

Firestone

NEWS



Best Today
Still Better
Tomorrow

Rubber • Chemicals • Textiles
Synthetics • Metals • Plastics

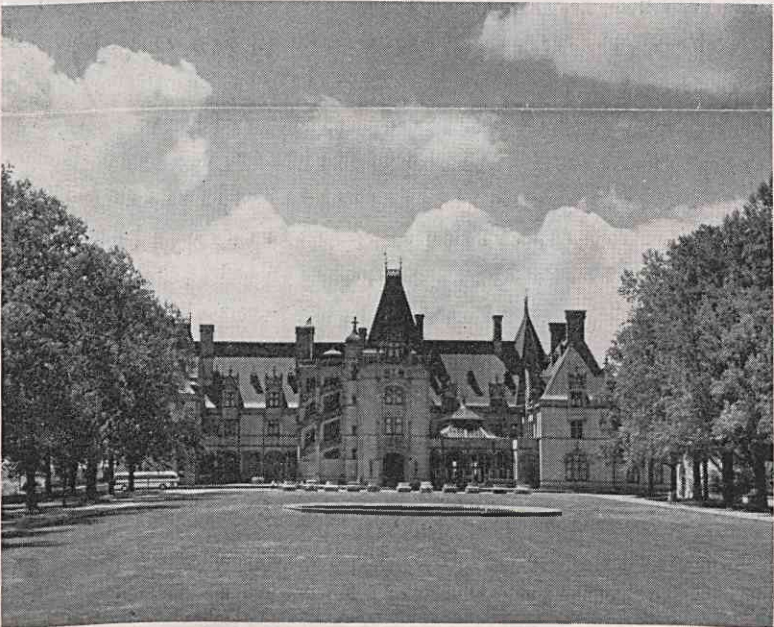


Sightseeing
from Camp Firestone

UNDERNEATH OCTOBER SKIES

For the past quarter-century, families of Firestone Textiles employees have enjoyed the splendor of autumn as it parades

in the Camp Firestone area of the Blue Ridge Mountains and surrounding highlands. Each year the company-owned retreat on Lake James extends its season into October when the color spectacular reaches its peak. Above: Clouds over the Great Smokies, as seen from Mile-High Overlook on Blue Ridge Parkway.



● **BILTMORE HOUSE**—Famed Asheville chateau is called "The most magnificent house in America." The center of a 12,000-acre estate, Biltmore House contains interesting paintings; other works of art and priceless furnishings. The renowned gardens and farm are included in a sightseeing tour. Estate was original nucleus of Pisgah Forest, location of the first extensive reforestation project in the United States. —Photos: N.C. News Bureau and Asheville Chamber of Commerce.

You Can Make Them Firestone Tires

Many employees who make lengthy auto trips and participate in other activities that require increased use of the family vehicle, take the precaution of having worn tires replaced, and the car checked and serviced. In some cases, the family buys a new car for a long trip.

When buying a new car, employees can insist that it be equipped with Firestone tires. Auto dealers make changeovers if cars chosen by employees are not already equipped with Firestone tires.

If for some reason a changeover is not possible, the Firestone company has a program that enables the employee to have the tires changed over easily and inexpensively.

Another program makes it possible for employees to obtain Firestone replacement tires at reduced prices.

Making The Changeover

Original-equipment tires of brands other than Firestone and with less than 100 miles wear, may be changed to new Firestone DeLuxe Champion tubeless tires for \$1 per tire. Any balancing charges or sales tax that may apply would be extra. This policy applies to DeLuxe Champion tubeless tires, but if the employee wishes to change to a higher-level tire—such as the Butylaire, or the 500—he may work out his own special arrangement with the store.

Changeover forms, available
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Business Good; Will Continue

The economic upturn which made Firestone's third quarter of this year the best in history will continue the remainder of 1961 and into 1962, company president Raymond C. Firestone predicted as he left on a European trip in late September.

He went to Europe to participate in the dedication of a new tire plant at Bethune, France, Sept. 21. Mr. Firestone's optimistic economic note brought out the fact that the company in mid-September reported sales of \$306,733,078 and estimated earnings of \$16,665,519 during the third quarter, bringing sales for the first nine months of the current fiscal year to \$851,605,368.

A combination of improved original-equipment business, and a continued high level of replacement sales should boost tire shipments next year to a record of more than 127 million units, Mr. Firestone said.

He reported that the company would seize the opportunities of this promising economic outlook by marketing such new products as Diene man-made rubber, the new Butylaire premium passenger tire and the Duplex, a single, wider tire development by the company to replace the familiar duals on trucks.

The president envisioned Town & Country tires setting new sales records this fall and winter.

People Helping Others'

Your community is a better place for you and your family because you give the United Way. . . People serving people and helping each other. These are basic ideas behind your response to the Greater Gastonia United Fund appeal, October 17-November 3.

In this the ninth year that Firestone Textiles has participated in the United program of community giving, employees will have opportunity—as in the past—to make contributions by the payroll-deduction method.

Volunteer workers will contact each individual on the job. They will serve under plant chairman Philip R. Williams, cotton division manager; and F. S. Martin, synthetics division manager.

The Firestone solicitation was scheduled to begin the last week of September and will continue into mid-October.

This year, the Gastonia UF has a goal of \$184,105 in its overall campaign of slightly less than three weeks. Total budget of \$158,830 will be appropriated to the 24 participating UF agencies, most of which operate locally. Office and campaign expenses will be \$17,000, with \$8,000 set aside for "shrinkage".

Proportionate Sharing

Production manager F. B. Galligan, chairman of solicitation among industries in the Greater Gastonia area, urges "fair share" giving for Firestone employees and all other contributors.

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Tucker Trainer
Los Angeles

C. M. Barnes
Dayton

Trainer Promoted

Tucker Trainer has been appointed private-brand, tire-sales representative of the Firestone Tire & Rubber Company of California, with headquarters in Los Angeles.

Mr. Trainer was employed in the cotton department at the Gastonia plant during the summer and autumn of 1950.

Before his recent appointment, he also worked in the company's trade sales in Akron and Warren, Ohio. He took over the California position from C. M. Barnes, who was named president of the Dayton Tire & Rubber Company, a subsidiary of Firestone.

Observation-Thinking Brought Some Awards

A close look around the plant and a study of methods on your own job or someone else's. These are good beginnings that often originate ideas leading to approved suggestions. The result: Better production, improved product quality, safer and more efficient operation along with better working conditions, more sales, savings of materials, time and labor; money payment for the suggestion itself, and many other benefits.

Several employees here did some observing, thinking and adapting, turned in their ideas and had suggestions approved by late August.

These persons, their department, and an identification of their idea:

James G. Saylor, Weaving, relocation of stop-motion mechanism on looms.

C. K. Cauthen, Warehouse, modification of bumper guards on lift trucks to prevent radiator

damage.

Ethlene Nichols, Cloth Room, identification of cloth-inspection tables.

Thurman Clark, Quality Control, weight storage on header racks.

J. A. Waldrep, Cloth Room, modification on hoist.

Lloyd Lewis, Industrial Relations, protection of twister frames and yarn from water damage.

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Doing All Right

W. Arrett Johnson of Spinning and Maude Jenkins of Twisting (synthetics) look at posters urging participation in the company's Suggestion Awards System. Mr. Johnson has received cash payment for five ideas out of eight, and by late September, had submitted some more suggestions.

The second of two suggestions proved successful for Mrs. Jenkins. Her idea for improving the operation of respoolers brought an award of \$50. This was among the highest amounts paid for suggestions here in recent months.

