

Hathaway: Communicate Well And Change

Future cord materials which will measure up to speed-and-endurance demands for tires may be improved forms of what are already in use, polyesters or other materials not yet explored, predicted Firestone president Earl B. Hathaway.

"One of these days you may be even riding along on air encased in rubber-coated glass-fiber cords," he said, speaking to delegates at the Private Truck Council of America convention in Cleveland.

He spoke of tires and communications:

"Our future progress depends upon our communicating with each other on every level—in selling and buying tires, in marketing any product, in learning to live together in peace . . . The successful businessmen of the future will be those who have learned to communicate and to move with the sweeping changes that are taking place in industry," he added.

"Good communicating is the transmission of ideas and the mutual understanding that results." Then the president went on to talk about changing demands on truck tires and how the tire industry has met tire needs in the new era of motor transportation. Some of his observations:

• Trucks are traveling faster and for longer distances without stopping. Legal speeds will be increased in the future. Truck designers are looking to a 600-mile non-stop trip before long and they are also talking of horsepower twice as high as that of trucks today.

To meet these challenges to the tire industry, he predicted an increasing use of wide, single tires in place of duals. Of the rubber in tire products today, 75 per cent is synthetic and the percentage is on the rise. Research is leading to improved synthetics at the same time as natural tree rubber types continue to improve.

• Through the years, the tire industry has been researching and testing to build in maximum safety, increase cord strength, improve cord body, and design safer treads.

• The rubber industry is dedicated to building safe tires for today's automobiles and trucks. He called for continued cooperation between the trucking and tire industries, and added: "Together we have solved the majority of truckers' and motorists' problems and have produced tires to meet new demands. This working together has shown the real value of marketing through communications."

MTS Man On Regional AIE Board

Luther Brown of methods and time study service has been added to the six-member board of directors, Southern Piedmont Chapter of the American Institute of Industrial Engineers. Chosen at the group's spring meeting, he will serve for the 1965-66 term.

The Southern Piedmont Chapter of AIEE, with its 65 members, is currently planning a regional conference for the Charlotte area.

AIEE's 16th annual national conference in Chicago May 13-15 has as its theme "An Era of Changing Concepts."

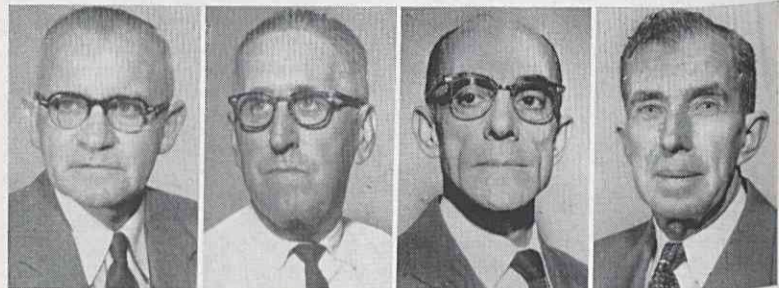


Eula Wilson Payroll

Troy C. Jones Shop

R. L. Tompkins Purchasing

Claude R. Taylor Twisting (syn)

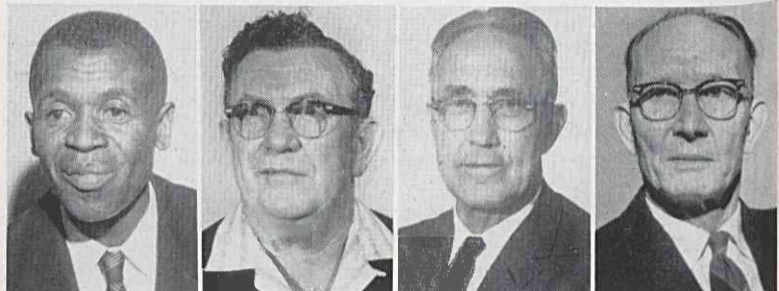


W. O. Stephenson Twisting (syn)

Fred T. Morrow Warehouse

Willie B. Ward Quality Control

Payton Lewis Carding



Luther Thompson Warehouse

W. A. Johnson Spinning

R. H. Wright Nylon Treating

George T. Dill Weaving (Cotton)

The First 30-Year Group

There was a party—complete with an anniversary cake and the other trimmings—for the plant's first group of persons reaching the 30-year employment record last month. Along with the merriment, the 12 honored ones who came to work here in April of 1935 did some nostalgic "remembering back when . . ."

At the anniversary get-together in the plant conference room, general manager Harold Mercer had a special word of congratulation for each of the "long-timers," as he presented service lapel pins and company "commemorative gifts" of \$100 each.

Of the dozen who marked the score-and-10 years anniversary, four of them had come to work here on the very first day the plant started production under Firestone ownership, April 2, 1935: Troy Jones, Eula Wilson,

Fred Morrow, and R. L. Tompkins. The others were on their jobs within a few days after that historic date.

While these persons were noting their service anniversaries, 14 others joined them in April with work records of 10, 15 and 20 years:

Twenty Years
Roger Stringfellow, twisting (synthetics); Johnnie Byrd, weaving (cotton).

Fifteen Years
Emma A. Moore, Edna K. Passmore, Edward A. Crisp, and Arvel J. Greene, twisting (synthetics); Ollie G. McDonald and Lona L. Taylor, weaving (synthetics); Rubye G. McAllister, cloth room; Jerry Howie and Roy M. Chastain, shop; Thomas J. Ross, warehouse.

Ten Years
Sammy O. Bunton and Bessie Hardin, twisting (synthetics).

Twenty-year employees received the commemorative gold watch along with their service pin. Others were presented the service pin.

paign.

C. P. McArver of main office was one of the leading "commandos" in the recruiting organization.

Others here who worked at the recruiting effort were L. B. McAbee, J. G. Tino, Jr., P. R. Williams, Carl Guffey, Freddie Elkins, Jimmie Lou Hartgrove, Ann Hubbard, Inez Rhyne, Jesse Liles, Cramer Little and Alvin Riley.

Firestone Folks Helped Y Drive To Success

When the Gaston YMCA closed its membership drive in mid-April with more than 2,000 members added to its rolls, a number of Firestone volunteer recruiters were counted among those who helped out in the successful campaign.

Including the 2,116 signed up during the March-April drive, the Y has more than 4,500 members, making it one of the largest Independent YMCAs in North Carolina. It was the first time that over 2,000 memberships were recruited in one drive.

Ralph Johnson, manager of employee relations here, as a "general" in the campaign setup, accounted for 1,016 members added by his workers. His was one of two "armies" for the cam-

On Film: Story Of Arfons Triumph

"Challenge," a new 26-minute Firestone motion picture, tells the story of Art Arfons and his capture of the world land-speed record at the Bonneville, Utah, salt flats last fall.

The 16-mm color film portrays the drama of how Arfons in his homemade jet-powered "Green Monster" auto, set the world land-speed record of 536.71 mph to become the 'fastest man on wheels'.

Prints of the film may be booked for Gastonia-area showing through Association Films of Oakmont, Pa. The plant industrial relations office here has additional information on "Challenge".

May Comes With Her Basketful Of Jewels

Funfests, sports events, trail rides, horse and dog shows, folk festivals, fishing tournaments. These are but a 'drop in the bucket' on the events calendar hereabouts this month. What's more, they're samplings in North Carolina alone, not counting other states of the South and points beyond.

Speaking of 'yonder', if your travels include distant states, the recreation department reminds you that the New York World's Fair has opened for its second spring-to-fall run. The fair has been revised so as to promise even more exciting exhibits and entertainment.

Down home in North Carolina there's a variety of things going on this month, along with the seasonal spectacular sightseeing all the way from the coast to the mountains—where the wildflower parade begins to climb to higher altitudes.

Mountains National Park May 16 (to Aug. 31); the international blue-marlin tournament at Hatteras, May 31-June 5; and the spring fishing contest at Edenton, May 31-July 4.

Love Valley And Horses • Iredell county's renowned community with an Old-West flavor offers one of its first of many attractions for the season, the Western horse show, May 29-30.

A sampling of other sports events over the state this month: NASCAR auto race at Hickory, 16; New Hanover dog show, Wilmington, 22; Sandhills skeet championships at Pinehurst, 22-23; World 600 late-model auto race, Charlotte, 23; NASCAR auto race at Asheville, 28 (also at Harris, 30th).

Also for the calendar: Sidewalk art show, Raleigh, 14-16; Eastern Carolina singing convention, Wilson, 23.

'Bus Stop' Season Opener • Summer theatre and outdoor drama season is usually underway by June, but a new group, the Brandywine Players, starts its season May 20 with "Bus Stop". They will entertain you in their barn playhouse in the shadow of Mount Pisgah at Candler. The season will offer eight shows, each to run Thursdays through Sundays for two weeks.

The sand-surf-sun season means exciting recreation on the Carolinas coast—and outdoor recreation is in full swing across the two states. Mountains, lighthouses, shipwrecks and historic fortifications; golf, riding, hiking, water skiing, boating, swimming and fishing are all beckoning. Wilderness areas and state and national forests and parks are open too. Over 400 roadside picnic areas are waiting in North Carolina alone. Camping areas, travelers' accommodations, and the famed Blue Ridge Parkway are getting back into business this season.

Well . . . Go! Have fun, be careful, get home safely.



RECREATION TRAVEL NOTES

Fontana And Two Festivals • Fontana, famed alpine resort in the Smokies, has its spring folk festival May 15, and the spring square-dance funfest, 22-30.

On Lake Norman, and only a few minutes from Gastonia, the annual sailing regatta of the Lake Norman Yacht Club is May 8-9. At least three main calendar entries for fishermen are May events: Trout streams open in the Great Smoky

Firestone NEWS

Volume XIV Number 6
May, 1965 Page 2

Claude C. Callaway, Editor

• South Atlantic Council of Industrial Editors

Published by The Firestone Tire & Rubber Company, Firestone Textiles Division, Gastonia, North Carolina.

PLANT REPORTERS

Carding—Payton Lewis

Main Office—Bea McCarter

Mechanical Department—Rosie Francum

Quality Control — Sallie Crawford, Louella Queen, Leila Rape

Warp Preparation—Elmina Bradshaw, Vera Carswell, Elsie Cole, Annie Cooney, Katie Elkins, Catherine Fletcher

Warehouse—Harold Robinson, Israel Good, Rosevelt Rainey

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Weaving (synthetics)—Irene O'Dell, Mayzelle Lewis

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Think On This . . .

Cousin Eva Mae said to her Sunday-school class: "Wouldn't it be nice if we could find other things as easily as we find fault?"