

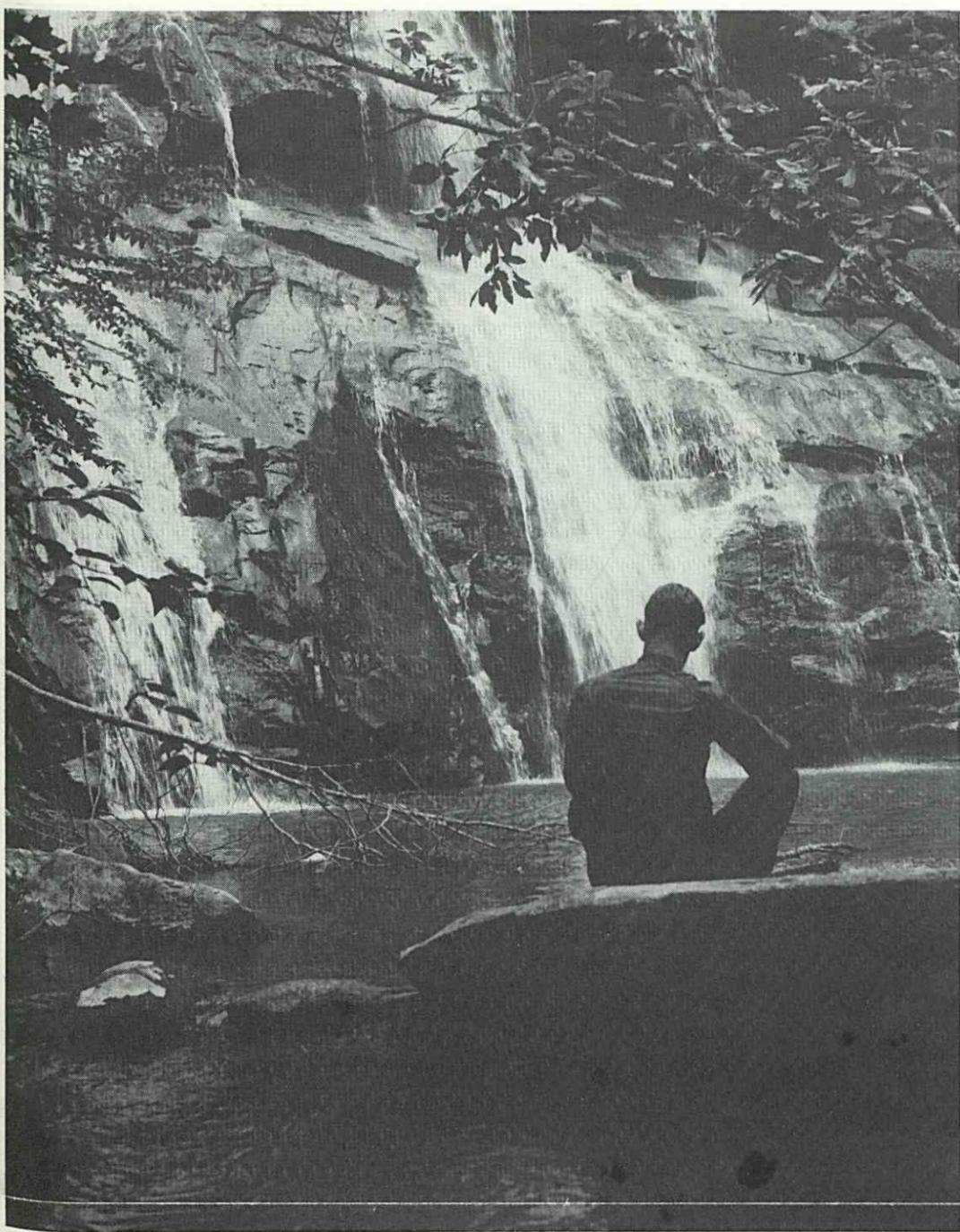
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GASTONIA • NORTH CAROLINA

Firestone

JULY • 1967

NEWS



In this Firestone News photo, a traveler stopped for some moments of reverie at Dutch Creek Falls, one of the most beautiful but least-publicized cascades in the Southeast. Around 40 miles from Lake James, the falls is just off NC 194 near Valle Crucis and two miles from a turnoff from NC 105. The creek plummets some 80 feet from a granite bluff into a deep basin, before flowing into the Watauga and westward on its long trip toward the Mississippi.

Rustic Reverie

ALONG CAMP FIRESTONE TRAILS



Opening of another Camp Firestone season this year offers employees and their families outdoor recreation in a choice woodland-and-lake setting in Burke County of the Blue Ridge.

Throughout the years, Firestone people have enjoyed the "away-from-it-all" leisure of the company's rest facility on Lake James. And they have discovered that the camp is a good takeoff point for variety recreation-sightseeing tours across the spacious Southern Highlands "rooftop", famed for its scenic splendors and travel attractions.

Matching-Gifts Program Booklets Ready

Booklets describing Firestone's program of matching gifts to educational institutions are available at the industrial relations office. The booklets

contain forms which must accompany the employee's contribution to a college, university or eligible secondary school. Rules governing the program

are in the booklet, too. The company's matching-gift program for educational institutions was announced earlier this year. It provides that when an employee or the husband or wife of an employee, contributes up to \$1,000 per year to any accredited tax-supported college or university in the United States or up to \$2,000 a year to any accredited non-tax-supported college, university or secondary school in the country, the company will then donate an equal amount.

Profile is presented weekly on WBT, Charlotte; and WPTF, Raleigh. Each program has Profile take the listener behind the scenes of two North Carolina industries. Through interviews with management and others, recorded on the scene, reporters Doug Mayes of WBT and Bob Ferrington of WPTF develop the fascinating story of North Carolina's rapidly-expanding industrial economy.

Long Stretch of Fabric • People at Firestone in Gastonia contributed a "lion's share" to the more than a half billion pounds of fabric which went into U.S. manufacture of new and replacement automobile and truck tires in 1966.

To Firestone Textiles 'Profile' Award

A few months ago, Firestone in Gastonia was featured on the PROFILE Series on radio WBT, Charlotte; also on WBTV's Channel 3 program industry on parade.

For participation in the Profile series and in "recognition of its outstanding contribution to industrial growth and development in North Carolina", Firestone Textiles received the Profile Award from Hospital Care Association of Durham, Blue Cross and Blue Shield. HCA is sponsor of the Profile Series. The framed award certificate has been featured in the exhibit case at the plant main entrance.

Freedom Shares Another Bargain

"For Freedom's Future, Join the Payroll Patriots." Firestone people who are already acquainted with the bargain wrapped up in U.S. Series "E" Savings Bonds will welcome the newly-introduced "Freedom Share" from the Treasury Department.

"Freedom Shares" have face maturity values of \$25, \$50, \$75 and \$100, each value representing a 4.74 per cent return on the note. Maturity time is 4½ years or 54 months.

Only those who buy "E" Savings Bonds on the payroll-savings arrangement are eligible to purchase the "Freedom Shares," points out Mrs. Eula Wilson, payroll supervisor. You must buy an "E" Bond when you buy a "Freedom Share".

The company is joining with other employers throughout the country in encouraging the purchase of "Freedom Shares" along with "E" Bonds which currently earn 4.15 per cent interest when kept to maturity.

Detailed information on "Freedom Shares" is available from the payroll office. The department plans distribution of a descriptive brochure to all employees in the near future.

SUBMIT City Needs 'Creative' Slogan YOUR ENTRY BY JULY 31

A \$50 cash prize is waiting for the person who comes up with the "most creative" slogan for Gastonia. The competition, sponsored by the Chamber of Commerce, seeks to replace the slogan "City of Growing Beauty" with a catch-line which will carry the idea of a "progressive city."

The slogan to be replaced was adopted in 1951, and the C of C has concluded that the motto does not adequately relate the

true nature of the city, nor tell the visitor what Gastonia offers its population.

July 31 is closing date for the contest to find the most adaptable slogan, not to exceed six words in length. Slogan entries should not duplicate mottoes of other cities.

Use this coupon and mail to Gastonia Chamber of Commerce, P. O. Box 2168, Gastonia, N. C., 28052.

My Suggestion for Gastonia Slogan is . . .
Name
Address
Telephone Number Please print or type and mail by midnight, July 31, 1967.



•• With a score of 182 points, the splicing department became the first at Gastonia to win the Production Manager's Award in the Zero Defects program. The award represented the period February-March-April. Carl Rape (left), department manager of weaving (synthetics) and splicing, received the award plaque from P. R. Williams Jr., plant production manager.

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