

## Mrs. Fletcher Is First-Place Winner Of Annual Football Bowl Contest

Mrs. Catherine Fletcher won the recent annual Football Bowl Contest. As top winner in the contest ending December 30, and sponsored by the Recreation Department, Mrs. Fletcher became eligible for the prize of \$15.

In the rivalry which consisted in selecting victors and actual scores of the nation's outstanding football teams which played on December 30 and January 1, Mrs. Fletcher picked all team winners correctly. She also predicted the actual total score of 168, amassed by teams which played in the six major sports bowls.

Second place went to Mrs. Dell Morgan, who missed the correct prediction of total scores by two points. George Liles took third place by guessing within four

points of the actual total score. Mrs. Morgan and Liles picked all six team winners accurately. For second place the prize was \$10; for third, \$5.

The following persons qualified for "honorable mention" for picking correctly all six winning teams, but missing the guess on the total score:

Ophelia Wallace, George Dill, G. C. Smith, Janice Tino, Charles P. McArver, Donnie R. Medlin, Ruth Neal, J. B. Easler, Roscoe Blanton, Jean Brock, Robert Nash, Jr., Eugene Morris, Samuel Price.

Eunice Jacobs, Beatrice Moss, Delsie Merritt, Lloyd Smith, Ethlene Nichols, J. T. Merritt, Virginia Smith, J. E. Spencer, and Thomas Grant.

## Voice Of Firestone Programs Listed

Robert Merrill, Brian Sullivan, Barbara Gibson and Cesare Siepi, and Patrice Munsel have been listed as visiting artists on the Voice of Firestone radio-television programs over the American Broadcasting Company, for January 10, 17, 24, and 31.

Complete listings of entertainment on the programs are:

January 10: Espana Cali, by Marquion, Firestone Orchestra and Chorus; Ay Ay Ay, Friere, Robert Merrill; La Bomba de Vera Cruz, Tucci, Orchestra; Roreador Song, from "Carmen," Bizet, Merrill and Chorus; I'm Falling In Love With Someone, from "Naughty Marietta," Herbert, Merrill; Rakoczy March, Berlioz, Orchestra; Thine Alone, from "Eileen," Herbert, Merrill and Chorus.

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January 17: Come to the Fair, by Martin, Orchestra and Chorus; The Night Is Young and You're So Beautiful, Suesse, Brian Sullivan; Buglers Holiday, Anderson, Orchestra; Rose of Tralee, Glover, Sullivan and Chorus; La Donna E Mobile, from "Rigoletto," Verdi, Sullivan; Polka, from "Bartered Bride," Smetana, Orchestra; I Dream of You, Goetschius, Sullivan and Chorus.

January 24: Tico Tico, by Abreu, Orchestra; Some Enchanted Evening, from "South Pacific," Rodgers, Cesare Siepi; La Danza, Rossini, Barbara Gibson; Trio, from "Faust," Gounod, Gibson, Siepi and Chelsea; Whispering Hope, Hawthorne, Gibson and Siepi; Intermezzo, from "L'Amico Fritz," Mascagni, Orchestra; Will You Re-

member, from "Maytime," Romberg, Gibson and Siepi.

January 31: Mignonette, from "The Red Mill," by Herbert, Orchestra and Chorus; When I Grow Too Old To Dream, Romberg, Patrice Munsel; Minuet, Beethoven, Orchestra; Gavotte, from "Manon," Massenet, Munsel and Chorus; Black Is The Color On My True Love's Hair, traditional, Munsel; Dance of the Cammoristi, from "Jewels of the Madonna," Wolf-Ferrari, Orchestra; I'll Follow My Secret Heart, Coward, Munsel and Chorus.

## Cord-Treating

(Continued From Page 1)

out of the synthetic cords by applying controlled tension at precise temperatures, thereby locking the cords and giving them a permanent "set," preventing tread cracking and ply separation.

Until recently these operations were performed by separate processes, a costly and time-consuming operation. The new unit now combines and performs these two operations in one continuous process making mass production possible and assuring uniform quality.

The new process has been under development for several years and its exclusive features were designed by Company engineers, according to Raymond C. Firestone, Executive Vice-President of the Company, and in charge of development and engineering, who stated that it is the first one in the rubber industry designed for the processing of both rayon and nylon. Describing the operation, Mr. Firestone said.

"A factory in itself, the new tension gum-dip unit contains a

chemical mixing section, giant gas-fired, multiple heat-treating towers, and bank after bank of huge, individually powered tension rolls. All parts are operated from a single electronic brain center. From this center constant control is maintained at 56 different locations to produce properly tensioned and gum-dipped rayon and nylon for tires where every cord must be equally strong to assure motorists of maximum tire safety."

\* \* \*

To feed this giant tension gum-dip unit, the largest rolls of fabric ever produced from looms are being made by the textile division of the Company in Gastonia. Each roll, or beam, contains approximately 5,000 miles of cord.

As the cords pass through the tension gum-dipping unit developed by Firestone, they are softened with a secret chemical solution, then stretched and tempered in a three-stage bank of powerful water-cooled tension rolls and high-temperature, direct, gas-fired ovens. This conditions the fabric to absorb the penetrating gum dip which gives greater adhesion of the rubber to the fabric than ever known before.

Since there is no natural adhesion of either rayon or nylon to rubber, the conditioning of the fabric and the penetration characteristics of the gum dip are all important.

Mr. Firestone stated that until recently Firestone was the only company to use the original gum-dipping process for all of its tire fabrics. Although Firestone developed this extra quality process for cotton tire cords 25 years ago, it was not until the development of rayon and nylon fabric tires that other companies recognized the necessity of dipping cord fabric to assure motorists of maximum safety in their tires.

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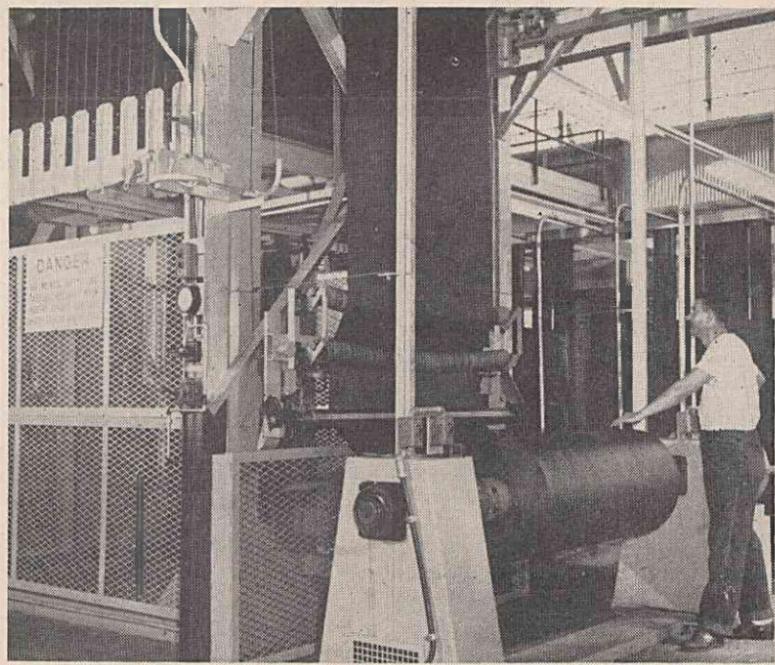
This background of more than a quarter of a century in developing new and better gum-dipping processes and solutions laid the groundwork for the development of the revolutionary new production unit at Gastonia that now is continuously producing the new safety-tensioned, gum-dipped tire fabric for Firestone tires.

The unit has been under development for six years and most of its exclusive features were designed by Firestone engineers. Actual construction was begun early in 1954. At every stage in the process, electronic measuring devices and controls maintain constant tensions, temperatures, speeds and thicknesses of the fabric.

"This new unit is just one more step in our Company's continuous program to provide the best tire body to be used in the tire industry," said Mr. Firestone. "Because of characteristics peculiar to synthetic cord, this special treatment is essential to stretch and 'set' the cord before it goes into tires."

In the gum-dipping process, the cords are saturated with a solution of chemicals and liquid rubber, making them adhere more firmly to the rubber body of the tire, thus giving them greater ability to withstand the thousands of flexes which occur as the tire revolves.

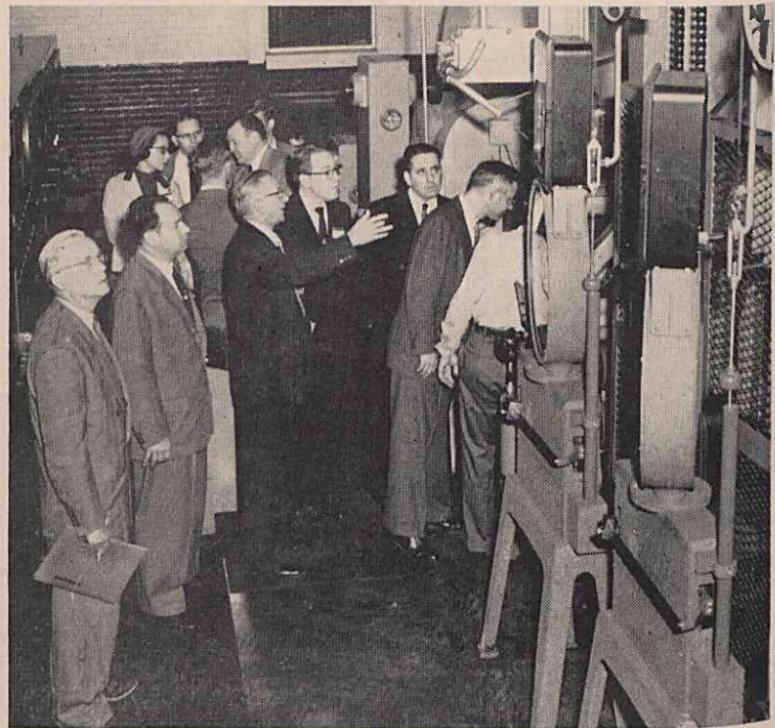
To keep the unit in continuous operation, Firestone engineers developed special automatic roll-changing and fabric-splicing equipment. The splicing equipment exerts a pressure of 900 pounds per square inch, providing strong splices that will allow the fabric to go through the unit smoothly.



Walter Tate, checks the wind-up operation as the safety-tensioned, gum-dipped cord fabric is rolled off for shipment to Firestone tire plants.



A motion picture crew visited the gum-dipping factory and made a newsreel which was shown on 150 television stations across the country December 30. Here L. G. Caldwell, technical director of Firestone Motion Pictures, Akron, Ohio, adjusts the camera, while Horace Robinson (left) and J. G. Tino, Jr., arrange the lighting equipment.



General Superintendent Nelson Kessell (center) explains an operation to one group of editors and writers who toured the cord-treating unit December 29 and 30. Clyde Moss, Assistant to Superintendent Kessell; General Manager Harold Mercer; and Francis Galligan, Superintendent of the Cotton Division, are shown with the group.

To cut down the number of 4,200 yards of fabric and nearly 5,000 miles of cord—enough to reach one-fifth of the way around the world. The nylon cord being used contains approximately 1,300,000 miles of filaments, enough for three round trips to the moon.

## FIRESTONE NEWS

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