

Firestone NEWS

GASTONIA

The Red Cross Bloodmobile visits the Girls' Club Monday, May 24th. Local blood banks need your blood. Be a donor!

The Photographic Contest ends May 31st. Employees are invited to submit as many photographs as they wish in competition for the cash awards for the three best entries.

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NO. 8

THE PRICELESS INGREDIENT

In the City of Bagdad lived Hakeem, the Wise One, and many went to him for counsel, which he gave freely to all, asking nothing in return.

There came to him a young man, who had spent much but got little, and said:

"Tell me, Wise One, what shall I do to receive the most for that which I spend?"

"A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Look for the Priceless Ingredient," said Hakeem.

"But what is this Priceless Ingredient?" asked the young man.

Spoke the Wise One: "My son, the Priceless Ingredient of every product in the market place is the Honor and Integrity of him who sells it. Consider his name before you buy."

For — More Sales, More Jobs, More Workers Top Quality Is Essential Says President Lee R. Jackson

We at Firestone had a very splendid year in 1953, which put us in the Billion Dollar Sales League. This makes 1954 a very important year for all of us at Firestone because we will want to continue our progress in this position of larger sales volume.

By "we" I mean every man and woman at Firestone, because it is of the most vital importance to each one of us that we obtain MORE SALES, to provide MORE JOBS, to keep MORE WORKERS on the payroll.

For this reason I want to tell you something about the future prospects for our business and some of the things which will affect these prospects.

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Some of the nation's forecasters have lowered their sights for 1954, but I do not think this applies to our business. It is true that the industry's original equipment business may be down, but I am happy to say that our big volume business comes from companies which are improving their business and their stronger positions will enable us to improve our sales position.

We also have the advantage of an all-time high of 52,000,000 cars and trucks on the road, with a greater amount of driving and mass transportation of goods, which all indicates a greater demand and need for replacement tires. We are also in the position of having our business more diversi-



Lee R. Jackson

fied, with a larger and broader line of automotive and non-automotive products in rubber, plastics, chemicals and metals which should add to our volume.

Economic forecasts are helpful, and favorable business conditions are helpful, but with our opportunities, the real progress of our business depends upon all of us at

Firestone.

We have had 13 years of plant expansion, resulting in increased capacity, to meet both military and civilian needs. We never did have enough capacity to completely do these jobs during critical defense periods and in periods where we were attempting to meet a long built-up civilian demand.

Now that military requirements have been reduced we face a challenge to sell our increased capacity by taking a larger and improved position in our civilian markets. While our Company is in a period of good business, we are also in a period of vigorous competition, and whether we get our full share of this increased business will depend upon us as an organization.

Competition will not only be vigorous in selling, but in the challenge and effort to deliver more in quality, value and service. We must provide the public with the highest quality product, at the lowest possible price. In order to do this we must enlist the support of every employee in doing his job to the best of his ability. We must develop new materials and new and

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New All-Nylon '500' Tubeless Tire Now Offered To Motorists

A new tubeless tire that uses the highest tensile-strength nylon yet developed and race tire construction principles has been offered to the nation's motorists by The Firestone Tire & Rubber Company, Lee R. Jackson, President, announced recently.

Named after the race where it was developed, the Firestone all-nylon "500" tire is stronger and lighter in weight than any other tire made. It will run cooler, will wear longer, and will provide a greater safety margin under high-speed and hot-weather driving conditions. It is the third of the tubeless passenger car tire lines which Firestone has introduced.

Motorists who must drive on rough dirt and gravel roads in rural areas have found the great strength of the new nylon protects their tires from the possibility of impact breaks.

Firestone development engineers revealed that by heat tempering the nylon, the strength of the tire body is so greatly increased that it is 90 per cent stronger than a regular cord body.

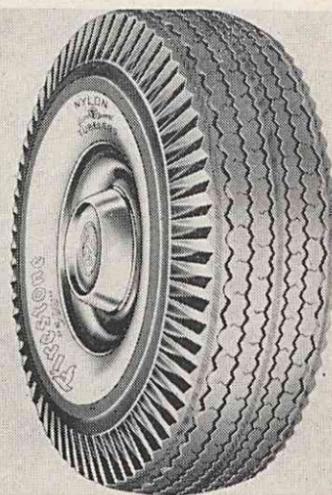
"The new Firestone '500' is definitely the strongest tire ever developed," according to Mr. Jackson, who also stated, "It is the first tire specifically designed to assure longer wear and greater safety under superhighway driving conditions. It combines the safety features of tubeless tire construction with the extra strength of nylon."

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BY using the race tire construction principles proved in last year's Indianapolis 500-mile-race classic, the Firestone "500" will run at much cooler temperatures at high speeds.

The tire is of low-pressure, super-balloon construction. Instead of an inner tube, it has a patented safti-liner bonded to the inside of the tire. This liner, with its high air retaining characteristics, protects against punctures by clinging to penetrating nails or other sharp objects to prevent loss of air. The great strength of the cooler-running nylon body and the fact that there is no tube to tear or explode gives the new tire protection against blowouts.

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THE FIRESTONE all-nylon "500" tubeless tire now available to motorists across the nation will run cooler, wear longer and provide a greater safety margin under high-speed and hot-weather driving conditions.

May 10, 1954

TO ALL EMPLOYEES:

PLANT SHUTDOWN

In order to help those employees who are entitled to one or more weeks vacation before July 10 with their vacation plans, we advise at this time that the entire plant will close at 7:00 a. m., Saturday, June 26 for two full weeks. Operations will resume at 7:00 a. m., Monday, July 12.

Any employees desiring to take vacations at any other time should contact their overseers promptly in order that a suitable schedule can be arranged.

Firestone Textiles

A Portion Of The Nearly 200 Trophy Winners At Sports Banquet



FOLLOWING the All-Sports Banquet April 24th the employees and children of employees, above, posed with their trophies. The groups shown here represent all departments and shifts as well as every recreational activity at this plant. This is only a part, however, of the nearly 200 employees who received recognition at the banquet. In the group at left above are (seated left to right): Max Cary, Robert Nash, Laura Medlin, Bobbie Ballew, Frances Carver, and Audrey Broadway. Shown standing: Ed Crisp, Melvin Morrison, James Thomas, Walter Gilmer, Bill Tate, James Hollifield, Kenneth Bell, Keifer Gaddis, James Ballew, Gary Clark, Belon Hanna, Kenny Davis, John Cothorn, and Mason Strickland.

IN THE CENTER group are (seated left to right): B. J. Bumgardner, Audrey

Robinson, Walter Dockery, Nora Crouch, Lewis Clark, Bobbie Baldwin, Mary Helen Pearson, Sue Van Dyke, and J. A. Haney. Standing are: B. T. Hanna, Robert Ashe, James Barker, Garfield Thomas, Reid Deal, Dorcas Atkinson, Nell Bolick, Ann Hubbard, Charles Ballard, Martha Morrow, Ray Deal, Jane Rice, Bill Deal, Marcus Dobbins, Leon Houston, and Jerry Keisler.

AT RIGHT (seated left to right): Ray Jones, Tommy Ipock, Kenny Bolick, Sammy Honeycutt, Vance Ipock, Ralph Huffstetler, Jack York, and M. C. Huffstetler. Standing: Roland Conrad, Jr., Bobby Tate, Llew Adams, Gladys Hamrick, Joann Westbrooks, Delores Turner, Mona Haney, Bobbie Baldwin, Mozelle Brockman, Ruth Ward, Buford Turner, Twain Faulkner, and Bunny Jordan.