

MR. FIRESTONE On Gastonia Visit

Kimball C. Firestone from the company's Akron headquarters spent a day at the Gastonia plant in February. He is the son of Leonard K. Firestone, president of The Firestone Tire & Rubber Company of California; and grandson of the company founder, Harvey S. Firestone.

Mr. Firestone's visit to the Gastonia plant was his first experience at observing production of tire fabric in a textile operation. The Gastonia visit was in the interest of his current assignment in non-tire products.

He was recently named administrative assistant to Richard

A. Riley, vice president of diversified products.

Before his latest management assignment, Mr. Firestone was for one year assistant to Mr. Riley, then president of Firestone Steel Products Company. Mr. Riley was elected company vice president, diversified products, in late 1968.

For A Third Term On Council

Ralph F. Johnson is going for a third term as a member of Gastonia City Council. Johnson, now mayor pro tem and in his second term on the Council, represents Ward 3 in the City's western section.

The employee relations manager at Firestone announced his candidacy subject to the City election in May. He said:



Ralph F. Johnson Mayor pro tem represents Ward 3

"I want to continue a part of the programs we have developed, so our city will be a better place to live, work and play. He referred to programs initiated

in recent years in public housing, urban renewal, downtown development, a five-year plan for capital improvement for recreation; improved electric, water and sewer systems.

Johnson, a Firestone employee for 33 years, has a record in industrial and community leadership. He has been especially active in recreation work on the local and state levels.

He is serving as treasurer of the Gaston County Recreation Association, is chairman of the Gastonia Recreation Advisory Commission, is a past president of the NC Recreation Society; and currently, county chairman of the Travel & Recreation Committee of Piedmont Area Development Association.

Record Support For UNCF

The United Negro College Fund reported its 1968 support campaign produced a record \$6,943,773 to help 43,000 students in 36 member colleges.

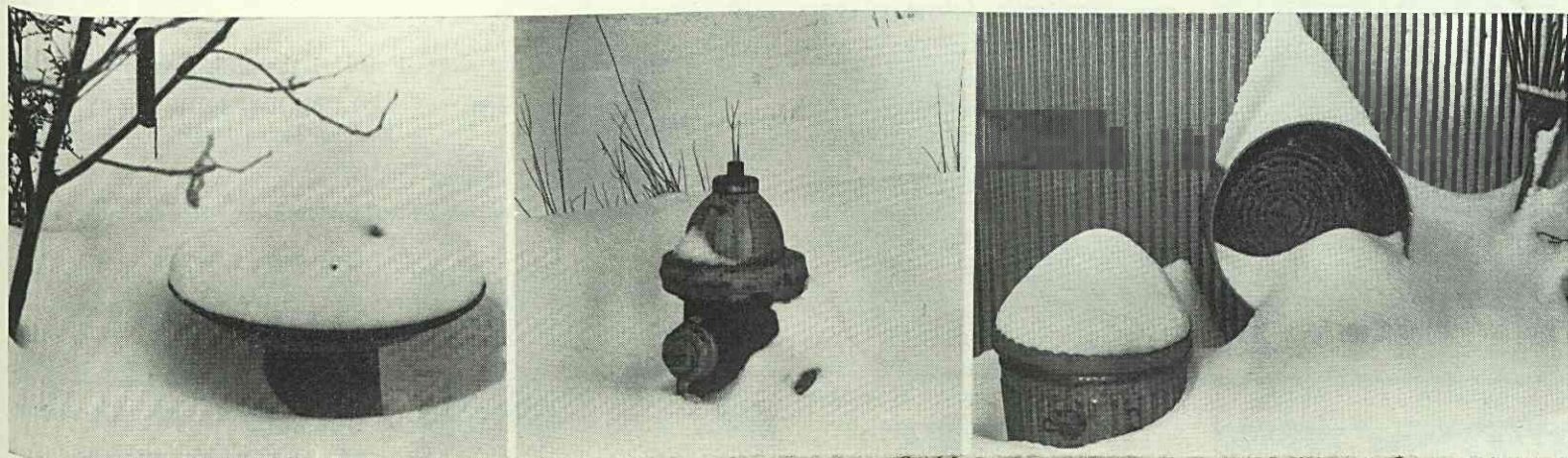
The Firestone company is a regular contributor to the United Negro College Fund.

UNCF 1968 national campaign chairman was George Chapman,

chairman of the Board of Chase Manhattan Bank. He attributed the campaign's success to "increased awareness and response of corporations, foundations and individuals to the fund's appeal to support quality higher education for Negro youth as a means of closing the educational economic gap now existing in our country."

JOIN THE YMCA

Gaston County YMCA is striving for 2,600 new members through its "Join the Y" campaign in March. Membership in the YMCA offers opportunities to swim, camp, participate in youth activities, service and study clubs, education classes, counseling and guidance programs.



Some Sculpture In The Snow

"Snow had begun in the gloaming" of Feb. 15, and by the following daybreak: An averaged depth of 15 inches of white fluff—the most for a single snowfall since 1902, observed the record-keepers.

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AT IMC MEETING With display of Firestone tires (from left): John Smith of Akers Motor Lines, and current IMC president; John Zimmerman, assistant personnel manager for Firestone; E. C. Waagner, the company's Charlotte district manager of sales; and J. V. Darwin, Gastonia Firestone plant manager.

IMC 'Company Of The Month'

How to live and work with people in business, and develop each person to fullest potential. That was the theme which John Zimmerman discussed at the Gaston County Industrial Management Club's February meeting.

Zimmerman came from Akron, Ohio, to address the IMC meeting in Masonic Temple. He has been assistant personnel manager of the Firestone company since 1965.

Gastonia's plant of Firestone Synthetic Fibers and Textiles Company was saluted at the meeting, in the IMC "Company of the Month" recognition.

Among those appearing on the program were J. V. Darwin,

Gastonia plant manager; E. C. Waagner, Firestone's Charlotte district manager of retail; and Chris Hope, manager of Gastonia (downtown) Firestone Stores.

SPEAKING on "Realities of Personnel Administration," Zimmerman declared that personnel management "must be profit-oriented and reward-conscious, to bring out the best in everyone on the job—to succeed well."

He pointed out that the Firestone organization spends close to a half-billion dollars a year in exchange for manpower—a major expenditure in the company's operation.

"The power of leadership really comes from the followers who are convinced that they are making a meaningful contribution to a business," he noted. "Management development becomes increasingly urgent as business becomes more and more complex."

In one phase of his remarks, Zimmerman said that communications, or transfer of ideas between people on the job, is vital to success in business.

"Understanding on the job is the life blood of healthy business. With good communications, people are better able to work efficiently and with a feeling of being rewarded, of self-worth and of value to their company."

Waagner, representing the sales force of the company, noted: —more on page 2

'I Could Almost Hear . . .'

Back home in Gastonia from a recent trip to Knoxville, Tenn., a Firestone textile employee reports that he experienced a twang of nostalgia while shopping in a huge department store there. It was housed—of all places—in a renovated textile plant.

Most familiar to him inside the spacious two-floor interior of glittering merchandise display: Long rows of sturdy turned-wood floor-ceiling support columns and hefty beams—newly painted and serving splendidly in their new setting. He reminisced:

"Above the din of shoppers and ringing cash registers, I could almost hear a familiar clickety-clack of looms and a whirring of spindles."

Boy Scouts Court Of Honor

Troop 631 sponsored by Firestone in Bennettsville had the opening and closing ceremony at the Marlboro County Boy Scouts Court of Honor in February.

Mike Sweatt was meeting chairman and Chet Polson was officer of the day. Both are from Troop 631.

At the Court, held on Boy Scout Sunday, Chuck Sweatt received Life Scout award; Earl Speight, Sam Speight and Chuck Boan received Star Scout Awards. Merit badges went to Earl Speight, Chuck Sweatt, Frankie McColl, Chuck Boan and Sam Speight.

Presenting the awards were Jamie Lee, district chairman; Billy Moore, organization and extension chairman, and Dr. R. C. Charles, council training chairman.

Apart from the inconvenience it visited upon Piedmont Carolinians who usually don't expect that much snow, the heavy fall presented some pretty sights. Such commonplace things as a birdbath, a washtub, a garbage can and a street hydrant took on un-ordinary appearance. So here, for the scrapbook: Some sculpture of the driven snow—scenes which will seem so remote, come the flowers of April and May.