



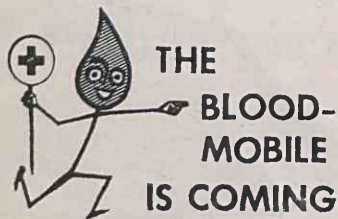
## New Warranty Mark On Retread Tires

Firestone has become the first rubber company to make available to dealers and stores a nationwide guarantee program on retread tires. This guarantee through the company's dealers and stores applies to tires retreaded with Firestone tread rubber, Firestone tread designs, and identified with the company's quality medallions.

Firestone began this tread-medallion program so that customers could identify quality and expert workmanship in retreaded tires. Under the Firestone program, quality medallions are cured into the shoulders of retreaded tires by workmen who follow Firestone retreading specifications, using Firestone camelback.

"We are giving the customer a visible mark of quality," said J. W. Hodgson, manager of treading and repair material sales for the company. "Before now, the customer couldn't judge the quality of a retreaded tire by its outward appearance. Now when he sees the Firestone medallion on the shoulder of a retreaded tire, he knows he's getting a high-quality product at the lowest possible price."

Firestone quality tread medallions will be applied to all passenger and truck retread tires in all sizes and types, when Firestone quality materials have been used according to the company's standards of workmanship.



## This Retiree Left Behind A Good Lesson On Quality

Twenty-three years spent in Quality Control has convinced Charles B. Hipps a thousand times over that success of a manufacturing enterprise lies heavily in that "priceless ingredient" which workmen build into products for the market.

Mr. Hipps, chief inspector in Quality Control, retired January 30. His association with the company began in 1935, when he took a job as creeler in Weaving. In the two years that followed he picked up experience in a number of jobs—battery filling, yarn hauling, sweeping, taking cloth off looms, beam hauling.

**SOMEWHERE** along the way, a growing consciousness on the importance of quality led management to assign inspectors to the various production departments of the plant. In this setup, Mr. Hipps became the first inspector stationed in the Twisting department. Although he had some incidental jobs while there, his main interest was in raising the quality level of materials at every stage of production.

In 1937 he was made chief inspector. Soon thereafter the Quality Control department came into being as a separate operation.

### Superintendent

—From page 1

ed with the Gastonia factory after World War II.

Since being associated with Firestone Textiles, he has made three trips abroad in the interest of the company's textile operations. In 1949-50 he led in establishing the Firestone Textiles factory at Buenos Aires, Argentina; and in 1953 spent four months observing operations of the company's plant in Bilbao, Spain. Three years later he visited company interests in Europe and Asia, his primary mission being that of an advisor in tire fabric production at the Bombay, India subsidiary.

In addition to his executive duties across the years, Mr. Kessell has participated in community affairs. He was instrumental in organizing the annual United Fund employees' campaign here eight years ago. Since then, he has been chairman of each fund-gathering drive.

**UNDER HIS** leadership the fund has grown to be among the largest single contributions to the Greater Gastonia United Fund each year. For the plant's record in recent years, the United Fund has cited Firestone "for outstanding contributions to community service."

Reminiscing on the history of the UF program here, Mr. Kes-

Development of Quality Control has been a foundation stone of progress in the company, the retiree knows. "Without customer acceptance of the things we make, we could not long remain in business in such a highly competitive industry," he says. "When you realize that the Gastonia plant must turn out goods that will stand up in competition two ways—in textiles, and in the rubber industry—quality becomes a very practical and real thing."

"My years here have taught me that pride in workmanship is the greatest satisfaction an employee can have. And on the consumer side, the satisfied customer is the greatest insurance of any company's staying in the market race."

**MR. HIPPS** stepped into retirement with a lengthy list of activities which will demand "more time than he has," according to Mrs. Hipps.

First, there will be some travel. They plan to visit a daughter, Mrs. Ruth Butler, near Suffolk, Va.; then a son, Trevelyan, associated with Eastern Airlines in Miami.

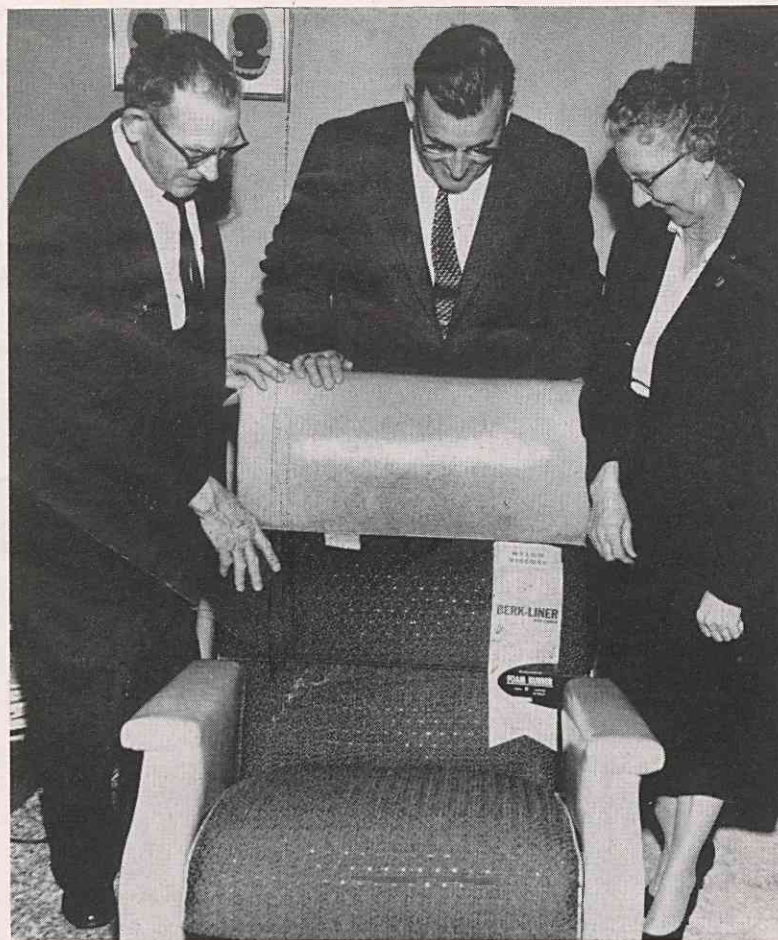
In June, Mr. and Mrs. Hipps will travel to California with another son, Harold, who is minister of West Market Street Methodist Church in Greensboro. The Rev. Mr. Hipps will be on special assignment with the California Conference of the Methodist Church for a month. With his family and his parents he will have an additional month to visit points of interest Out West.

At home on West Main avenue in Gastonia, the retiree will continue to carry on his unusual hobby of producing walking sticks. In the past two years alone he has given away more than 300 canes to the infirm and the part-crippled.

sell said:

"The United Fund at Firestone will remain one of my most inspirational memories. I am glad to have been a part of the steady growth of this worthwhile effort. The interest and response through the years has proved that our people have a heart of concern for those less fortunate than themselves. The United Fund has written good history for Firestone—because of the way everyone has shared."

Mr. and Mrs. Kessell recently moved into their new Suburban Heights home in Gastonia. They have a daughter, Mrs. Atkins D. Michael of Gastonia; and two sons, Nelson Jr., an executive of a Winston-Salem textile mill; and Alfred C. Kessell, employed in Quality Control at Firestone.



"I've always believed in trying to make some contribution to life," he says. A hobby is the means through which Charles Hipps has practiced that belief all along.

Mr. and Mrs. Hipps and QC manager R. B. Hull (center) look over a lounge chair which was the retiree's gift from his associates in Quality Control.

### FOOTBALL CONTEST

## \$30 For Guessing Scores

When scores of the nation's major football bowl contests became history by New Year's Day this year, Earlene Creasman of Main Office had \$15 in prize money as the top gridiron prophet of 1959-60.

Her interest in the fortunes of the nation's collegiate football teams, mixed with a bit of guesswork, enabled her to pick five out of five games correctly and to foretell the exact total of scores of five major bowl contests played at year's end, and on New Year's Day.

The guessing exercise put on by the Recreation department for the past eleven years, consists in trying to predict winning teams and scores in football clashes of major sports bowls in the country in late December and on New Year's.

**SECOND PLACE** this time went to Ralph L. Moten of Supply, who earned \$10 for picking five out of five game winners correctly, and coming within eight points of the total scores.

Clarence Jolly of Nylon treating took \$5 for picking five of five games and guessing within nine points of the total scores.

A limited measure of luck put these persons in the "honorable mention" bracket: James L.

Hemphill, Shop; Harold Dean Braswell, Weaving (synthetics); Evelyn Mayfield, Quality Control; J. B. Smith, Twisting; Joe Brockman, Nylon treating.

## Third Shift Nurse On NCAIN Program

Mrs. A. T. Newton RN, of Firestone, presided at the quarterly meeting of the North Carolina Association of Industrial Nurses which met at Belk Brothers Company in Charlotte, January 29.

The third-shift nurse here, who is president of NCAIN, took part in a panel discussion on first aid, health, and safety in industry. She also led in a business session following the main address of the day-long session.

Miss Gertrude Stewart RN, supervisor of nursing service, International Business Machines Corporation, Washington, D. C., addressed the group on "AAIN and Its Constituent Members", with emphasis on public relations. Miss Stewart is immediate past president of the American Association of Industrial Nurses. She is chairman of the committee on public relations of AAIN.

## Textiles Through The Ages

In ancient India, around 1,000 years before the birth of Christ, the horizontal hand loom was extensively employed to weave the priceless cotton hangings of that culture.

Painstaking efforts of skilled artisans resulted in truly great works of art. So exquisite were these fabrics that King Solomon of Biblical Israel had his envoys make the slow, torturous journey to India, expressly to seek and purchase the finest cotton adornments for his famous temple in Jerusalem.

## Firestone NEWS

February 1960

Volume IX Number 2

☆ ☆ ☆

Published by The Firestone Tire & Rubber Company, Firestone Textiles Division, Gastonia, North Carolina.

Claude Callaway, Editor  
Charles A. Clark, Photographer

### PLANT REPORTERS

Carding—Edna Harris, Jessie Ammons  
Cloth Room—Margie Waldrep  
Industrial Relations—Flora Pence  
Main Office—Doris Corella  
Quality Control—Sallie Crawford, Louella Queen, Leila Rape  
Spinning—Lillie A. Brown, Maude Peeler, Mary Turner  
Spooling—Neil Bolick, Rosalie Burger, Ophelia Wallace

Mechanical Department—Rosie Francum

Twisting—Vera Carswell, Eleese Cole, Annie Cosey, Katie Elkins, Catherine Fletcher  
Twisting (Sales)—Elmina Bradshaw  
Warehouse—Marjorie Falls, George Harper, Albert Meeks, Roosevelt Rainey  
Weaving (cotton)—Ruth Veitch  
Weaving (synthetics)—Mary E. Johnson, Irene Odell  
Winding—Ruth Cloninger, Mayzelle Lewis