

Retreading Operation

A tire builder applies a 19-foot-long strip of rubber, in retreading a 2400-29 Firestone off-the-highway tire for use on earthmoving equipment.

The rebuilding process—from buffing the worn tire casing, through building and curing the retread application—requires around 20 hours.

This same strip of tread rubber being applied in the picture would be enough material to retread 46 passenger car tires, size 7:50-14.



FROM GASTONIA PLANT

17 Applied For Scholarships

Seventeen applicants from Firestone Textiles (Gastonia) households are among the 413 high school seniors throughout the United States who are hopefuls for winning Firestone College Scholarships this year.

Applications—all in on March 1—are being reviewed by the scholarship committee. Names of Scholarship and Certificate of Merit winners will be announced by early May.

The southeast division area with 119 applications, and the central division with 105 led the list of applicants. Memphis, Tenn., plants had 88; Akron, Ohio, 86; Los Angeles, Calif., and Des Moines, Iowa, 28 each; and Pottstown, Pa., 24.

Last year, 405 applications were received for the highest total to that time. Of this group, 29 received four-year college scholarships and 104 others were awarded Certificates of Merit and U. S. Savings Bonds for their outstanding records in high school.

A Gastonia Winner

Included was Miss Betty Ann McAbee of Gastonia, daughter of L. B. McAbee, assistant division manager of cotton, and Mrs. McAbee. Betty is attending Erskine College at Due West, S. C.

Scholarships are awarded to sons and daughters of Firestone employees across the United States on the basis of proportional company employment, so that all applicants will have equal opportunity regardless of where they live. Scholarship winners may attend any accredited college or university in the United States. A scholarship continues for four years, so long as the student maintains a satisfactory scholastic and personal record.

RELATED ARTICLE ON PAGE 4

Most employees are familiar with the company's group insurance program. It includes life insurance, accidental death and dismemberment insurance, hospital, in-hospital-medical and surgical expense insurance, and insurance to provide for weekly accident and sickness benefits.

The insurance office gets frequent inquiries concerning coverage which the program offers. Since many of the inquiries are of interest to all Firestone people, the plant newspaper here begins a question-answer column on the subject.

In this issue, we offer comments on weekly accident and sickness benefit coverage under the group insurance plan. We will deal with other aspects of the program later.

Note to employees: You are invited to send questions on the insurance plan to Firestone News, P. O. Box 551, Gastonia.

Here are some frequently-asked questions:

- Q. If I am absent from work because of illness, and benefits are payable from the eighth day of disability, isn't the waiting period determined from the last day I spent on the job?**
- A. Yes, providing you are treated by your physician within three days from the last day you worked. If not, the waiting period will start on the day you place yourself under the care of a physician.**

IF YOU WRITE . . .

They'll Do A Better Job

The persons who represent you in national government are the two Senators from your state and the Representative from your Congressional district. Your spokesman in Washington can do the most effective job for you and the other people back home when he knows and understands the people's views—and when the people understand the Representative's problems.

A Congressman's first obligation is to the people he represents. Accurate and useful information sent to him by a voter in his district is appreciated. Hearing from "back home" is a pleasure, because it indicates that the people know he is on the job, and that they are interested in what he is doing.

So, don't wait until you have a complaint to write to your Senators and Representatives. They're human too, and they appreciate a pat on the back—just like you do. But if you have a complaint, don't hesitate to write, for part of the Representative's job is to listen to the people.

Let these guiding principles help you in writing to your Representatives:

1. Make letters brief as possible, but include essentials, such as facts of yourself and your business.
2. If you're for something, or against it, say so plainly. Prove your case with facts and figures.
3. Be reasonable, seeking possible things.
4. Use your personal stationery and write in your own letter style. Compliment him on a job well done, thank him; recognize members of his staff.

5. Ask him to get the job done you're talking about. You've said where you stand; ask him where he stands.



6. Write again. Keep your representative informed of your views on all important legislation in the Congressional "mill".

Forms Of Address

U. S. SENATOR
Honorable John Smith
United States Senate
Washington, D. C.

U. S. REPRESENTATIVE
Honorable Sam Jones
House of Representatives
Washington, D. C.

We'll find more of the milk of human kindness on our doorstep if we remember to return the bottles.—Beam Hauler

Henry S. Richard: Racing Director

Henry S. Richard, director of racing for Firestone since 1959, died at his home in Akron, Ohio, March 9. Well known in auto racing circles in this country and Europe, he had worked with major racing events since 1945.

Mr. Richard, 53, grew up in Bloomsburg, Pa. He worked on the Akron Beacon Journal in the mid-1930s, before becoming editor of the Firestone Non-Skid, employee publication. In 1943 he became a public relations representative and was later placed on assignment with special events and racing.

He directed and coordinated all phases of Firestone's automobile racing activities in the United States and foreign countries where Firestone tires were used.

He is survived by his wife and six children in Akron, a brother in Cuyahoga Falls, Ohio; his mother and a sister in Bloomsburg and a sister in Jim Thorpe, Pa.

1961 B-E Day

—From page 1

Chamber of Commerce here, commented:

"During past generations it was assumed that people didn't have to be convinced of the worth of our American Free Enterprise system, and our priceless American heritage. In these days it has become necessary for us to explain our system, that it not be misunderstood."

Facts On Group Insurance

Q. If I am sent home from work by the Company's medical department because of illness, am I required to see my own physician before benefits are payable?

A. Yes. To be eligible for benefits, you must be under the care of your own regular physician. The physician must be licensed (M.D. or D.O.) to practice medicine.

Q. Why were disability payments sometimes stopped before I was able to return to work?

A. If the physician has indicated a date for you to return to work, disability payments are stopped as of that date. If you are not able to return to work on that date, you ought to request a new disability form and have your physician complete it, showing a new return-to-work date.

Q. If I am absent from work because of illness and enter a hospital before the eighth day of absence, when do weekly benefits become payable?

A. Weekly benefits become payable on the eighth day of disability, providing you have been under care of a physician within three days of the last day you were on the job. The fact that you entered the hospital has no effect on the date that benefits are payable.

It's More Than Telling About Our Products

"An industry or business in a community is pretty much like an individual citizen," observed a loom fixer, as he went about his task of mechanics.

"That's right," agreed the weaver, "because you can't just set a factory down in the middle of somewhere without being a part of the community."

It was their way of saying that public goodwill is an essential part of any business today. After all, it's nothing more than a company making friends with the community and the world around it.

For people who have dealings of any kind with an industry or a company, goodwill represents

an appreciation of that company or industry's character—attitudes, integrity or lack of it, and problems as an organization operates in its community.

Public goodwill is much more than making a company's products known. It increases sales, to be sure, but it also establishes the kind of faith in the company that forms a foundation for growth and expansion and future job security.

What makes a company's public goodwill program? A thousand things—and more. Everybody in a company is a part of the program. Each piece of quality work turned out . . . every letter typed . . . every telephone call processed . . . every meeting with plant visitors, all have their effect on what the public thinks of the company.

Whenever you speak, write, or act as a company employee—whether direct or indirect contact with the public—you influence the community's opinion of your company. To those you meet and know, you are the company.

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