

New Rubber Compound Increases Mileage For Tires

A newly-developed synthetic rubber compound, designated X-99, promises to add an extra 5,000 miles to tires for every 30,000 miles of travel.

Tires built with X-99 tread rubber offer a smoother, softer, quieter ride. "Squeal" that heretofore was considered normal in turning corners—even at low speeds—has been considerably reduced by X-99.

The new compound has been approved for immediate use in the company's Premium Quality tire. The Premium Quality — blowout-safe and puncture-proof — is top tire in the company's line.

X-99 tread stock resulted from Firestone's discovery of a new polymer and development of the most advanced compounding methods in the rubber industry. It was put to severe testing before it was approved for use in consumer products.

TESTS began two years ago for the X-99 compound, when preliminary laboratory experiments showed promise for the

new rubber compound. Company engineers checked the rubber for ride, bounce, deflection, and indentation properties before turning to outdoor tests.

A total of 5,000,000 test miles were recorded by late August on tires with X-99 rubber at the company's Ft. Stockton, Texas high-speed proving ground. Other tests were made at Akron, Ohio; Baltimore, Md.; and in Western Texas.

To All Motorists Everywhere:

School has been in session long enough for us to be accustomed to the routine. Children are on streets and roads in your community and mine, as they go from home to classes and back again.

Surely, you want them to travel safely.

I hope that each of us will put that to a day-to-day test by making sure we drive with the greatest care possible. For your sake and theirs, watch for pedestrian children and for the brightly-painted school buses.

Obey all the traffic rules. If you don't know the rules, you ought to learn them!

THE MASTER WEAVER

UF Appeal

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of agencies sharing in UF funds are the Boy Scouts and the Optimist Club. Besides these, there are: American Red Cross, Girl Scouts, Big Brothers, Salvation Army, Red Shield Boys Club, United Cerebral Palsy, Gaston Life Saving Crew, Regional Mental Health Center, Florence Crittenton Home, Children's Home Society, United Medical Research, United Service Organizations, N.C. Mental Health Association, National Social Welfare Assembly, International Social Service, National Traveler's Aid, American Social Hygiene Association, and the National Recreation Association.



WATCH PRESENTATION before bronze bust of company founder Harvey S. Firestone. General manager Harold Mercer gives watch to Leon Calhoun, while other 20-year employees—Dillard Bradshaw (left), and Clyde Phillips—look on. Absent from picture: Lee Roy Bentley and Maude Bryson.

Five Added To 20-Year List

In September, five persons in three departments joined the honored group of 20-year service-record holders at the Gastonia plant. They were Maude D. Bryson, Spinning; Clyde D. Phillips, Dillard Bradshaw and Leon T. Calhoun of Weaving (synthetics); and Lee Roy Bentley of Quality Control. They advanced the 20-year list to 328 names.

At the time these employees marked anniversaries, 18 others here received lapel pins for service ranging from five to 15 years. The September list includes:

Fifteen Years

Pauline Mahaffey, Spinning;

Jimmie L. Hartgrove, Spooling; William Harvey Aldridge, Twisting (synthetics).

Ten Years

Edward L. Tart, Twisting (synthetics); Eugene W. Morris, Weaving (cotton); Alvin D. Dill,

REMINISCING

Those 'Good Old Days' — Who Wants Them?

Heard anybody talking lately about "the good old days"? Observed a loom fixer recently: Bygone years surely have their pleasant memories, but time often distorts our recollection—making the 'good old days' not as inviting as we sometimes think."

In textiles, for instance, we have come a long way on the progress road—so much so that the thinking employee wants

nothing to do with things that remind him of the past.

Consider an example related to the textile industry. In the tire-building field, "the good old days" meant that most of the work of building a tire was done by hand, including the preparation of materials.

No Precision Machinery

Back in 1907 workmen built tire bodies from stock cut without precision machinery. Beads

were formed and wrapped by hand. Treads, too, were applied on tire bodies without the help of efficient machinery.

In short, building a Firestone tire in the so-called "good old days" required longer hours and harder work than it does today.

Aided by modern labor-saving machinery, the working conditions at Firestone have improved to such a degree that tire building now can be done faster

and with vastly less effort for greater productivity, greater uniformity, greater accuracy, and greater wages—but at lower unit cost.

All this suggests a subject worthy of serious consideration:

If Firestone and other rubber companies are to keep pace with rising consumer demands and keep ahead of rising competition both in this country and abroad, they must increase productivity at lower cost in order to meet consumer demands and to stay competitive.

Better Machines: Better Jobs

For centuries, man has been seeking to replace and reduce, with tools and other devices, the amount of effort required to do a job. The constant increases in mechanization are designed to reduce the amount of effort necessary to provide more and better products at lower costs to meet increasing market demands.

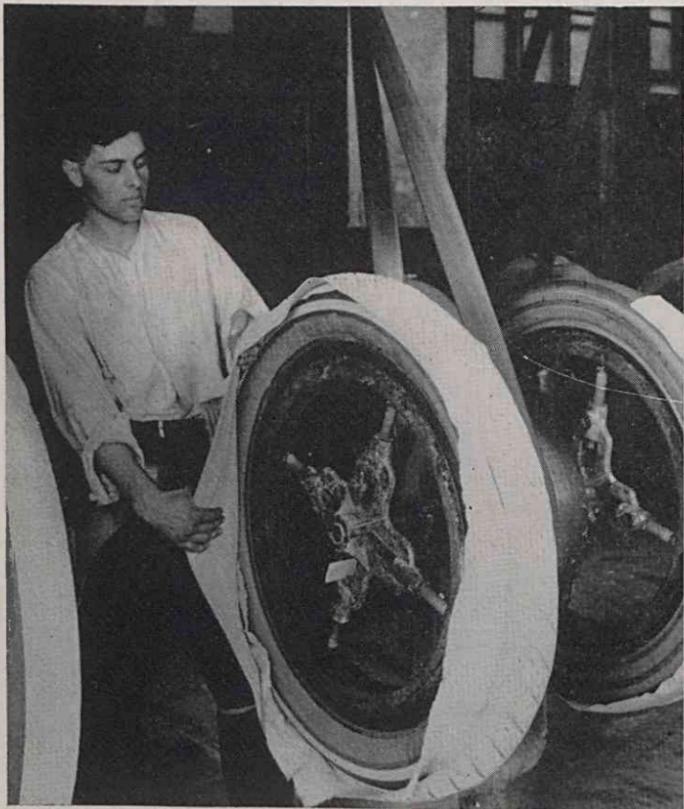
Because of increasing mechanization today, jobs are easier, better and more stable than ever before. Better machines make better jobs, and better jobs help maintain America's position as a world leader in quality products at competitive prices.

We have what we have because our people produce more. We produce more because our machines are efficient.

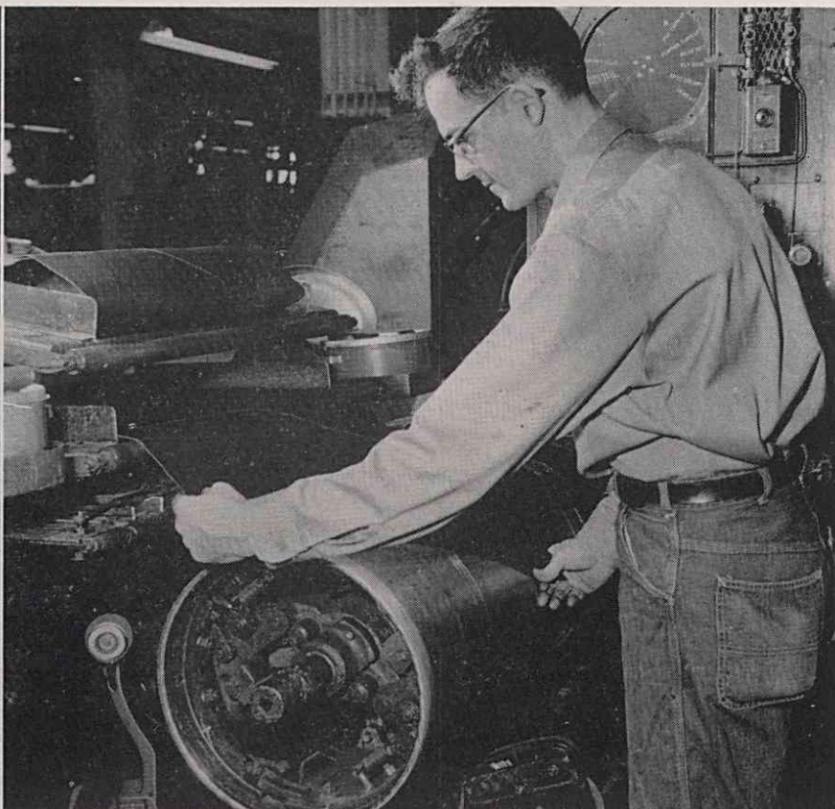
Out of these observations comes this conclusion:

Americans should be proud of their important contribution in the field of mechanization. In our country, where progress is a household word, much emphasis is placed on an ever-increasing standard of living.

Mechanization can help to guarantee the future of this American ideal.



THE OLD WAY—Fifty years ago, this was the only method of building a tire, so our people had to do it the hard way. A worker applied the partially-cured tread on the body of the tire which had been semi-cured. He then cemented and wrapped the two together, in preparation for final curing. This process was done by hand on a crude stand, cost of which was around \$100.



THE MODERN WAY—Up-to-date, efficient machinery makes tire-building easier today. Tires are produced on a semi-automatic machine with collapsible drum, allowing removal of the tire for curing. It is hoped that this job tomorrow can be made even easier with increased know-how, which will make possible increased mechanization. Machine here cost around \$35,000.