey S. Firestone discuss 60 years of progress, as they examine a large globe pinpointing worldwide installations of the company. Harvey S. Firestone Jr., chairman and chief executive officer, points to the new Coral-Diene plant in Orange, Texas, opening within the next few months. Behind him, from left: Leonard K. Firestone, president of the Firestone Tire & Rubber Company of California; Raymond C. Firestone, president of the parent company; and Roger S. Firestone, president of the Firestone Plastics Company, Pottstown, Pa.

New installations moving toward completion this fall are a plant at Orange, Texas, to manufacture Coral and Diene rubber; a nylon-producing operation at Hopewell, Va., and tire plants at Calgary, Alberta, Canada, and Bethune, France.

This building program will bring Firestone's total number of plants to 75.

"We are proud that in 60 years our company has grown from a small one-plant operation with a 12-man force in Akron, Ohio, to a diversified enterprise with installations in 21 countries, employing 85,000 persons," Mr. Firestone said.

Progress From Beginning

The company, which observed its anniversary August 3, was founded by Harvey S. Firestone in 1900. At that time it listed assets of \$20,000. Sales in 1901 amounted to \$110,000. The first profit-making year was in 1903 which produced \$8,503 profit on sales of \$230,000. In 1905 the company paid its first dividend and the following year the company passed the million dollar sales mark.

Steady growth has marked the firm's history until today it is one of 40 U. S. companies doing more than one billion dollars worth of business annually.

The latest report for fiscal 1959 shows net income of \$64,596,848 on sales of \$1,187,784,024 and lists assets in excess of

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'Eyewitness' Goes Weekly This Month

Starting this fall, an expanded weekly series of "Eyewitness to History" programs on CBS television will constitute a new, major source of information for the American public.

The sponsor, Firestone, has presented 27 "Eyewitness to History" programs in selected time periods over the CBS TV network since August of 1959. Beginning September 30, it will present the weekly "Eyewitness" programs every Friday throughout the year at 9:30-10 p.m., EST.

In its new schedule of regular appearances, "Eyewitness" will deal thoroughly with the single most significant news story of the week. The program will be live, with video-taped and filmed coverage, reports and commentary by CBS newsmen around the world.

In its first year, "Eyewitness" covered such events as Nikita Khrushchev's historic tour of the United States, President Eisenhower's journeys to Europe, Asia and the Far East, and General Charles de Gaulle's American visit.

The programs have been praised in the press and on the floor of the Congress of the United States. This season's weekly "Eyewitness" series will again be produced by the Special Program Unit of CBS News.

erator; two other cottages with sleeping quarters; and a main dining hall. Altogether, there is room for around 80 persons at a time for overnight stay, with additional space on the property for camping.

You can enjoy fishing, boating, swimming, water skiing, hiking, horseshoe pitching, and picnicking. For children there

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Another Record In Safety

Production manager F. B. Galligan points to the plant's safety record of 3,498,104 manhours with only one lost-time injury during the 1959 calendar year. With him are (from left) A. B. Gamble, Mechanical department; Ann Hubbard, Spinning; and

James Reel, Weaving (synthetics).

The polished walnut plaque bears an inscription on burnished brass. It was presented by the North Carolina Textile Manufacturers Association and the North Carolina Industrial Commission. For the accident-control contest, Firestone Textiles was in the group of industrial establishments with more than 1100 employees.