

Firestone NEWS

GASTONIA

"Safety Is Individual Responsibility."

Mrs. Eva Stockton, Cloth Room
(1953 Safety Slogan Contest)

Protect your eyes by using prescription safety glasses available now under a new, more liberal purchase plan.

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FIRESTONE test tires, especially built with half-and-half sidewalls and driven more than 23,000 miles on test cars in California, clearly demonstrate the advantage of the new Firestone compound which gives extra protection against smog, ozone, chemical fumes and smoke. The new sidewall compound retained its original crack-free condition and color while the other compound without the protective material suffered the usual cracking, crazing and discoloration. Here, Raymond C. Firestone, Executive Vice-President of The Firestone Tire & Rubber Company (right), and W. E. Lyon, Firestone Director of Tire Engineering and Development, examine one of the test tires. The newly discovered pigment is now added to all Firestone tires, black as well as white sidewall construction.

New Chemical Ingredient Gives Tire Sidewalls Added Weather Resistance

TIRES that retain the "new look" for the life of the original tread mileage are now being produced in the complete passenger car line by The Firestone Tire & Rubber Company, according to an announcement by Raymond C. Firestone, Executive Vice-President of the Company.

"The solving of a specific sidewall problem in an area on the west coast where heavy concentrations of ozone and smog contributed to rapid weather checking, cracking and discoloration of white sidewall tires has led to the development of a new chemical ingredient now used in all Firestone tires—black as well as white sidewall," Mr. Firestone says. "It practically eliminates radial cracks, reduces oxidation and weather checking, preserves the original appearance of the tires and gives added resistance to aging of tires used in every section of the country."

In recent comparison tests, the new Firestone sidewall showed a 60 per cent greater resistance to original crazing than any other tire. The same series of tests rated the new Firestone first in appearance after 1200 hours of roof exposure.

Exhaustive tests of tires made of half-and-half sidewalls—half having the new sidewall compound and half the other type—were conducted

on test fleet cars which were driven over 23,000 miles through areas of concentrated ozone and smog on the west coast. In every case, the new sidewall sections showed absolutely no weather checking and radial cracking while the sections of the older material had grayed in color and suffered the usual cracking.

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Safety Engineers Want Safety Taught In Schools

THE North Carolina Society of Safety Engineers has gone on record as favoring the establishment of safety training in public schools as an accredited course. Driver training and safety would be but one phase of the proposed program as the sponsors envision a comprehensive safety course for school students.

The safety engineers adopted the school safety training proposal at their regular quarterly dinner meeting held in Thomasville on February 19. Attending the meeting from this plant were Safety Director L. B. McAbee, who serves as secretary and treasurer for the Society, and Overseer O. K. Forrester.

Rayon Expansion Program Underway; Machinery To Be Moved Here From Leased Roanoke Plant

THE TERMINATION of the Company's Roanoke, Virginia, rayon twisting and weaving operations and the transfer of machinery to the Gastonia plant is scheduled to coincide with the completion of a 12,500 square foot plant addition to the weave room here, according to an announcement by William A. Karl, President of Firestone Textiles. The plant addition will accommodate part of the machinery being moved here, which includes numerous looms, cable twistors, and a ply respooler.

Since 1943 Firestone has been receiving rayon tire cord fabric from a leased plant in Roanoke. The plant was leased from and operated by the American Viscose Corporation. Production is scheduled to end at this plant during June.

The termination of the plant-lease agreement at Roanoke with American Viscose Corporation increases the prospect of full time employment for employees in the synthetic division of the Gastonia plant. There will be no decrease in cotton production here as a result of the rayon expansion program. Cotton production will be maintained as long as our product can be sold on a competitive basis.

* * *

TO provide space at the rear of the Gastonia plant for the addition, a conversion from coal to gas fuel for operating plant boilers was necessary in order that the side track and coal trestle could be removed. This change-over as well as construction on the weave room addition is now in progress. The conversion to gas is to be completed within 60 days or sooner, depending on the arrival of certain gas operation equipment. Oil will be available as a standby fuel following the change to gas. The entire expansion program is due to be completed by July 31.

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Company Gets Top Industrial Safety Award For Eighth Time In Nine Years

The Firestone Tire & Rubber Company has been awarded the highest honor in industrial safety for the eighth time in nine years.

The Company has been given the Award of Honor of the National Safety Council, according to word received from Ned H. Dearborn, President of the National Safety Council, for all the 22 United States plants of the Company. In addition, 15 of the approximately 30 individual plant awards given in the rubber industry by the Council were won by Firestone Plants. The individual plant awards are new this year.

Arrangements are being made by the National Safety Council for a public presentation of the over-all Award of Honor received by all the United States plants of the Company.

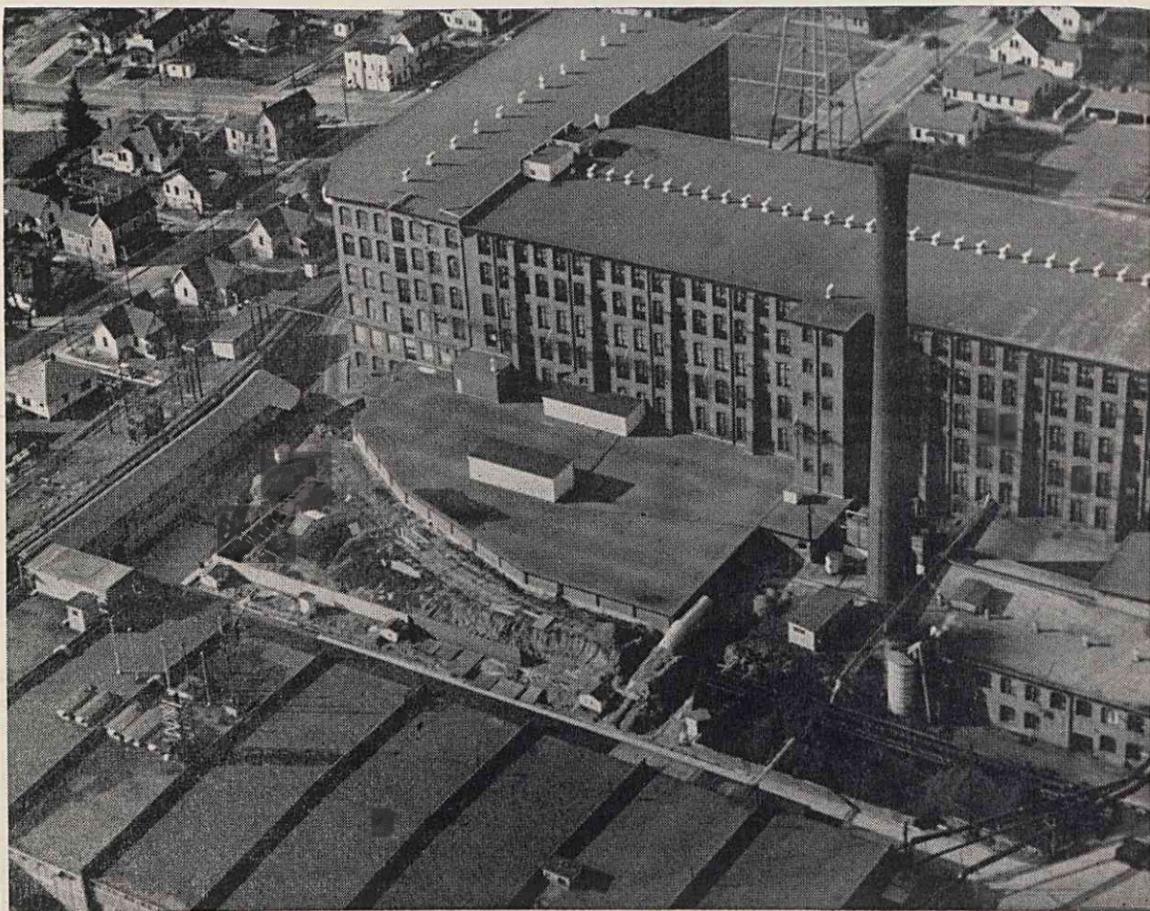
One of the special individual plant awards received from the Council by Firestone went to the Memphis, Tennessee, Tire Plant for setting a new world safety record for the rubber industry by completing 7,721,421 man-hours of work without a lost-time accident. The record was set between February 23, 1953, and January 23, 1954.

ACCORDING to the Safety Council, Firestone plants are among the safest in all industry. Firestone is the only rubber company that has received the nation's top award as many as eight times.

The record of the Company's United States plants in 1953 was the best they have ever attained, their accident frequency rate having gone down to 1.4 from the previous year's all-time record of 1.8. The frequency rate of 1.4 lost-time accidents for each million man-hours worked is well below the latest available national frequency average for the rubber industry of 6.2 accidents per million man-hours worked.

In order to qualify for honor awards, industries are required to have records far below a "par" set by the National Safety Council—both in frequency and severity rates—for accidents. The Firestone Company's records were 65 per cent better than par for frequency and 51 per cent better than par

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THIS AERIAL VIEW shows the beginning of work at the rear of the plant on the addition to the basement level weave room. The new structure will add 12,500 square feet of floor space to the plant. To make room for the addition, the coal chute, and track leading to it, are being removed as work leading to a conversion to natural gas rapidly nears completion.