

C677.1

Firestone NEWS

GASTONIA

VOLUME IX

GASTONIA, N. C., MAY, 1960

NUMBER 6



5,000 YEARS AGO—Oconaluftee Indian Village at Cherokee is among hundreds of outstanding places of interest within a short driving distance of Camp Firestone. Here you can see the replica of an 18th century Cherokee community life before the white man tamed the American wilderness—and backward to 5,000 years ago, when an ancient people lived and worked without the wheel, without alphabets or even iron tools of prehistoric Europe. The village is open daily May through October.

CAMP FIRESTONE

'Bodacious Hills' Are Calling

Acres of sky laughing above cool water and tall timber of North Carolina's Blue Ridge Mountains once more offer that "something extra" in recreation for Firestone employees and members of their families.

At Camp Firestone on mammoth Lake James at Bridgewater, you can live in touch with Nature from early May until autumn's color spectacular reaches its full glory in October.

This is the 25th summer season of the camp, situated in a cove off Lake James which spreads its 6,500 acres of water over portions of McDowell and Burke counties. The lake is one of the South's largest man-made bodies of water, boasting a shoreline of 154 miles. Well known for its fishing waters, it is also growing in popularity as a center for aquatic sports, such

as boating, skiing, and surf-boarding.

Lakeside Retreat Since 1930s

Camp Firestone has been operated for employees and their families since 1935—the year the company acquired the Firestone Textiles properties in Gastonia. The Lake James property had been operated by the company which sold the Gastonia plant to Firestone.

Throughout the years, property improvement has been under direction of plant engineer W. G. Henson and the Mechanical department.

This season, facilities include six cottages with sleeping quarters — complete with electric cooking stoves and refrigerators; two other cottages with sleeping quarters; and a main dining hall. Around 80 persons can be accommodated at one time, with plenty of "open spaces" for

—More on page 5

Vehicle Safety Check Coming

Firestone Textiles people and others of the Gastonia plant community may this year have their motor vehicles inspected for safety, free of charge. This is the third successive year that the check lanes here have been a part of the nationwide program for Firestone employees, offered in conjunction with the National Vehicle Safety-Check for Communities.

The safety-check is sponsored annually by the Auto Industries Highway Safety Committee, in cooperation with the Association of State and Provincial Safety Coordinators.

Vehicle inspection at the Gastonia plant has been scheduled for May 23-27. The dates are especially timely, in view of the long Memorial Day week end following the inspection program.

Firestone Textiles general manager Harold Mercer has announced that the safety lanes for Gastonia will be set up at the employee parking area off Firestone Boulevard, across from Gaston Technical Institute. Lanes will be open 9 a.m.-12 noon, and 1-5 p.m., each day during the May 23-27 period. Hours have been set so that employees may bring their cars in

at times outside their regular working hours. Other motorists in the area are also welcome to have their vehicles checked in the lanes, Mr. Mercer said.

Qualified mechanics and other personnel will be on duty at all times the lanes are in operation.

Good Drivers—Bad Vehicles

"The voluntary vehicle safety-check gives every motorist opportunity to do his part in making his community a safer place in which to live," said company president Raymond C. Firestone. "Even the best drivers are poor risks on the highway if they are operating cars with bad brakes, worn tires, or other neglected parts.

"Our company wants to help in this program in every way possible — to benefit motorists everywhere. We are especially interested in making the safety

—More on page 4

13th Safety Honor

Mark up another historic milestone in safety performance for the Gastonia plant. The achievement was recognized through an award presented April 21 by North Carolina state labor commissioner Frank Crane. Safety supervisor Ralph Johnson received the honor on behalf of employees, at the 11th annual industrial safety meeting sponsored by the Gastonia Chamber of Commerce.

This is the 13th consecutive year that Firestone Textiles has won the honor. It is the only industry in Gaston county with this distinctive record.

The Firestone honor is in the form of a 13-year engraved bar which is to be attached to the "ladder" of bars on the 10-year plaque, presented to the plant four years ago. The citation is made jointly by the NC and US Departments of Labor. Awards going to industries with 50 employees or less are presented by the State Labor Department.

AT THE awards meeting, 200 representatives of 40 industries in the county received citations for safety achievement.

Firestone was eligible for this year's award on the basis of its low frequency rate of accidents last year. Based on the average number of employees during

1959, the total number of man-hours worked as against the lost-time injury rate put the record at 0.28 per cent below the state accident frequency rate average for the textile industry.

NSC Award

The Firestone company has been named a winner of the National Safety Council's Public Interest Award for 1959. The non-competitive award is presented as an expression of the National Safety Council's appreciation for exceptional service to safety.

Firestone received the honor for its "leadership, initiative and originality in the furtherance of accident prevention" through its magazine, newspaper and television advertising.

Worldwide Facilities Growing

A \$120,000,000 construction and modernization program is under way, to expand the company's worldwide production facilities. Harvey S. Firestone Jr., chairman and chief executive officer of the company, reviewed the extensive project as he and Mrs. Firestone sailed April 13 on the Queen Elizabeth for Europe.

At Alcochete, Portugal, he will take part in a dedicatory ceremony at the recently-completed tire factory near Lisbon. While in Europe he also will inspect other Firestone manufacturing and distribution facilities.

Market Outlook Good

"We foresee a continued expansion in the demand for all Firestone products in world markets. To meet this demand we have appropriated approxi-

—More on page 4

A Message From The Executive Vice President:

Over Sunny Seasons Hangs A Shadow

SPRING at last! After one of the most severe winters in history, we welcome the pleasures of warm weather. Golf, tennis, fishing, and other outdoor sports come with the change of seasons. Family picnics, swimming, boating and water skiing arrive with Summer—as many of us take to the highways for vacations and other travel.

But a shadow hovers over the activities of the sunny seasons—the shadow of death or injury in off-the-job accidents.

This year, Firestone plants in the United States are observing May as "Off-the-Job Safety Month." Supervisors making personal contacts with employees, articles in plant newspapers, bulletins, posters and other means of communication are helping to make us especially aware of the always-vital importance of off-job safety.

In conjunction with "Off-the-Job Safety Month", those of us in plant communities in states which do not have compulsory motor vehicle inspection may again have our cars safety-checked free of charge. For the third year, Firestone—in cooperation with the Auto Industries Highway Safety Committee—is sponsoring the National Vehicle Safety-Check in plant communities.

Last year 8,300 cars were safety checked at Firestone plants across the country. Twenty per cent of these vehicles had defects which threatened safe operation.

In addition to the plant vehicle check program, the company is again support-

ing the Auto Industries Committee's safety-check throughout the country and has again loaned men to help organize the program in two states.

Firestone has been active in other areas of safety during the past year. Sponsorship of an extensive Automotive Care and Safety program for 4-H Club members, aimed at reducing the high rate of fatal accidents among teen-age drivers, was announced by the company last November. This program includes instruction in driving and highway safety rules and lessons in care and maintenance of motor vehicles. Scholarship awards are offered to 4-H members for outstanding accomplishment in these areas.

The National Education Association's National Student Traffic Safety Program, which emphasizes student participation in the organization of traffic safety committees at national, state, and school levels also is supported by the Firestone company.

In 1959, 41 Firestone plants throughout the world, employing nearly 43,000 persons, had a total of 130 lost-time accidents. But off-the-job accidents affect many more employees.

During last December alone, 105 off-job accidents were reported in company plants in the United States, compared with five on-job mishaps. Off-job accidents in 1958 reached 88 during an "Off-the-Job Safety Month."

We Firestone people have built a record of safety on the job. Let's make a special effort during May to prove that we can take safety-mindedness to our off-job activities, too.

Executive Vice President