

# Firestone NEWS

GASTONIA

Everybody has an equal chance  
but all have not an equal amount  
of energy to realize on it.

—Harvey S. Firestone

Good suggestions are always  
needed. Help your Company and  
yourself by submitting your ideas  
for improving our operations or  
the quality of our product. Christ-  
mas will soon be here. A cash  
award will help solve your gift  
problem.

VOLUME III

GASTONIA, N. C., OCTOBER 10, 1954

NO. 15

## Labor Day Fun Program Draws Record Crowd

"Fun for Everyone" was the theme for the Labor Day program conducted by the Recreation Department. From all reports the theme was carried out to its fullest extent for a record crowd. Boys, girls, men, women, young and old alike had their share of fun.

On the agenda for the day were games and contests covering nearly everything from pushing a lemon with your nose to a money scramble. Everyone had a chance to get in the fun. Cash prizes were awarded to the winners in each event.

The program was brought to a close with a spirited Slow Pitch Softball Tournament with teams from the plant participating. After all the runs, hits and errors were recorded in the respective games, the First Shift All-Stars, managed by Harold Robinson, emerged the victors, defeating the Third Shift Hoot-Owls 6-5 in the championship game.

## TV Show Tickets May Be Obtained Through Networks

The Recreation Department has received a number of requests concerning where to write in order to secure tickets for television shows originating from New York. Following are the addresses of the four major networks:

N. B. C., 30 Rockefeller Plaza,  
New York 20, New York.

C. B. S., 485 Madison Avenue,  
New York 22, New York.

A. B. C., 7 West 66th Street,  
New York 23, New York.

M. B. C., 1440 Broadway, New  
York 18, New York.

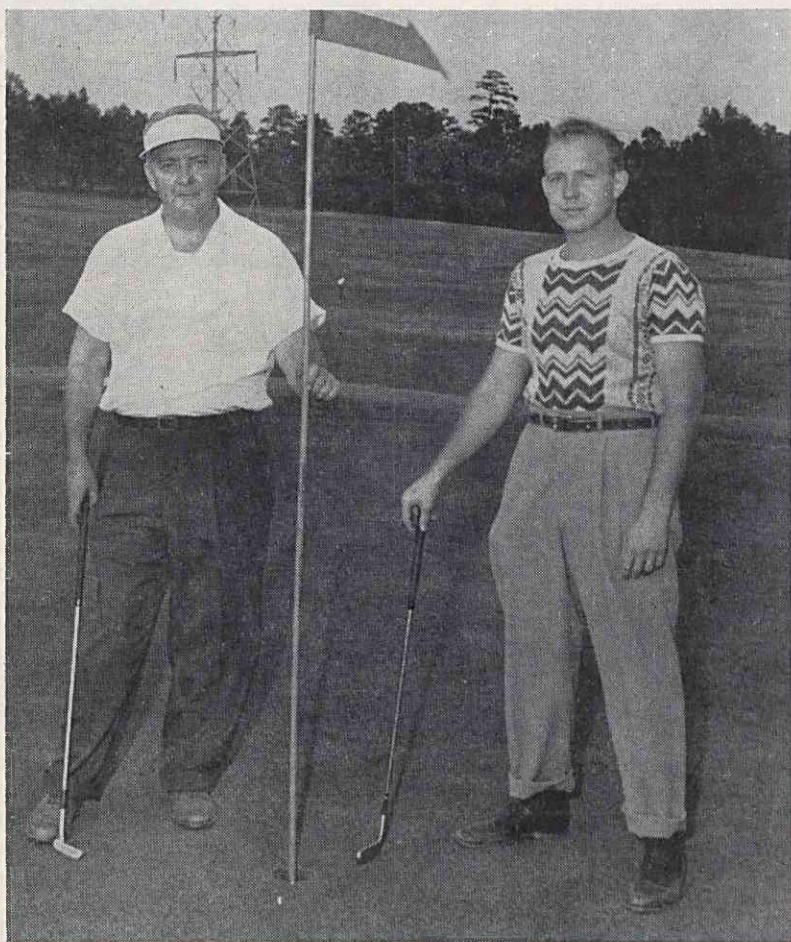
## Time To Think Of Safety Is Before Accident

The purpose of safety is to forestall and eliminate the last critical moment when it is too late to think.

In discussing an accident, an injured man said, "It all happened so quickly I didn't have time to think." He was right. The time to think is before the accident occurs. An accident can not occur until the conditions are created which make it possible. These conditions can be and are often both in man's mind and in the physical things with which he works.

Usually there is plenty of time to correct or avoid these conditions and thus prevent the happening which we call an "accident," if we remember safety and practice it.

## Ernest Bagwell Wins Golf Meet



SHOWN on the second green at Municipal are employee golfers Ernest Bagwell (left) and Charles Metz. This photograph was taken during the final round of play in the recent Employees Golf Tournament in which Overseer Bagwell topped Mr. Metz (Main Office) by a score of 50 to 43.

## Exceptional Safety Service Brings Honor To Firestone

TO its long list of awards for industrial safety, The Firestone Tire & Rubber Company has added The National Safety Council's Public Interest Award for "exceptional service" to public safety education through advertising.

The award, for promoting public safety during 1953, was accepted by Lee R. Jackson, President.

Presenting the award, H. G. J. Hays, General Manager of the Ohio State Safety Council, said that Firestone had made "an extraordinary effort" in public safety promotion.

Among the numerous projects undertaken by the Company and its executives to promote safety was a talk given by Harvey S. Firestone, Jr., Chairman, October 26 last, on the nationwide radio and television show, the "Voice of Firestone." Its theme was "America's Future Progress Depends on Better and Safer Highways." Many thousands of the reprints of this talk were distributed to motorists and civic leaders throughout the United States.

ON another occasion, a skit on the Firestone program emphasized the necessity of safe driving to young people, and at the end of it the public was invited to write for Man-to-Man and Dad-to-Daughter safe driving agreements.

In addition, the program signed off several times on the theme of Mr. Firestone's talk for better and safer highways, and this theme and others were used in the cause of highway safety by Firestone

dealers on local radio and television programs.

The Company also gave its support to National Farm Safety Week on its radio and television simulcast.

Accepting the award, Mr. Jackson pledged the Company's continued support of the safety movement in all its phases.

## New Square Dance Band Available At Any Time

The Recreation Department announces the organization of a Square Dance Band. The band is composed of Don Anthony (fiddle), Carol Rabb (banjo), Earl Bowens (guitar), Vernon Fowler (mandolin), and Andrew Hutchins (guitar).

Recreation Director Ralph Johnson states that the band is available to play for square dances at any time. Any department or group wishing the services of the band is requested to contact the Recreation Department.

## New Tubeless Tire Features Revolutionary Tread Design New Rayon Cord Fabric Aids Strength Of 1955 Original Equipment Tire

Development of a new tubeless tire featuring a revolutionary new tread design that will be original equipment on many of the 1955 automobiles, providing them with increased safety and comfort, has been announced by The Firestone Company. Firestone was the first to supply tubeless tires to automobile manufacturers for some of their 1954 models after thorough testing in the field. The new tire, known as the Firestone DeLuxe Champion, will be available for replacement on any cars now on the road. Cord fabric produced at the Gastonia plant played a leading role in the new development.

"This new Firestone tire is the first tubeless tire specifically engineered to provide extra safety and comfort for motorists driving modern automobiles with power steering, power brakes and high-horsepower engines," said Raymond C. Firestone, Executive Vice-President.

The new tread includes entirely new engineering principles giving a glide-like ride over rough and irregular roads. Tire squeal in turns and sudden stops has been virtually eliminated by its special design. It runs silently at any speed.

Tubeless construction, use of newly developed tread rubber compounds, and the development of new rayon tire cord fabrics, produced at Gastonia, are the reasons the Firestone DeLuxe Champion has from 25 to 30 per cent more strength than comparable tires now used as standard equipment on automobiles.

Outstanding safety feature of the new tread design is the great increase in traction provided by the ingeniously arranged skid re-

sistors. There are 70 per cent more skid resistors, resulting in greatly increased traction and car control. The skid resistors, running in a diagonal direction, not only improve forward traction but also guard against side skidding.

By varying the distance between the tread design elements, Firestone engineers have been able to silence the noise of the tire on straight runs and in cornering.

From the new Firestone DeLuxe Champion, motorists can expect all the advantages of tubeless tires including puncture protection, blowout resistance, greater strength and economy plus more skid resistance, and snow, ice and wet pavement traction than in earlier tires, according to Mr. Firestone.

By designing a tread that is more streamlined and flatter than in earlier models, Firestone has improved riding qualities in this new tire. Because the tread conforms better to the road surface, small obstructions in the road are enveloped in the tread rubber and bumps are hardly felt. After going over such obstructions, the tire does not bounce.



This newest of tubeless tires features a revolutionary tread design that will first be seen by motorists on the 1955 model cars of major automobile manufacturers. Raymond C. Firestone, Executive Vice-President, points out how the segmented, flexible tread will provide far greater traction and a quieter and more comfortable ride on all kinds of road surfaces.