

# Firestone



## NEWS

### A Tire With A Whitewall

Did you ever wonder how a white sidewall is put on a tire in the manufacturing process? Thomas R. Mertz, director of Firestone's trade sales, tells about it:

"In making a tire with a whitewall, a band of white rubber is incorporated on one side of the tire. This band then is covered with a veneer of black rubber, to protect the white stripe during further manufacturing process.

After the tire is vulcanized it is then placed into a machine which automatically grinds off the coating to the desired depth."

Speaking of the popularity of whitewalls, Mertz notes that this type accounts for 75 per cent of all tires sold—a dramatic increase from 10 years ago, when only 50 per cent of the tires shipped were whitewalls. Five years ago the percentage was 67 per cent. Says Mertz:

Tire sidewall treatment has changed many times over the past ten years. They have gone

from almost two inches in width to less than a half-inch. And there has been a noted trend toward raised white lettering on the more "sporty" wide tires.

### REUNION

Around 60 relatives from the Carolinas and Georgia attended the Burroughs family reunion at Firestone Recreation Center, Gastonia, Aug. 27.

Among Gaston County members of the clan attending were Joe Burroughs, Firestone Shop foreman; and Mrs. (Irene) Burroughs, a loom knitter in TC Weaving.

Out-of-town family members at the reunion came from Brevard, Winston-Salem, Newton, Shelby and Grover, N.C.; Rock Hill, S.C.; Commerce and Atlanta, Ga.



LAURA ANN HALL

SAMUEL M. RHYNE

PAULA JEAN MOSS

### Students To School

The three Gastonia-area Firestone College Scholarship winners in 1972 have entered school. Scholarship winners:

• Laura Ann Hall, Duke University, Durham, N. C.

• Samuel M. Rhyne, University of North Carolina, Chapel Hill.

Paula Jean Moss, this year's Certificate of Merit winner, is enrolled at Western Carolina University, Cullowhee.

Miss Hall, daughter of Mr. and Mrs. H. G. Hall of Gastonia, will study in the field of marine science, or oceanography. She is a graduate of Ashbrook High School. Her father is production manager at the Gastonia Firestone plant.

At UNC-Chapel Hill, Samuel Rhyne will study in pre-law. The Hunter Huss High School graduate is the son of Mr. and

Mrs. S. M. Rhyne of Gastonia. His father works in the carding department at Gastonia.

Miss Moss, a graduate of Kings Mountain High School, is the daughter of Mr. and Mrs. Robert J. Moss of Kings Mountain. He works in the carding department. At WCU, Paula is studying pre-vet.

The 1972 Scholarship winners brought the number to 18 in the Gastonia area to have received the college-university financial grants since the Firestone company started the awards program in 1953.

The full college scholarships are renewable up to four years and currently worth up to \$7,000 each.

This year nationwide, the company awarded 41 Scholarships and 174 Certificates of Merit in recognition of outstanding high-school records. Winners are from 28 states.

# Fiber B widely-heralded for tires

SIX TIMES  
STRONGER  
THAN STEEL

A few weeks ago the Firestone company became the first tire manufacturer to use the widely-heralded Fiber B cord material in production of tires for the retail market.

The Fiber B fabric that went into the making of that company "first" was processed at the Gastonia plant of Firestone Textiles Company.

The Fiber B project has extended over six months, according to M. S. Flanigan, senior chemist at Gastonia. The project continues on a limited scale until regular processing of Fiber B can be started at the Bowling Green plant, where an exclusively-designed treating unit is being constructed.

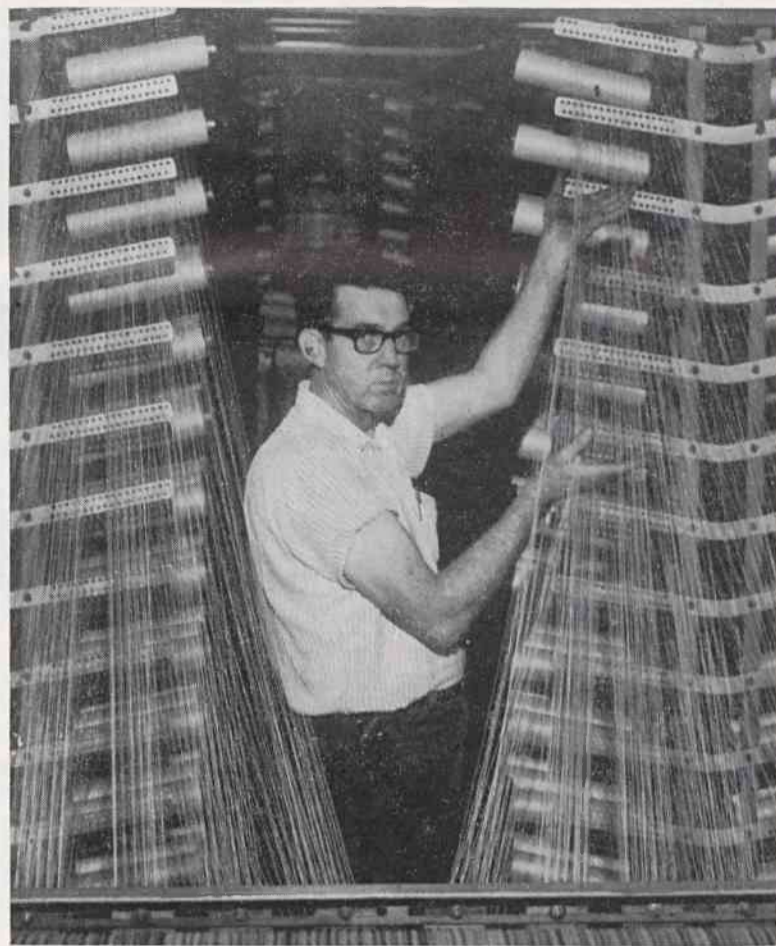
AT GASTONIA, Fiber B is twisted, woven and treated. Twisting and weaving are "ordinary" but dip-treating in No. 8 unit calls for special handling.

Firestone is using the Fiber B belt material in regular production of some of its new Radial V-1 GR70x14 tires, said Thomas A. Robertson, director of tire development.

What's special about Fiber B? For one thing, it is six times stronger than steel by weight. Woven and treated fabric has a near-0 rate of elongation (almost no stretch).

DuPont is producing a limited amount of Fiber B, but plans to begin volume production when its new plant is completed in mid-1973.

"We are taking all the Fiber B we can get because our extensive tests of this material show that it combines the qualities of strength, durability and smoothness of ride," said Rob-



ertson. "We believe Fiber B will become a widely-used cord material in the tire industry when adequate supplies become available."

The Radial V-1 is Firestone's newest radial tire. It is being offered with a week-long trial period and a 40,000-mile guarantee.

• Coy Stiles, veteran weaver at Gastonia, checks warp of Fiber B, among the latest-developed materials being used in tire fabric. Stiles, with the company since 1945, has a work experience reaching from the 'old days' of predominantly cotton to 'this miracle age' of fibers chemically produced.

### UNITED APPEAL

## 33 Services; \$631,000

The number of services funded by Gaston County United Appeal is 33—the same as last year. But to make it in 1973, the United Way program here needs \$631,000.

The increased goal (last year it was \$566,819) will be sought in this year's campaign, Oct. 3-Nov. 9.

Among a campaign population of 109,521, the funds-gathering effort represents all Gaston County — Gastonia and other communities excepting Belmont, Bessemer City and McAdenville, which have UF drives of their own.

Some 1,000 volunteers will devote their time and effort to the United Appeal, seeking to undergird the 33 community services.

These include family and child care, character-building, emergency family relief, counseling, youth guidance, health and medical research, emergency rescue work, disaster aid, military recreation, rehabilitation, boys' club programs, Girl Scout training, social service planning, drug action information and day-care service.

James B. Call, Firestone Textiles Company president, and John V. Darwin, administrative assistant to the President, are

on the board of directors of United Community Services of Gaston County.

This year's campaign theme is "Thanks To You, It's Working."

EACH YEAR the in-plant UA solicitation at Firestone is made during October, and is the only general money-gathering campaign at this plant during the year.

Employee pledges are made through payroll deduction, the

contributor choosing the plan of payment.

During the 20-year history of the UA program in Gaston, Firestone people's pledges have formed a major portion of the goal sought in each campaign. Last year Firestone people pledged a record \$40,316.65.

This year's record county goal is nearly \$64,000 over that of last year.

The increase is necessary because of such reasons as improvement of the standard, coverage and scope of services

• More on page 2

### Waters Hopewell Factory Manager

Appointment of Herbert Waters as general factory manager of Firestone Synthetic Fibers Company at Hopewell, Va., was announced last month by R. W. Rice, president of that division of the Firestone company.

In this newly-created post, Waters is responsible for all manufacturing operations of nylon and polyester operations.

Firestone Textiles Company at Gastonia, Bennettsville, S.C., and Bowling Green, Ky., process Hopewell-produced syn-

thetic materials into tire cord.

Waters joined Firestone in 1962, as a senior chemical engineer, serving in the process engineering and development departments. In 1964, he became project manager and was responsible for construction and operation of the Synthetic Fibers company's prototype polyester plant built in 1968.

A native of Talladega, Ala., Waters was graduated from Auburn University with a degree in industrial management.