

## Supreme Tire Has Gum-Dipped Nylon Cord

A new tubeless tire designed to provide motorists with complete tire safety and peace of mind under modern super-highway driving conditions has been announced as the "safest and longest-wearing passenger car tire ever offered to American motorists" by Lee R. Jackson, Company President.

The tire named the Supreme, is made with a safety-tensioned and gum-dipped nylon cord that assures tremendous resistance to the impacts of hitting chuckholes, stones or other road hazards. Nylon, pound for pound, is stronger than steel, yet runs cooler than rayon to provide a much greater margin of safety for motorists.

In appearance, the tire is completely new and is the first one ever to be styled with the help of large numbers of motorists through a scientifically conducted public preference poll.

The Supreme tire has a specially compounded gummy sealant that prevents tire failures from nails and similar objects. The sealant clings to penetrating nails and prevents air leakage by flowing into and sealing small cuts and holes in the tire body.

**BLOWOUT PROTECTION** is assured by a specially contoured safety diaphragm which is made of two plies of rubberized nylon cord and a safety valve that automatically locks two thirds of the air into its inner air chamber when the outer

casing of the tire is ripped open or slashed. With this air locked into the "tire within the tire," a motorist can bring his car to a safe, straight-line stop without danger of swerves or the complete loss of control that sometimes results from blowouts with ordinary tires.

During inflation of the tire, and under normal driving conditions, the valve remains open to maintain equal pressure through all parts of the tire.

The exclusive tread design of the Supreme tire is based on new engineering principles that give the tire a glide-like ride over rough and irregular roads. Tire squeal in turns and sudden stops has been virtually eliminated by the special design and the tire runs silently at any speed.

Outstanding safety feature of the new tread design is the great increase in traction provided by the thousands of integral skid resistors. Running in a diagonal direction, they improve forward traction and guard against side skidding.

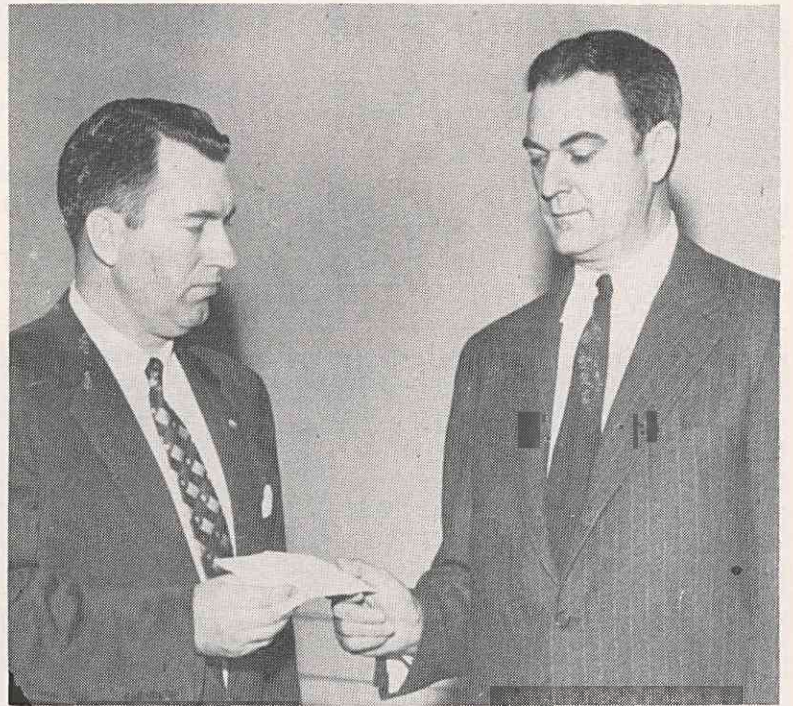
**FURTHER IMPROVEMENT** in the riding quality of the tire has been attained by designing a wide and deep tread. Firestone engineers report that by making the tread flatter, it conforms so much better to the road surface that small obstructions are enveloped in the tread rubber and bumps are hardly felt. After going over such obstructions, the tire holds tight to the road surface and does not bounce.

Construction of the Supreme tire, based on Firestone experience in making the nation's safest tires, consists of four plies of rubberized nylon cord and specially compounded rubbers for each part of the tire. A special synthetic rubber is used on the inside of the tire because of its exceptional air retention qualities. A new cold rubber compound with specially developed furnace blacks is used to make the tough top tread that gives greater mileage than any other tire.

The white sidewall of the Supreme tire also contains new compounds of pigments, rubber and chemicals that will prevent discoloration and will protect it from the cracking or checking that can be caused by smog and ozone.



**AN INNER TIRE** or diaphragm with a safety valve eliminates blowout dangers in the new Supreme tire. Here President Lee R. Jackson displays a cross section of the tire which was designed to provide motorists with safety and peace of mind.



**SAFETY DIRECTOR L. B. McAbee, left, receives award for nine consecutive years of safety achievement here. Presenting it is Frank Crane, state commissioner of labor.**

## Plant Aims For High Safety Achievement During 1956

A record of 10 consecutive years as a leader in Gaston County industrial safety is the goal of Firestone Textiles for 1956. This aim received a d d e d emphasis recently when the plant was awarded a certificate for outstanding achievement in accident prevention during 1955. The honor came at the annual Industrial Safety meeting in Masonic Temple.

The plant here and Belmont Throwing Corporation shared the top honor for nine consecutive years of achievement. The two firms have received an award every year since the Department of Labor adopted this system of recognition.

Speaker at the safety meeting was N. C. Commissioner of Labor Frank Crane, who passed out awards to 59 firms.

**WINNING** a safety award from the Department of Labor is

a sizeable accomplishment, Commissioner Crane said. Plants qualify for the honor by reducing the plant accident frequency rate 40 per cent or more under a previous year. Thus plants with an exceptionally good safety record have a hard time repeating as winners. Second, a plant qualifies by having a safety record which meets rigid standards of the Labor Department. The requirement is that a plant maintain an accident rate 75 per cent or more below the state average for the particular industry.

Large plants—such as Firestone — receive joint awards from the State and Federal Labor Departments, while small plant awards are from the N. C. Department of Labor.

If Firestone repeats its record of achievement this year, it will become a "decade winner" for the safety honor.

## Car Inspection

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"The project is designed to save people's lives and not to be an inconvenience to motorists," says Captain Roy Short of the Police Department.

**THE GASTONIA** car-check observance is part of a nationwide program of vehicle safety inspection.

The Firestone Company is one of several major tire manufacturers cooperating in the national inspection plan this year. An Akron representative of the Company has been appointed a representative of the Inter-Industry Highway Safety Committee for the country-wide 1956 Vehicle-Safety-Check program.

In announcing the inspection plans for Gastonia, Captain Short pointed out that the best driver may not avoid an accident if his car is not kept in safe operating condition.

"Accidents are on the increase and many of them are caused by mechanical failure," said Captain Short. "Surveys show that one out of every four vehicles on the road today are in unsafe operating condition. Sometimes it's just one small detail . . . but that detail, unchecked, can mean trouble."



## BOWLING LEAGUE CHAMPIONS

The Firestone Bowling Team of the women's Pioneer League has won the league championship for the second successive year. At the 1955-56 season playoff game in the Recreation Bowl, April 17, the Firestone team won over the Leonard Short Furniture Company team by 6 pins. Total number of pins for Firestone was 1412; Leonard Short, 1406. Members of the Firestone team this year also made up the 1954-55 team. They are, from left: Nell Bolick, Mary Pearson, Ann Hubbard, Mary Johnson, Dorcas Atkinson, Nora Crouch.

## Some Tips On Flower Culture

Mrs. W. R. Turner, Sr., of the Variety Garden Club at the plant received second-place ribbon in the invitational class of large church flower arrangements at the first annual standard flower show in Bessemer City, April 12.

Her arrangement featured "budding branches" which made use of blue spruce, double white spirea, symbolic of purity, blue iris for truth and three white tulips for the Trinity. The whole was placed in a right triangle in a mint-green ceramic urn on a marble base.

**SINCE** the season's theme of the Variety Garden Club is "Growing flowers in and around the house," Mrs. Turner offers the following suggestions on flower culture:

It is too late in season to transplant most perennials.

Annuals should be planted at once. For best results, set out when the plants have about 4 leaves. Marigolds, petunias, zinnas are among those that ought to be set before the sun gets too warm in the day.

Heat-loving plants should be set out when the soil has become warm from the sun. A few of these are morning glory, moonvine, four-o'clock, hibiscus, gourd, dahlia, coleus.

**BEFORE** planting gladioli bulbs, soak them two or three days in water to which has been added one tablespoon garden fertilizer per gallon water. Plant 4 inches apart, 6 inches deep in rows, or if used in borders, cluster them in bunches having about 6 inches space each way. Spray with insecticide when 4 to 6 inches tall. Glads need lots of water and sunshine.

Chrysanthemums are one of our best autumn blooming plants. They are excellent in clusters of 3 or 5 plants in borders, combined with dahlias in background. Mums should be separated now and set 6 to 8 inches apart, according to size of the mature plants. If you want tall, single blooms, break off all side shoots and remove buds when they first appear. For a bushy plant, break out tops when set out then break out tops of resulting limbs twice again, but not after July 1.