
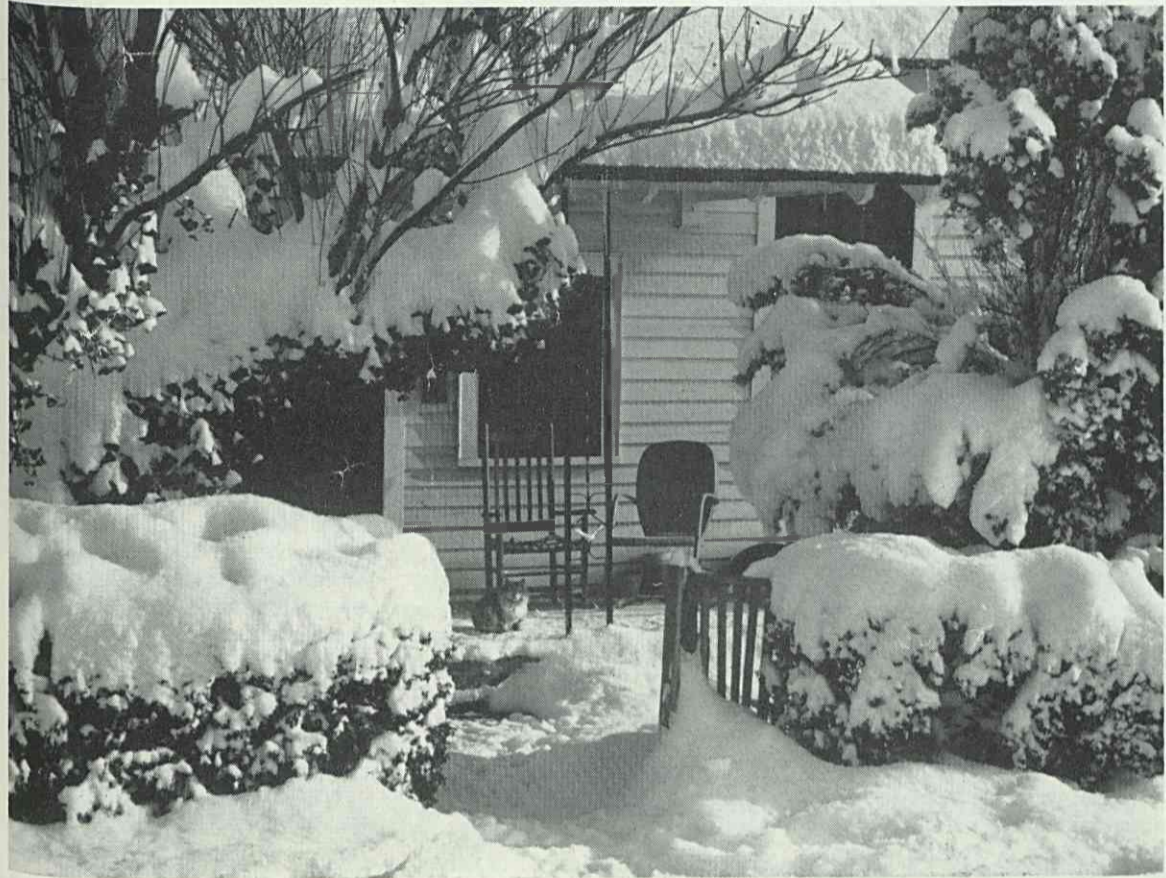


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GASTONIA • NORTH CAROLINA
AN ALL-AMERICA CITY
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Firestone NEWS

Your Symbol
of Quality
and Service

The cat belonging to Mrs. Stella Crisp surveyed this scene from beside a rocking chair on the Crisp porch at 1126 West Seventh Avenue. Mrs. Crisp is the widow of Lonnie Crisp, who retired from Firestone.

☆ ☆ ☆

In a time Of Snow

Snow crept in with the darkness on the evening of January 15 and transformed the Piedmont Carolinas landscape into a glittering fairyland. The fall continued most of the following day, leaving 12 inches underfoot in the Gastonia area.

And here, a cold seat near Boy Scout Explorer Post House inside the Firestone Playground.



Plant Has Sixth UF Citizenship Citation

For the sixth consecutive year, Firestone Textiles has received the "outstanding citizenship" award in recognition of employee-company participation in the Greater Gastonia United Fund financial program.

The plant was among 33 industries and businesses honored at the 12th annual UF awards meeting Jan. 22. Recognition for exceptional contribution brought awards of plaques or additional award bars to be attached to plaques presented in previous years.

Firestone's award this year was a silver-embossed strip to be added to the wall plaque received last year. The first award plaque, given six years ago, has attached to it strips representing the second, third and fourth years of outstanding participation.

BASIS for the annual award is that a firm with 15 or more employees have a payroll system for UF contributions, and that at least 80 per cent of employees donate to the fund—with this giving averaging at least \$10 per employee involved.

Firestone's averaged contribution in last November's UF plant solicitation was a record \$17.65, with 910 persons making their gifts by the "fair share" formula. Total Firestone gift was \$23,532. The giving program here was led by P. R. Williams Jr. and J. G. Tino Jr., assisted by dozens of volunteer solicitors throughout the plant, offices and warehouses.

Among individuals honored for UF volunteer service was Alvin Riley, manager of industrial relations, who led Industrial Di-

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174 YEARS
AGO . . .
Samuel
Slater
Believed
In
Machines

There is a real and justifiable concern with the sense of security industrial workers feel in the face of rapid technological development such as we now have.

Today we call it automation. The word and the ideas surrounding it cause fear in some people. They think it is a threat to job security.

The people who destroyed Richard Arkwright's first spinning system acted out of misguided fear. It is also true of the early textile workers who destroyed Jacquard's loom; and of the English officials of the 18th

and 19th centuries who jealously guarded their textile machinery secrets because they feared the consequences of the spreading of such advancements.

Even today there is an element of fear in those who look askance at automatic splicers, high-speed spinning equipment and other new methods and machines.

The recurring theme in all of these examples is that the textile industry has known automation by one name or another since the first days of the machines which started the Industrial Revolution. Tech-

On Getting Our Share Of The Market

THE
FIRESTONE
WORLD

The Firestone company reported the best sales and earnings in its history for the fiscal year which ended Oct. 31, and in forecasts for publication in the national press Chairman Harvey S. Firestone Jr. predicts another banner year ahead for the rubber industry and Firestone.

This is good news to Firestone people, because it means much to our future. But it also means that all of us at Firestone must become even more dedicated to obtaining our share of the market and to achieving better profits, because competition is on the increase everywhere you go.

A top executive of one of the largest automobile manufacturing companies—a big customer of Firestone—says: "I believe we are in a permanent buyers' market. Competition will get steadily tougher. We will face more competition from abroad, more competition within domestic industries, and more competition among industries."

To meet the competition, Firestone and all other companies must constantly make significant improvements in products and services.

The company which continues to make the same products in the same way may face difficult times in the growing buyers' market in which the customer wants new and better products and better and more efficient service for his money.

Report Benefits On Tax Return

Did you receive sickness and accident benefits last calendar year? Internal Revenue Service regulations require that such benefits paid to employees be reported.

U. S. Information Returns—that's Form 1099—has been supplied by the company for employees who were paid such benefits during 1964. Forms show total amounts paid. All or part of the amounts shown may be excludable, depending upon an employee's circumstances.

Detailed instructions for figuring sick pay are included in "Instructions for Preparing Your Federal Income Tax Return Form 1040 for 1964" mailed by the Internal Revenue Service to all taxpayers.

More and more people are coming to realize that profits are very important. This is encouraging.

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Top Scout Honor To IR Head



The highest Boy Scout award for volunteer adult leadership has gone to Alvin Riley, manager of industrial relations. He received the Silver Beaver citation in January, from the Piedmont Council, Boy Scouts of America. The citation honored the Gastonia community leader for his contributions during 11 years of service to Scouting.

The award, one of eight presented, came at the Piedmont Council's annual meeting at Lenoir Rhyne College, Hickory. Citation for Mr. Riley's award:

"Served boys through Scouting for over 11 years as troop committeeman, neighborhood commissioner, district commissioner, and assistant district commissioner. He was instrumental in the organization of Firestone Explorer Post and served on that committee.

"He is a member of the board of deacons at Loray Baptist Church. As a community leader he has worked on the advisory board of the Salvation Army and assisted with the Red Shield Boy's Club operation, worked on the YMCA annual membership drives as top colonel and top general, served in key positions for the Greater Gastonia United Fund Campaigns, and is a director in the Gastonia Chamber of Commerce and chairman of the safety committee for 1965. He has had the responsibility for promoting the annual Harvey Firestone Jr. Scouting Award Program."

—THE TEXTILE EDITOR