

Firestone NEWS

GASTONIA

A man should always consider how much more unhappy he might be than he really is.

—Joseph Addison

The most completely lost of all days is that on which one has not laughed.—Sebastian Chamfort

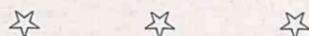
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"SHARE IN AMERICA"

Savings Bonds Promotion Planned For Sept. 23-28



The U. S. Treasury Department has selected Gaston County as the first location in the Southeast for a special one-week campaign to promote the sale of U.S. Savings Bonds. The drive will be conducted September 23-28, launched with an outdoor rally on the afternoon of September 23, in front of the Firestone plant.

The Washington Office of the Treasury Department has announced that on the outdoor program here, plans are to feature entertainment by outstanding talent, including a beauty queen of national prominence.

General Manager Harold Mercer is chairman of the "Share in America" drive in the county. Orville K. Forrester, overseer in Spooling-Winding, is Firestone plant chairman of the Bond sales program.

As the chairman, Mr. Mercer met with approximately 100 representatives of 78 leading business and industrial establishments in the area, for a promotional dinner at the Country Club, September 3.

"Every person employed in the County should count it a privilege to buy Bonds in the 'Share in America' program," said Mr. Mercer.

Later, the General manager said that it is especially hoped

that during the September drive, those who work at Firestone will see the advantage of either increasing their present buying of Bonds, or subscribe to the purchase plan for the first time.

IN PLANNING for the Bond week, Mr. Forrester recalled that employee subscription to the Savings Bond purchase through payroll deduction has made the plant one of the leaders among industries of the Southeast.

From 1941—the year the program was started here—to July of this year, employees had purchased Bonds in excess of \$3,419,000.

In 1951 employees subscribed 80 per cent to the payroll savings plan, and for that accomplishment the plant received the Treasury Award. A plant-wide campaign in 1953 boosted participation 22 per cent over the high level attained in 1951.

THE BOND program here reached its peak in April of 1956, when employee purchase of

Bonds climbed to 97.1 per cent. That was at the close of the Company-wide Bond sales drive which began in March of that year.

For the high level of achievement reached in the 1956 drive, the Treasury Department gave the plant the Minute Man Award.

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Red Tag Article In Safety Paper

A photograph of Maintenance Foreman Ed Taylor and Roy Chastain of the Shop was published in the August, 1957 issue of Safety News, a periodical of the South Carolina Industrial Commission.

The Firestone employees were featured along with an article on the proper use of danger tags in industrial accident prevention. The story and picture appeared in the plant newspaper here several months ago.



ERE SLEEPS THE CRIMSON PETAL

September stalks across the browning fields of the Piedmont, bringing with it a farewell to summer not yet gone and a look at autumn not yet come.

The melancholy season is approaching for those people to whom summertime means flowertime. September's hot weather is still here but many of the loveliest blossoms have faded.

The crape myrtle, late summer dahlias, scarlet sage, coleus, verbena, agerantum, chrysanthemums, some roses, zinnias and several others will, in the next few weeks, be doing their utmost in Gastonia area gardens to make folks forget other flowers whose brilliant colors will not be seen ere another springtime returns on the land.

Humankind can be thankful that many flowers remain to brighten the earth for another month or so—or until the first puff of fall's chill breath.

With this in mind, members of the plant's Garden Club have planned the first standard flower show ever to be staged at Firestone, Gastonia. Dates are October 4 and 5 and the theme is "Variety in Autumn."

Here, in the backyard garden at 214 South Liberty street, is Teresa Chastain, five-year-old daughter of W. H. Chastain, Carding; and Mrs. Chastain, SYC Weaving. Teresa's mother is secretary of the Garden Club and publicity chairman for "Variety in Autumn."

Plant IR Director Heads UF Publicity

Thomas B. Ipock, Jr., Industrial Relations director, is this year's chairman of the publicity committee for the Greater Gastonia United Fund campaign.

The 12-member committee will lead the local promotional program which gets underway with a dinner rally at Masonic Temple on October 10.

The solicitation effort here will continue for a month. It will be conducted simultaneously with many of the more than 2,100 fall appeals of United Funds and Community Chests, world's largest voluntary fund-raising effort for health, welfare and recreational services.

construction feature of the tire. Heat resistant tread compound, improved synthetic rubber and high adhesion stock are used in the tire's construction.

Oxidation and deterioration, common enemies to tire life, are curbed by the heat resistant tread compound. High adhesion stock between the tread and tire body completes the "speedway weld."

The modern "low look" was built into the tire by reducing the width of the white sidewall. A heavy rubber bumper protects the white finish from curb scuffing.

on the nation's turnpikes and other vacation routes."

The Company's original "bladed" tread design provides longer mileage, better traction, easier ride, and holds squeal and whine to a minimum.

"Combined with the tire's high speed performance," Mr. Hathaway said, "is a cord body that will take rough roads in stride. Nylon practically eliminates the danger of sidewall breaks.

"That means car owners can get more and better recaps," he said.

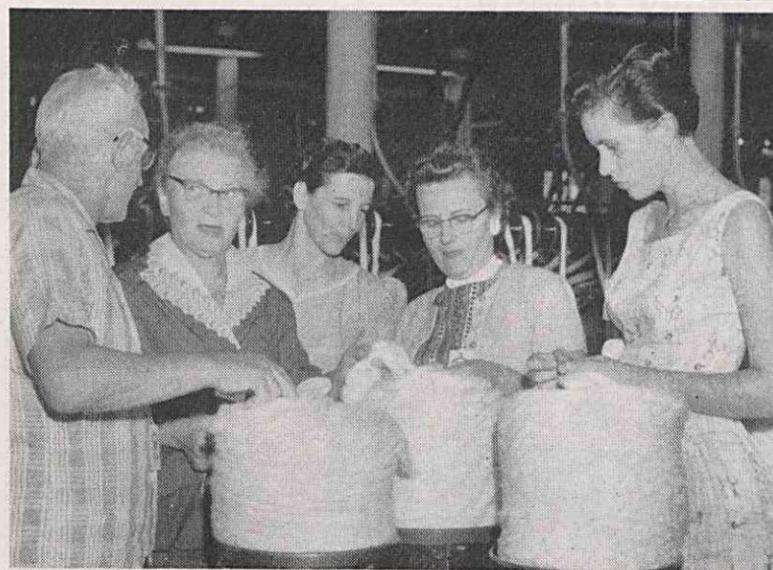
Firestone's newly developed "speedway weld" is the basic

Nylon Cord Adds Safety Edge To DeLuxe Super Champion

Speedway-tested nylon cord is adding a 15-mile-an-hour safety margin for motorists who have their cars equipped with the new DeLuxe Super Champion tire by Firestone.

The low-priced nylon cord replacement tire with high speed characteristics went on sale in August. It is available in popular sizes at the employees' store in Gastonia and at other Firestone stores and retail dealers.

"The DeLuxe Super Champion is new from start to finish," announced E. B. Hathaway, vice president. "It is designed to withstand hot summer driving



FROM THE LAND OF THE RHINE

While on a six-month visit to the United States, Mr. and Mrs. Richard Kaps of the Western Zone of Berlin, Germany, stopped for a tour of the Gastonia Firestone plant in August. On this their first trip to America, the Kaps' visited relatives in Georgia and North Carolina, in addition to touring other parts of the country.

Here, the plant visitors are looking at cans of cotton drawing sliver. From left: Mr. and Mrs. Kaps, Mescal Certain, Quality Control inspector; and the Kaps' daughter and granddaughter, Mrs. Lewis Certain and Eileen of Columbus, Ga. Mescal Certain and Mrs. Lewis Certain are sisters-in-law.

The Kaps were scheduled to sail from the port of New York, September 6, on their return trip to Europe.