



FACE OF HARVEST

Fred J. Watts is an apple salesman from the hills of Alexander County. For several years he has been making weekly trips from early September into the Christ-

mas season, driving his truck down from Taylorsville to share his treasure-trove of red and yellow apples with Piedmont folks. His customers are people who stop at the Dalton street and Second avenue corner beside the Firestone plant.

On an afternoon in late October, Oscar Jacobs of the Firestone Shop couldn't resist a country-boy desire to fix up an apple just right for enjoyable eating, while his daughter Nancy purchased a take-home supply of the golden harvest.

Promising Future Seen For Tire Industry

Company president Raymond C. Firestone spoke of a promising outlook for the transportation industry and particularly the tire industry when he addressed the American Trucking Association annual convention in Washington recently.

The president noted that by the end of this year, 9,380,000 replacement truck-tire units are expected to be shipped, and in 1962 the figure is expected to increase to 9,550,000 units. Replacement truck-tire shipments are predicted to reach 10,000,000 by 1965.

"Similar increase is seen for sales of truck-tire retreads," he said. By the end of this year the total is expected to reach 8,

419,000 and increase to 8,470,000 next year. By 1965 it should reach 8,850,000.

"We in the transportation industry have a tremendous challenge," Mr. Firestone said. "With our country's population growth in recent years and continued growth promised, our job of serving this ever-increasing market will become even greater." Among Mr. Firestone's observations:

- There are 11,664,000 trucks on the nation's streets and highways today, an expected rise to 11,912,000 next year—12,823,000 by 1965.

- Similar growth is seen in passenger tires. The rubber industry will ship an estimated 70,500,000 passenger tires this year for replacements, 73,250,000

units in 1962, and 80,000,000 units in 1965.

- New-tire shipments for the industry will be 118,800,000 units by the end of the year, 127,000,000 in 1962, and 140,000,000 in 1965. The industry also will sell 29,500,000 passenger-tire retreads in 1961, climbing to 34,000,000 in 1965.

"We at Firestone have been preparing for the growth in transportation through our modernization and plant expansions, and have been increasing our sales and service outlets to better serve the passenger-car and truck owners," Mr. Firestone said.

"Our research and development has been stepped up to provide the transportation industry

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Johnson On NSC Committee

Ralph Johnson, safety supervisor at the Gastonia Firestone plant, is serving as Education and Training chairman of the Textile Section, National Safety Council.

Mr. Johnson's election was part of the business session of the National Safety Congress which convened in Chicago, Oct. 16-20. His selection to serve the Textile Section Executive Committee was in recognition of his abilities as a safety specialist in the textile industry, said the NSC news release.

The National Safety Council is a federally-chartered, nonprofit association dedicated to safety in all fields of accident-injury prevention.

'Golden 500' In Circulation

A 16mm movie on the 1961 Golden Anniversary Indianapolis 500-mile auto race has been produced for Firestone. In color and sound, "The Golden 500" captures the drama of the qualification runs, the pre-race activities and the spectacular duel between A. J. Foyt and Eddie Sachs which provided one of the most exciting finishes in race history.

Toward Support Of 24 Agencies

\$15,549.98 Gift To United Fund

For the ninth consecutive year, Firestone people at the Gastonia plant have extended a generous hand — this time, to make a record contribution to the Greater Gastonia United Fund. Joining in the community-wide program of giving The United Way, employees pledged a total of \$15,549.98, which represented an average gift of \$11.39.

Contributions of "one gift—one time" for support of 24 health, welfare and recreation agencies will be at work during 1962, combating disaster and disease, helping prevent juvenile delinquency, strengthening and preserving family life, and helping to solve problems of the aging.

Increase Over Last Year

This year's giving at Firestone shows an increase of \$1,956.45 over the Firestone contribution of last year. The solicitation

here was conducted on the payroll-deduction system during the first half of October. In past years the UF drive here had extended into early November, climaxing simultaneously with the Greater Gastonia campaign.

The community-wide effort sought a goal of \$184,105 in a three-week period ending Nov. 3.

Those persons making a Fair-Share contribution were represented in a numbers-drawing for six prizes which the company provided from the local Firestone Stores.

P. R. Williams, cotton division manager; and F. S. Martin, synthetics manager, were chairmen of the fund effort here. Serving with them were volunteer solicitors throughout the plant and offices.

Production manager F. B. Galligan headed the industrial collections for the community-wide

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PRIZEWINNERS—Lucky ones in numbers-drawing for United Fund fair-share giving, their department and prize (from left): Arnold Robinson, Shop: electric blanket; Reid A. Deal, Spinning: stereo phonograph; Jim Bates, Carding: portable television receiver; Vauda Clark, Weaving (cotton): automatic washing machine; Lewis R. Clark, Spinning: electric wafflemaker; and (not in picture) James C. Smith, Twisting (synthetics): AM-FM radio.

Theme of the 28-minute film is fierce competition. It stars 33 drivers with a cast of pit crews, race officials and spectators. The film includes glimpses of the evolution of automotive equipment at the speedway with scenes from the first Indianapolis race in 1911, and of the 1925 competition.

"The Golden 500" is available as a public service without charge to schools, churches, club groups, and civic and community organizations. Association Films, Inc. is distributing the film through its offices in Ridgefield, N. J.; LaGrange, Ill.; San Francisco, Calif.; and Dallas, Texas.