

## Net Sales And Income Set Record

Net sales and net income during Firestone's first nine months of the 1959-60 fiscal year were the highest ever reached by the company and its subsidiaries during the same period of any year in its history.

The quarterly report by chairman Harvey S. Firestone Jr. and president Raymond C. Firestone showed these figures:

- Net sales amounted to \$883,639,399 for the nine months ended July 31, 1960, compared to \$847,453,946 for the same period last year, an increase of 4.3 per cent.

- Estimated net income was \$46,096,273 compared with \$44,675,914 last year, an increase of 3.2 per cent. Earnings were equivalent to \$1.74 per share of common stock, compared with \$1.69 per share last year. Provision of \$45,050,000 has been made for domestic, state and foreign taxes on income as compared with \$43,500,000 for last year.

**THIS PROGRESS**, in the face of increasingly intense competition in the rubber industry, led president Firestone to have this word for employees: "The new record for sales and earnings was made possible by the outstanding efforts of all Firestone people. It is appreciated."

He urged all members of the organization to keep on improving the work and productivity to help the company to make use of opportunities open for growth. Mr. Firestone made these additional observations:

∴ We have reason to believe that the next five years will be a period of growth and expansion in the rubber industry. This

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Policewoman Dorothy Grant helps children on their way from Abernethy School, as they cross at Vance street and West Second avenue. She is the wife of Thomas A. Grant of Methods and Standards at Firestone.

## Drive With Extra Care

**P**LEASE remember to drive carefully, especially during this season of the year when schools are back in session. Some children—many of whom are going to school for the first time—may not be as careful as they should be. And older children sometimes forget to watch out for traffic, too.

So, slow down and drive with extra care, especially in school zones and residential areas.

—The Master Weaver

# Firestone NEWS

GASTONIA

VOLUME IX

GASTONIA, NORTH CAROLINA, OCTOBER, 1960

NUMBER 10

HAVE YOURS?

## Auto Decals Distributed

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New identification stickers for employees' motor vehicles were being issued in September. Many people have already placed the colorful decals on the inside left rear glass of their vehicles.

Whether you drive to work in your car or not, you are entitled to a sticker.

Do you have yours? The Industrial Relations office has it, if you haven't picked it up.

Primary purpose of the decals is for protection of employees' reservations in the five major parking areas at the plant on all three shifts, and for other useful identification. For example, once a preoccupied employee left a car running, with doors locked, and went on the job. The number on the parking sticker led someone in the Industrial Relations office to locate the owner's keys and cut off the engine.

In another instance, an employee was passing a car on a country road. The sticker on the other car indicated the motorist to be a fellow employee. When



**JERRY BARTON** of Main Office was among the earliest to get her auto sticker. The bright oval decal sports the company colors of red and white, with identification numbers in black.

he stopped to visit, he learned that his fellow traveler was having mechanical trouble, so gave him a helping hand to send him on his way.

## Give The Most The United Way

This is the season for giving or pledging to the annual employees United Fund appeal, conducted each year in conjunction with the Greater Gastonia Fund campaign. It seeks to raise operating expenses for participating community agencies for the next 12 months.

For the Gastonia appeal, a minimum need of \$179,815 has been set, to be pledged between October 4 and November 2. Contributors' one gift, one time will help next year's operation of 23 community-welfare Fund agencies.

Each year Firestone Textiles people make up a major contribution toward the total Gastonia goal. More than once it has been the largest single contribution to the fund appeal.

### Volunteer Workers

As in past years, volunteer solicitors have distributed pledge cards to all employees. In keeping with the Greater Gastonia fund effort, "fair-share giving" at Firestone is the theme of the United Fund program this year.

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## Off-Job Injuries Were High

Eighty-nine injuries occurring off-the-job were listed from 19 Firestone plants during the 31 days of May, the most recent "Off-the-Job Safety Month."

During the same time, only three on-the-job injuries were reported in the same plants. No fatalities resulted from any of the mishaps.

The ratio of almost 30 to 1 compares with the 21 to 1 ratio during a similar campaign in December of 1959, when 105 off-job injuries were recorded, compared to 5 in the plants.

Plants in Des Moines, Iowa; Ravenna, Ohio; New Castle, Ind.; Orange, Texas; Bennettsville, S. C.; and Magnolia, Ark. reported no off-job injuries. Akron plants led with 37, while Los Angeles had 13; Memphis, 10.

Falls were the cause of 29 of the injuries with a further breakdown this way: Struck by object, 14; auto mishaps, 13; machinery and tools, 9; sports, 7; burns, 6; improper lifting, 5; others, 6. Sixty-two of the total number occurred in the home with 15 listed as transportation mishaps.

## 'Green Years' Ahead If You Meet Challenge

The 1960 decade will be a time of prosperity. It will have its reverses, its share of those who fall by the way. But if you move now to meet its challenges with well-thought-out plans on sound forecasts and market appraisals, the 'Green Years' lie ahead.

This is the sum of a recent talk by J. T. Cahoon, manager of Firestone's marketing research department. He spoke at the 1960 annual meeting of the Molded, Extruded, Lathe-Cut and Chemically-Blown Sponge Products Subdivision of the Rubber Manufacturers' Association, meeting at Skytop, Pa.

But Mr. Cahoon cautioned that everyone won't be eating "high on the hog". To insure 16 years of good eating, we are all going

to have to do a lot of cultivating, hybridizing, plowing and field work," he figured.

Productivity gains will be made because of advances in the science of management, mechanization and research, he noted. "The rise will be at least as fast in the 1960s as it was in the 1950s. And the most important thing that will make the 60s better than the 50s is that there will be at least 40 million more people in the market place."

Additional observations which Mr. Cahoon made:

- Companies with products that sell to the young and the aged will find these two markets—the below 18 years and the over 65—to be the fastest-growing population groups.

- There will be continued

## KEEP IT FLYING

Newest landmark on the plant grounds is the official safety flag, with its Green Cross emblem of the National Safety Council. The ensign is hoisted each day above the giant board at the plant main entrance, as a constant reminder of safe performance at work and off-the-job, too. "Let's keep it flying high—and proudly," says safety supervisor Ralph Johnson.

geographical shifts in population in the 1960s. There will be an even greater and accelerated concentration of people in metropolitan areas, with most increase in the suburbs.

- The most important non-automotive-industry customers are for hardware, agriculture machinery, service equipment, small and large household appliances, housewares, toys, communication equipment, general industrial machinery and equipment, metalworking machinery and important food uses.

- The do-it-yourself trend will continue to increase production and sales of hardware items, and the farm-to-city population shift will call upon the agricultural industry to increase its production all along.

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