



FORK-LIFT TRUCK OPERATORS—Regular members of the Warehouse fork-lift crew are, from left: Ben Byers, Tracy Moore, George Harper, Sam Love, T. J. Ross, Arthur Moore, Julius Eskews, Arthur Gordon, John C. Petty, Luther Thompson and Julius Parks.

Standby operators (photo right), from left:

Charles Adams, Finley Williams, Israel Good, McBrie Sanders, Clarence Alexander, Fred Gordon and Henry Gordon. Of both regular and standby members of the Warehouse fork-lift group, Jack Wellmon, George Pendergrass, Luther Harrison and William Hope were not present for these pictures.

They Move The Goods—Coming And Going

The 27 drivers of the fork-lift truck crew move the goods coming and going, to perform one of the most vital, around-the-clock jobs in the manufacturing operations here.

The eight fork trucks and the two warehouse tow trucks regularly in use at the Gastonia plant, move the major volume of incoming raw materials, outgoing products to the company's tire-building plants, and sales materials for the general textile trade.

Besides this, these trucks carry the heavier cargoes of incoming supplies, and outgoing re-usable waste materials and other by-products. Added to the job of taking materials to and from the production line, fork and tow trucks shift goods and supplies in warehouse storage operations.

Nine Promotions

—From page 1

Ralph Johnson, recreation director, will become safety director.

Bobby Purkey, assistant recreation director, will be advanced to recreation director.

Additional details on these new management assignments will be published in the February issue of the plant newspaper. Also included in that issue will be further coverage of Mr. Kessell's retirement.

Akron Publication To Mark 45th Year

The **Firestone Non-Skid**, employee newspaper of the company's home factories in Akron, Ohio, this month will mark its 45th anniversary of continuous publication.

On January 15, 1915 the house publication was first issued. The title "Non-Skid" referred to the company's trade name for tires belonging to the early chapters of automobile history. Tread was made up of the words "NON" and "SKID" in capital

In these powerful machines you will find a good example of the mechanization which today is helping industry keep pace with production demands, while holding production at the lowest possible unit cost.

Ordinarily, there are a total of 27 operators on the three shifts, including those on both regular and relief assignments.

Truck drivers at the Gastonia plant hold in their hands almost \$68,000 worth of equipment during a regular working shift.

"Each vehicle costs the company approximately the price of a Cadillac automobile," safety director A. V. Riley pointed out recently.

BECAUSE of the property investment and the tremendous accident potential of the trucks, the company carries on an exacting program of maintenance and operation of these vehicles, with emphasis on the drivers themselves.

Out of this program an awards system was developed three years ago.

For the awards, operators are chosen on the basis of each individual's job-consciousness, safety performance and efficiency. Among points considered are: Observance and practice of all safety rules, alertness, maintenance of vehicle assigned to the operator, and pride in the appearance and good mechanical condition of the driver's assigned vehicle.

Throughout the year fork-lift letters at an angle across the face of the tire.

As a pioneering journal in the industrial field, the Akron employee publication has played an influential role in the Firestone company's development across the years.

Firestone was among the first of American industries to recognize the value of the printed-page type of communication with employees. Today, the company has 12 employee publications at its major United States and Canadian factories, and several at its foreign installations.

and warehouse tow operators are under constant observation while at work. Operation records are maintained on each individual and his machine. To determine one's worthiness for the awards, records of individuals are carefully reviewed, and by this method the top three scorers are designated for the honors passed out every December.

THIS YEAR, warehouse manager Fred T. Morrow cited the truck drivers for "an outstanding job in operation practices during 1959", and challenged them "to an even better record in 1960".

Safety director Riley noted: "Your good care and safe operation of the equipment in your charge represents tremendous savings in the materials-handling operations, maintenance and replacement costs. But most of all, your safety-consciousness means untold savings in suffering from accidents, lost-time and production cuts which naturally result from industrial injuries."

POINTS ON WINTER DRIVING

Do Something About the Weather? You Can!

After the wine-like air of autumn has turned to an icy breath which often invades the Mid-South in January and February, it's time to reckon with those villains of winter driving.

In summer the job of driving a motor vehicle is fairly easy, with roads free of such hazards as snow and ice, and windshields usually clear. Too, there are more hours of daylight at morning and evening rush hours, when people are on their way to or from office and factory.

But for winter driving, there is an altogether different situation behind the steering wheel. This reminder is from the National Safety Council. Many motorists, says the NSC, duped into confidence of a summer driving pattern, may find themselves unprepared for the added dangers of winter driving.

BASED on information from the council, here are questions on some finer points of winter driving.

: : If my car starts to skid on glare ice, what should I do?—Keep your foot off the brake and steer in the direction of the skid.

: : Is there any way to stop quickly on icy pavement?—No, but a fast pumping of brakes will stop you the quickest and allow you to keep control of the car.

: : How fast should I drive in winter?—That depends. It takes you 12 times as far to stop on ice or snow as it does on dry surfaces.

The following driving tips are the basis of a good review on winter-driving practices:

1. Orient your driving habits and renew your determination to avoid accidents. Put your car in condition for winter going.

2. Remember the usefulness of snow tires.

3. Keep windshield and windows clear. Make sure your wipers, heater and defroster are working properly.

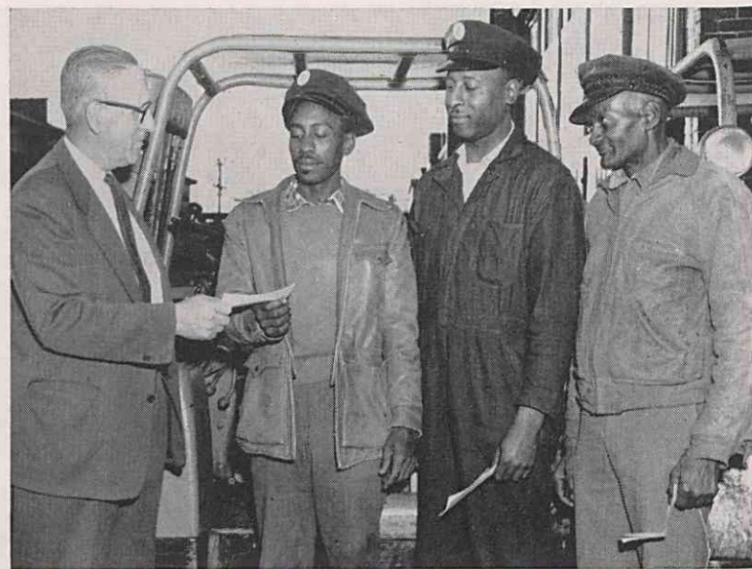
4. When you are out on the road—but away from traffic—try your brakes gently to get the "feel" of the road.

5. Follow other vehicles at a safe distance. Remember that stopping formula: It takes up to 12 times to stop on ice and snow as it does on dry pavement.

6. The best way to stop on winter roads, while still keeping full control of your car, is a fast up-and-down pumping of your brakes.

Did somebody say you couldn't do anything about the weather?

You can. You can be ready for it!



OUTSTANDING—Warehouse manager F. T. Morrow (left), presents a \$25 U.S. Savings Bond to Alonzo Setzer, recognizing him as most outstanding fork-lift driver of 1959. Mr. Setzer won this same award in 1957 and was second-place winner in 1958. Other drivers honored for 1959 performance were Irving Worthy who received \$10 for second place; and Will Starnes (right) \$5 for third place.

Industries Depend On Each Other In Order To Produce And Prosper

In the American free-enterprise system of business, manufacturing and sales organizations must depend upon each other in order to exist and prosper.

The textile industry utilizes the services of hundreds of suppliers, large and small. These facts are examples:

- The US textile industry spends as much as \$800 million annually for chemicals.
- To move its production, the country's textile industry spends as much as \$186 million for transportation every year.
- The American textile industry spends about \$16 million each year for paint; another \$7 million for hardware.