

Company Reports World Expansion Progress

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Production Begun At Portugal Unit

Production operations have begun at the Firestone plant in Portugal, another new unit of the overall, worldwide expansion program for Firestone.

Annual production capacity at the Alcochete operation, ten miles from Lisbon, is expected to reach 120,000 tires for truck and passenger cars.

Firestone formed the new company—known as Firestone Portuguesa — with Portuguese bankers and industrialists.

A skeleton force of technicians

and supervisors went from Akron and other Firestone plants to direct the beginning operations. Early this year, a managing director, a plant manager, and a production manager had been assigned to the new operation.

The Portuguese plant is Firestone's 17th foreign tire plant in production.

A Plant For India

A loan of 27,100,000 Indian rupees—largest loan of foreign currency in the history of the Export-Import Bank of Washington—went to Synthetics and Chemicals Limited, of India, for construction of a synthetic rubber plant. This amount is equivalent to \$5,700,000 in U. S. currency.

The India concern was organized by the Firestone company and Kilachand, Devchand & Company, Private Limited, of Bombay. The firm will spend the loan to help finance a syn-

thetic-rubber manufacturing works near Bareilly. Total cost of the project will be around \$30,000,000.

The facility for production of synthetic rubber will include plants for producing butadiene and styrene, principal raw materials used in the manufacture of synthetic rubber. With a 30,000-ton capacity, the plant will be the first of its kind in India. Annual production at first will be 20,000 tons.

India is expected to save approximately \$10,000,000 each year in foreign exchange, as a result of the new project's operation there.

French Factory Is Being Built

The company's 18th foreign tire manufacturing operation is being located at Bethune, France, 123 miles north of Paris, near the coast.

Construction of the one-story, multimillion-dollar unit was begun in February. When completed late this year, it will begin producing a full line of tires and tubes for passenger cars, trucks, buses, farm equipment, motorcycles, and scooters.

Plans to locate a tire plant and synthetic-rubber manufacturing unit in France were revealed by Company chairman Harvey S. Firestone Jr., on a visit to Europe several months ago.

The plant, on an 81-acre site near an important industrial and rail center in northern France, is another project of the company's worldwide expansion program.

as the site of its new plant because of its importance as a trade, rail and industrial center, and its convenience to the market of Western Canada.

When completed, the new plant will manufacture a full line of passenger, truck, bus, farm and implement tires.

Canada Facility Ready By August

The first tire ever manufactured in Western Canada was assembled and cured at Firestone of Canada's new Calgary plant early this year. The "No. 1" tire, a 750-14 Firestone Deluxe Champion tubeless is first-line stock of the latest type and design.

It was produced to test the installation of the first tire-building and curing machines of the most advanced type and design in North America. Full production is expected to begin at the multimillion-dollar plant by August.

The first tire was presented to the mayor of Calgary, in a ceremony at City Hall. Calgary, with around 200,000 population, is in southern Alberta province, near the foothills of the Rocky Mountains. Firestone selected it

THE HILLS BEYOND

Mrs. F. W. Docker

Mrs. Fred W. Docker, 82, was buried March 25 in Pine Grove cemetery at New Bedford, Mass. Funeral for Mrs. Docker, who died March 20 in a western North Carolina hospital, was held at St. Mark's Episcopal Church, Gastonia.

Mrs. Docker was born in Hayfield, Dervyshire, England, and came to the United States in 1904. She lived in Canada and New Bedford, Mass., until her husband's death in 1935. For

some time she made her home with her daughter and son-in-law, Mr. and Mrs. Frank Davis of Gastonia. Mr. Davis is manager of the Cotton Office at Firestone.

Besides her daughter, Mrs. Docker left two grandchildren: Frank Davis Jr., Littlefield, Texas; and Fred W. Davis, Birmingham, Ala.

Mrs. R. G. Spencer

Funeral for Mrs. Robert G. Spencer, 43, was held March 23 at Bradley Memorial Methodist Church of Gastonia, and burial was in Pisgah AR Presbyterian Church cemetery.

Surviving are her husband, manager of supply at Firestone; and two children, Mary Janice and Robert Gerald Spencer of the home at 2362 Hedgewood circle. Other survivors are brothers, H. C. Watkins of Kershaw, S. C.; Hoyt W. Watkins, Dallas, N. C.; L. B. and Jerry T. Watkins, Camden, S. C.; J. C. Watkins, Jacksonville, Fla.; Leroy Watkins, Vancouver, Wash.; Robert F. Watkins, Winston-Salem, N. C.



General manager Harold Mercer presents Boys' Club gift check to Leonard Geter, co-chairman of the special gifts committee, and a Weaving (synthetics) employee here. Others are (left) Boys' Club vice president Charles Costner, Firestone comptroller E. J. Mechem; and Nathaniel Barber, Boys' Club fund campaign manager.

Company Donated \$2,550 To Help A Boys' Club Rise

A Firestone gift of \$2,550 in late March brought the open doors of Gaston Boys' Club, Inc. closer to reality. When the company made its contribution, it brought the subscribed amount to \$42,000. An initial goal of \$50,000 had been set for the club which will serve Negro boys 6 through 18 years of age.

The fund campaign, which began February 1, was reaching for its goal by early April, with Gaston county's prominent Negro citizens leading the way.

The clubhouse will be located in the Highland community—center of Gastonia's Negro population—but will serve the en-

tire county. Project leaders said that an estimated 5,000 Negro boys 6-18 are attending schools in the city and county.

To be affiliated with Boys' Club of America, Inc., the facility will be operated by a professional supervisor. It will exist primarily for the underprivileged, but will have a program for others as well.

Building campaign manager Nathaniel Barber noted that the Firestone contribution was the largest single gift received up to that time. "It gave the drive a big push, just when it was needed to help us to reach the goal," he said.

Firestone Tires Helped Them Roll

In 1959, more cars and trucks moved more miles over America's growing street and highway network than in any previous year.

A record 70.4 million motor vehicles traveled nearly 700 billion miles.

More than 175 million motor vehicles have been produced in the U. S. since the industry's birth in 1896.

Nearly three out of four families own automobiles.

Multi-car households have increased 67 per cent in five years. More than 18 per cent of car-

owning families — or 13.5 per cent of all families—now own two or more automobiles.

Of the 81.5 million drivers in the U. S., 38.2 per cent are women.

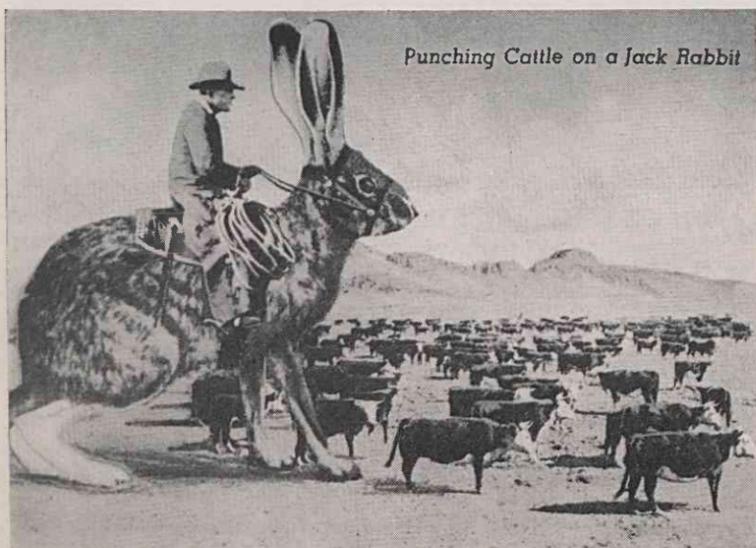
Taxes take 21 cents of the automotive retail sales dollar.

One out of every six business firms in the U. S. is in the automotive field.

One out of every seven employed persons works in a highway transport industry—a total of 10.4 million automotive jobs.

U. S. automotive companies have a total of about 1.7 million stockholders.

Farmers operate more than 3 million trucks and 4.3 million passenger cars.



FROM TEXAS

Admission of Alaska and Hawaii as the 49th and 50th States seems to have stepped up Texas people's pride in the superiorities of "The Bluebonnet Land." At least, that's the way John Mercer of the Mechanical department looks at it.

This picture, being widely cir-

culated from down Texas way, is typical of the friendly bragging which is a firebrand of the Lone Star folks. Mr. Mercer received the picture from lathe operator Cramer Little of the Shop. He and Mrs. Little mailed it while on a recent visit with their daughter Betty, who is a psychiatric social worker on the staff of Jefferson Davis Memorial Hospital in Houston.

Friends for your Company

WINNING and keeping the good will of the public is a vitally important part of business. In these days, it is essential to the successful operation of any organization that produces goods for customers to buy.

Making friends for a company is far more than making known the company and its products. In a larger sense, to those who have contacts of any kind with the company, it leads them to recognize and appreciate the company's character—its attitudes, integrity, and its problems of operation as an asset to the community.

A program of building good will helps to increase sales, to be sure. Beyond that, it establishes the kind of faith in the company that builds a foundation for growth, expansion and job security for the future.

A company's publicity and good-will program is made up of thousands of things, large and small. Everybody in the company is part of this endeavor. . .

Each piece of quality work turned out . . . every letter typed, every telephone call, every meeting with plant visitors—all have a lasting effect on what the public thinks of the company for which you work.

Whenever you speak, write, or act as a member of your company team—whether the contact is personal or indirect—you influence the company's standing in the public eye.

To those who meet you, or know your work. . .

YOU are the Company