

Ford Exhibit Features The Firestone Story

Employees from all Firestone plants are invited to see the exhibit "Partners In Production," a phase of which is devoted to the story of the Firestone Company. The exhibit, which includes displays of suppliers of the Ford Motor Company, is in progress at the Ford Rotunda in Dearborn, Mich. It opened May 9 and will run through September 3.

The display dramatizes the vast role of suppliers in automotive production. The Firestone Company's exhibit will be of particular interest to Firestone employees.

A trip to Dearborn makes a pleasant week-end drive. Many employees will be passing near the area on their regular vacation trips. All are invited to stop in and see the engineering, research and manufacturing achievements of the automotive world, and the Firestone exhibit. There is no admission charge.

THE EXHIBITION reveals supplier operations in relation to the auto assembly line. It demonstrates how carburetors, radios, tires and many other parts, furnished by suppliers, are fitted into the production program. Anyone visiting the Rotunda may see how cars are built. Many of the displays offer visitors the opportunity of taking part in auto assembly, through the use of push-button devices.

The Company's exhibit tells the Firestone story. With the aid of 12 color photo slides, a voice recording and a complete miniature tire factory, visitors will see the story of a tire from loading rubber in Liberia and synthetic rubber production to the final tire curing process.

The entire display is 14 feet long by eight feet wide and is eight feet high. The miniature plant is housed in a natural wood case and the mechanism is covered with a plastic dome seven feet in diameter.

WHEN VISITORS press the button they will "see and hear the Firestone story." The first of the 12 slides will appear on

Farley On Leave From Abbey

Gilbert J. Farley, assistant professor of business administration at Belmont Abbey College, is spending six weeks in Denver, Col., studying with Noreen, Inc. He has been awarded a fellowship in business.

At Belmont Abbey Mr. Farley originated an adult study course for supervisors in industry, called "Human Relations In The Management of Men." A number of supervisors from Firestone have taken the course which is offered in weekly sessions each fall. The course has been attended by over 250 supervisors in Gaston and Mecklenburg industries.

A spokesman at the college has announced that the course

the screen and a small car will start its travels through the display. As the car passes each operation it will trip a switch and the small machines will start as if in actual production. The slides, voice and car are synchronized so that the whole operation is easy to watch and understand.

At one side of this display is a De Luxe Champion tire encased in a protective plastic guard. During the four months of the exhibit the tire will revolve constantly during show hours at about 10 miles per hour. By flipping a switch visitors can change the speed. A speedometer attached will show the rate at which the tire is revolving. Any visitor who is carrying a driver's license is invited to join the Tire Mileage Contest. Contestants can guess the total mileage that the tire

will run from May 9 through September 3. The five who come closest to the actual number of miles will receive sets of four De Luxe Champions.

ON THE OTHER SIDE of the Firestone exhibit is a display of a few of the 350 items which Firestone builds for the Ford family of cars. These include the crash pad on the dashboard, the grille, radiator hose, accelerator pedals, brake linings and many other items.

The display, which was in production for three months, was built by Rappaport Studios of Cleveland under the supervision of the Store Planning Department. W. H. Hall of the Department was in charge.

The show is open to the public from 8:30 a.m. to 9 p.m. Monday through Friday and from 1 to 9 p.m. Saturday and Sunday.



A LUNCHEON at the Girls Club honored J. E. Spencer upon his retirement. Here he looks over a greeting card with a long list of signatures of friends at the plant. With him are Mrs. Clayton Wilson, Main Office; and Dr. W. B. Parks, plant physician (right), both of whom were at Firestone when Mr. Spencer came to work here more than 20 years ago. To honor the retiring employment manager, a number of his friends presented him a complete picnic set, a raincoat and a patio chaise-loungue.

Former Employment Manager Plans Active Retirement

J. Ed Spencer really didn't mean it when on his last day at work here he told his friends: "I'm just going to sit and rest, and loaf on one continuous 'picnic.'"

The former Employment Manager who retired May 31 estimates that during his more than 21 years on the same job here, he hired upwards of 25,000 persons for work in the plant.

AND SEEING all those people come and go has taught him something about a man's sunset years—that in retirement the best tonic of life is activity and renewed vigor of living; that ere long, even rocking chairs begin to squeak.

On Spencer's calendar of events for the next few years are travel schedules, including especially, trips to Western North Carolina and the coastal area of the state. He has a number of relatives in the Asheville area; a son in Kinston, N. C., and grandchildren in Morehead City. He thinks that the winter season is the best time for extended travel.

Interspersed with his and Mrs. Spencer's visits with friends and relatives, there will likely be some days of fishing and camping.

And somewhere out in the future he has a long-range plan to start a business of raising chickens.

Copies Of Book On Liberia Waiting At News Office

For each employee who has not yet requested it, a copy of the book "Liberia and Firestone" is available for the asking at the News Office.

The book deals with the story of Firestone's development of rubber plantations in the West African Republic of Liberia, and of the development of the country itself.

Vividly presented in text and pictures, the story also contains a section on rubber and a brief but comprehensive history of the country. "Liberia and Firestone" was prepared to describe

the mutual advantages which Liberia and the Company have gained through their association—a venture of private capital in a country determined in its efforts to develop all of its resources.

One aspect of the story of the development of the country lies in the fact that today there are 90,000 acres planted in high-yielding rubber on the Firestone Plantations in Liberia.

You may have a copy of this interesting story. Call the News Office, stop by, or fill out the request blank and receive your "Liberia and Firestone" book.



THE FORD ROTUNDA in Dearborn, Mich., is scene of the exposition which will last through early September.



THIS EXHIBIT tells the story of Firestone. At right, W. H. Hall, Store Planning Department of the Company; and Stanley Stanicky, Rappaport Studios of Cleveland, builders of the exhibit, put final touches on the display before opening it to the public.

in human relations will be continued in Farley's absence. This year's session is set for next September.

Farley is on leave of absence for several years to work toward

a doctor's degree. For the next several years he will be at the University of Miami, Miami, Fla., studying and teaching. Later he will attend Indiana University.

TO: DEPARTMENT OF PUBLIC RELATIONS,
FIRESTONE TEXTILES, THE FIRESTONE TIRE
& RUBBER COMPANY

Send me a copy of "Liberia and Firestone."

Mr.
Mrs.
NAME Miss

ADDRESS

CITY STATE