

Carelessness Causes Accidents—Let's Be Careful

Firestone NEWS

GASTONIA

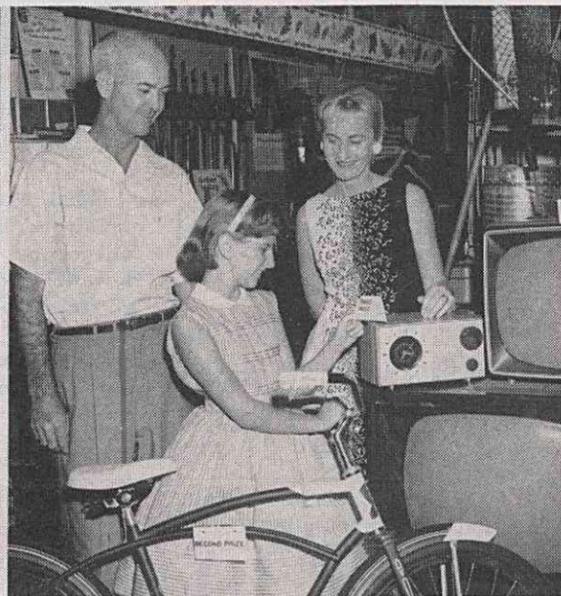
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Patriotism is easy to understand in America. It means looking out for yourself by looking out for your country. —Calvin Coolidge

We can change our whole life and the attitude of people around us simply by making changes in ourselves. —Dr. Rudolph Dreikurs



Sale-O-Rama Winners

Employees and members of their families helped to launch the "Buy-Sell Firestone" campaign by participating in the first Firestone Sale-O-Rama in the Gastonia area. The company store and a franchise dealer conducted the one-day September sale of merchandise specials. Six prizes were awarded

to employees and members of their families, following a drawing at each of the two stores. Winners and their prizes (upper left): Mrs. Robert Pence, electric skillet; Clyde Cloninger, hi-fi phonograph; Mrs. Betty Martin, clock radio. These gifts were from Horne's Home and Auto Supplies. In other picture: William McCarter, bicycle; Mavia Hamrick, clock radio; Mrs. Ernest Austin, television set.

'Sales Make Jobs' Program Continues



Response of employees to the "Buy-and-Sell Firestone" program which was launched in late summer has brought praise from company officials.

"Firestone men and women are supporting the campaign in true teamwork fashion," said E. B. Hathaway, vice president of trade sales.

"Excellent use is being made of the 'Acknowledgement of Good Service' cards, and many reports from stores indicate that the cards are bringing in prospective customers. With this kind of support, our campaign to bolster sales and make more jobs will surely be successful," Mr. Hathaway added.

At Firestone Textiles some 10,000 Acknowledgement of Good Service cards were distributed to employees in late summer. They were privileged to mail or to deliver in person these cards to the business firms and tradespeople with whom the Firestone employee deals.

THE PROGRAM is designed to increase sales of Firestone products among the company's own employees, and to encourage employees to "sell" their company's merchandise to neighbors and friends. It was first tested in the company's plant at Memphis, Tenn., and resulted in marked increase of sales in stores of that area. Shortly after the program was introduced in Memphis, it was set in operation at the Gastonia plant. Eventually, it will be introduced in all factories where the company operates major plants.

Intended to be a continuing effort to market Firestone products through employee "salesmanship," the plan includes—besides distribution of the cards—special sales, such as the Sale-O-Rama held this fall at two Gastonia Firestone outlet stores, and a catalog sales center to be installed at factories in major plant cities. The company's catalog now lists more than 5,000 items of merchandise for the home and auto.

COMPANY officials point out that it is a known fact that sales in the organization have fallen off from previous years. This

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Firestone Tires Helped At Giant Oahe Dam

Skilled hands that help to make quality tire fabric at Firestone in Gastonia, assist in many kinds of major construction jobs around the world. From the United States to Saudi Arabia and many other far-flung places on the globe, giant earth-moving machines equipped with Firestone tires build dams, sea-ways, roads, and airplane runways.

A recent example is that of the Oahe Dam and reservoir near Pierre, S. D., where closure ceremonies were held late this summer, marking the first milestone of progress in construction of a \$390 million job.

For the gigantic undertaking of building the second largest earth-rolled dam in the world, Firestone supplied many of the tires on the earth-moving equip-

ment. More than 15,000 people—among them top military, government and industrial leaders—attended the closure exercises. Among those present from the Firestone Company were Raymond C. Firestone, president, and a number of other officials.

CLOSURE of Oahe Dam and reservoir was the culmination of the first phase of a key project to help harness the natural water resources of the Missouri river. Co-ordinated with similar projects at Fort Peck, Garrison, Big Bend, Fort Randall and Gavins Point, the comprehensive development will provide direct benefits for the entire Missouri river valley, and the nation as a whole.

Filling of the giant reservoir will be completed by 1960, with

the first hydroelectric power being generated sometime in 1962.

Following closure ceremonies at Oahe, Mr. Firestone was host at a dinner for officials who participated in the exercises, and representatives of companies who worked on the project.

'Variety' Photo Is Featured In Calendar

Firestone Variety Garden Club won another distinction when a photograph of a flower arrangement submitted by one of its members was published in the 1959 North Carolina Gardener engagement calendar.

The arrangement, featuring a springtime theme for children, was done by Mrs. Henry Chastain and her six-year-old daughter, Teresa. Mrs. Chastain, publicity chairman of the plant garden club, works in SYC Weaving.

Charles A. Clark of Firestone News photographed the Chastain arrangement.

Only two photographs from Gaston County were selected for publication in the calendar. Some 18,000 members of garden clubs in North Carolina and all other flower lovers in the state were eligible to submit entries for consideration.

The engagement calendar is a spiral-bound volume published by the Garden Club of North Carolina, Inc.



This picture of an Easter arrangement for children is one of 54 photographs in the 1959 edition of the Garden Club of North Carolina engagement calendar. Mrs. Henry Chastain and daughter Teresa mounted the arrangement on a wooden board. It featured driftwood, crocus, daffodils, budding branches and moss.

THE WORD OF LIFE

National Bible Week October 20 - 26

The 18th annual observance of National Bible Week is scheduled for October 20-26. Posters promoting Bible Week will feature this year's theme, a phrase from Philippians 2:16: "The Bible—The Word Of Life."

When the Honorable Ralph W. Gwinn, Congressman of the 27th (NY) District, accepted the invitation to serve as national chairman for National Bible Week, he said:

"How can we resist the widespread effort to substitute the pagan state as the arbiter of what is right and wrong in our

lives, unless we know our Bibles better?"

In announcing this year's National Bible Week, its sponsors, the Laymen's National Committee Inc., commented:

"Let us hope that in today's world—too long beset with woes and worries, graft and intrigue—that man will come to realize that the timeless lessons of the Bible are his to read, to study; and are his for instruction toward the more Abundant Life.

"A short step and an arm's reach to the bookshelf, and a great treasure is yours: The Bible—The Word Of Life."