

# Firestone NEWS

GASTONIA

GASTONIA, N. C., SEPTEMBER, 1958

VOLUME VII

No. 10

The secret of contentment is knowing how to enjoy what you have and being able to lose desire for things beyond your reach.

—Lin Yutang

We need not fear the future if each day we consistently, honestly, intelligently and faithfully measure up to our best.

—Carl Holmes



## FLORIDIANS TOUR PLANT

Among the visitors on plant tours during the summer were Mr. and Mrs. W. T. Golden and their daughter Judy of Miami, Fla. Here, they look over Firestone booklets before the huge tire in the main plant entrance. Mr. Golden operates a commercial printshop in Miami. When they stopped at Firestone in Gastonia, they were on their second annual trip to North Carolina. It was the Golden's first inside look at a textile factory. Operations in the Spooling department were of particular interest to the Florida visitors.

## Good Housekeeping Impresses Visitor

Good plant housekeeping made the strongest impression upon a visitor from the Union of South Africa, when he observed tire cord manufacturing processes here in August. J. L. Pretorius, of the company's plant in Port Elizabeth on the Indian Ocean, is assistant manager of Development at the company unit in Africa's southernmost port city.

The Gastonia plant supplies a large volume of fabric which the factory there builds into auto and truck tires for that part of the world.

Mr. Pretorius joined the Firestone organization 15 years ago, upon graduation from Stellenbosch University.

"I was especially interested in the neat and orderly housekeeping in the Gastonia mill, and in the systematic materials handling," he commented.

On this, his first trip to the United States, Mr. Pretorius had a six-week schedule of industrial plant tours. Besides Gastonia, he visited Firestone plants at Memphis, Tenn., Pottstown, Pa., and Akron, Ohio. He was to have left September 5 for Brentford and London, England where the company also has manufacturing interests.

A stop at Amsterdam, then Brussels and the World's Fair were points to visit on his way back to Port Elizabeth.

## SHARE—THE UNITED WAY

Once each year all people of Firestone Textiles have the opportunity to share—in united effort—material blessings with those who need help. This privilege of sharing systematically with your neighbor in need is made possible each fall through the Firestone United Fund Drive, this year to begin on October 2.

Our people have been unusually generous during the past six years of united employee giving to community and charitable causes. Your response to this worthwhile appeal has eloquently expressed your unselfish concern for others. I am sure this year's results will be even more outstanding than they were in 1957—when Firestone Textiles was able to present to the Greater Gastonia United Fund the largest single gift to come from any industrial plant in the Gastonia area.

In our effort to reach the goal of 100 per cent participation in all departments, each employee will have the opportunity to give to the United Fund. My confidence is in you, that you will respond generously.

When you care enough to share, you will demonstrate your concern for others. And your liberal response to this worthwhile cause will help Firestone Textiles to move even higher in its position on the Honor Roll of the Greater Gastonia United Fund appeal.

*Harold Mercer*

General Manager

'ONE GOAL — ONE GIFT — ONE TIME'

## Annual UF Campaign Will Begin October 2

The contribution you make this year to the Greater Gastonia United Fund can go to the support of 20 community, health, welfare and recreation services. The fund-raising drive which begins October 2, will afford Firestone Textiles employees opportunity to make one gift for the several services made possible through the United Fund.

For the seventh consecutive year, General Superintendent Nelson Kessell is chairman of the plant solicitation. Cotton Division Superintendent Francis B. Galligan is again co-chairman of the in-plant drive.

Mr. Kessell points out that this year's 20 community services sharing in the United Fund is an increase of five over the number of agencies in 1957.

This is the seventh annual collection of funds through an employees' united appeal at the plant. It is the only plant-wide money-gathering effort at Firestone Textiles during the year.

As in the past, employee pledges to the United Fund will be received by volunteer solicitors in every department of the plant and offices. Pledges will be met later, through a payroll deduction plan.

EVERY PERSON is to be contacted and offered a sign-up card. The giving procedure allows for each individual to contribute on a "fair share" basis to the total list of organizations approved in the Greater Gastonia United Fund this year.

In past years of united employee giving at the plant, Fire-

## Get Your Discount At Company Store

When you go to buy merchandise at the Firestone Stores, identify yourself, if you want to take advantage of the employee discounts awaiting you there. This reminder is from store manager Charles Moore of the company's sales outlet at 101 East Franklin avenue, Gastonia.

"It sometimes happens that an employee whom sales personnel do not recognize will come into the store, buy merchandise, and not claim the discount to which he is entitled," says Mr. Moore. "Always make sure store personnel know you are an employee," he adds.

Many employees are not acquainted with the discount setup at Firestone stores.

"Some people think we set the discount rates in the local store, whereas they are actually determined by the company's sales department in Akron," the store manager says.

—Turn to Page 2

September is National Sight-Saving Month—and a good time to take stock of your own eye-health scoreboard. When did you last have a thorough, professional eye examination?

The National Society for the Prevention of Blindness recommends an examination every two years, especially for men and women over the age of 40.

stone people have been especially generous. Every year, contributions have set new records. In 1955, for example, employees cared enough to share to the figure of \$12,327.07. The 1957 employee contribution reached \$14,530. The plant added a corporate gift of \$2,300, bringing the total to \$16,830.00—the largest single gift to come from any industrial plant in the Greater Gastonia area that year.

THE UF DRIVE at the plant is conducted each fall along with the Greater Gastonia UF appeal, which coincides with the nationwide money-raising efforts of Community Chests and United Funds each year from early September through Thanksgiving Day.

Following is a list of agencies and services which have been approved for sharing in your United Fund gift for 1958:

Child Care—Gaston Big Broth-

ers, Florence Crittenton Home. Adoption — Children's Home Society.

Health Services—Gaston Life Saving Crew, NC Mental Health Association, United Cerebral Palsy Association, Regional Mental Health Center.

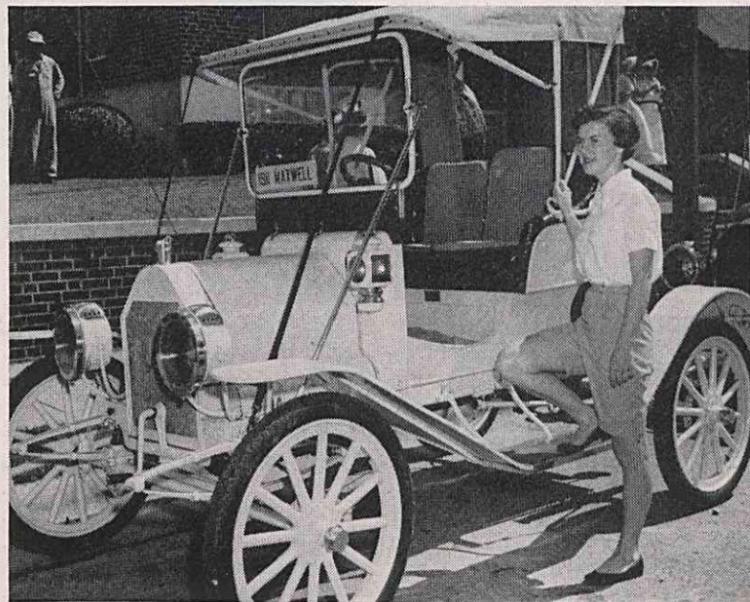
Youth Services—Pioneer Girl Scouts, Red Shield Boys Club.

Specialized Services — Salvation Army, American Red Cross.

Medical Research — United Medical Research Foundations of North Carolina.

Local Services — Gastonia United Fund.

State and National Services—United Service Organization, Carolinas United Community Services. Five national services—American Social Hygiene Association, National Recreation Association, National Social Welfare Assembly, WAIF International Social Service, National Travelers Aid Society.



## Chariots Roll On Firestone Tires

Many a mind turned backward to yesteryear late this summer, when 65 gleaming vehicles of the North Carolina Horseless Carriage Club chugged into the City of Spindles. The chariots—models 1904 to 1927—paused for a few minutes down the street from the Firestone plant, before hitting the rest of the trail for Greenville, S. C. This 1911 Maxwell was the first of the caravan to arrive. Betty Ann McAbee, whose father is assistant to the director of industrial relations, spotted the Firestone Non-Skids. She then helped the plant photographer to count at least 45 of the vintage buggies "shod" with Company-made tires. Firestone is one of the few tire-building firms to have saved outdated molds, enabling production of the tires which help to keep antique autos on the road.