

Buying New Tires Can Be A Money-Saving Experience

Welcome, warm-weather months! And with nice weather come vacations, weekend trips, visits to the golf course or lakes — and in general, plenty of extra workout for the family car.

In getting ready for this "traveling season", many employees will be replacing worn tires with new ones on their cars. And for Firestone people, purchasing new tires this year can be a money-saving experience. Interested? Then read along.

The company has a new pricing policy — in effect since January — and a reduction in list prices. This means hefty savings on certain types of passenger tires to Firestone employees.

An example of this is the popular 7:50-14 or 6:70-15 New Deluxe Champion white-black tire. Last year the employee price for this first-line tire was \$24.40. This year, employees pay \$22.80.

AND LOOK at the second-line Safety Champion Nylon tubeless. Last year's prices on 7:50-14 or 6:70-15 of \$17.85 for black and \$21.85 for white-black have been reduced to \$16.50 for black and \$19.85 for white-black.

Employee price for the tubed-type version of this tire in 6:70-15 went from \$15 to \$13.90 for black, and from \$18.35 to \$16.65 for white-black.

Employee price on the third-line 7:50-14 New Champion Nylon tubeless is \$14 in black and \$17.15 in white-black.

With compact cars on the increase, the 6:15-13 size tire is popular. Employee price on this tire: \$16.60 for black and \$19.55 for white-black for the New Deluxe Champion tubeless, and \$13.30 for black and \$15.90 for white-black in the tubeless Safety Champion Nylon line.

Although price reductions mentioned here are based on a few popular sizes of tires, comparable reductions have been made on other sizes of tires.

Firestone stores offer numerous other home and auto supplies at special prices to employees. Included are retreads, batteries, spark plugs, home supplies, wheel goods, appliances, sports items, and many others. Employees also get a discount on auto repair work done at Firestone stores.

Some DE Honors To Jo Ann Case

Jo Ann Case, Ashley High School student, carried off honors at the North Carolina state Distributive Education convention at Durham in March, and had the way cleared for her to attend the DE national convention in Chicago, April 26-28.

She is a daughter of Mr. and Mrs. Clarence Case of 1117 West Seventh avenue. Her father works in the mechanical department at Firestone.

At the Durham meeting, Jo Ann was elected associate president of the state DE group. Also declared "DE Student of the Year" for the Western NC district, she was awarded a \$50 savings bond.

Firestone Man STMSA Treasurer

Thomas A. Grant, methods-standards engineer here, was elected treasurer of Southern Textile Methods and Standards Association at the semi-annual meeting of the organization in March. The Firestone man, chosen at the beginning of a two-day conference at Clemson College, S. C., will serve for one year. He succeeds Foye Boswell of Bibb Mfg. Co., Columbus, Ga.

Firestone chief methods-standards engineer James M. Cooper presided at the March 15-16 meeting. He completed a one-year tenure as president and turned over the top job of

STMSA to W. A. Funderburk of The Kendall Company, Charlotte. At the same time, Mr. Cooper began serving for a year on the board of directors.

Other officers for the current year are R. A. Collinge of Pacolet Mfg. Co., New Holland, Ga., vice president; and Joel L. Richardson, assistant professor of textiles at Clemson College, executive secretary.

Southern Textile Methods and Standards Association membership embraces the Carolinas, Alabama, Georgia, Tennessee and Virginia. The non-profit organization exists to advance sound principles of industrial engineering as applied to methods and standards of the textile industry of the South.

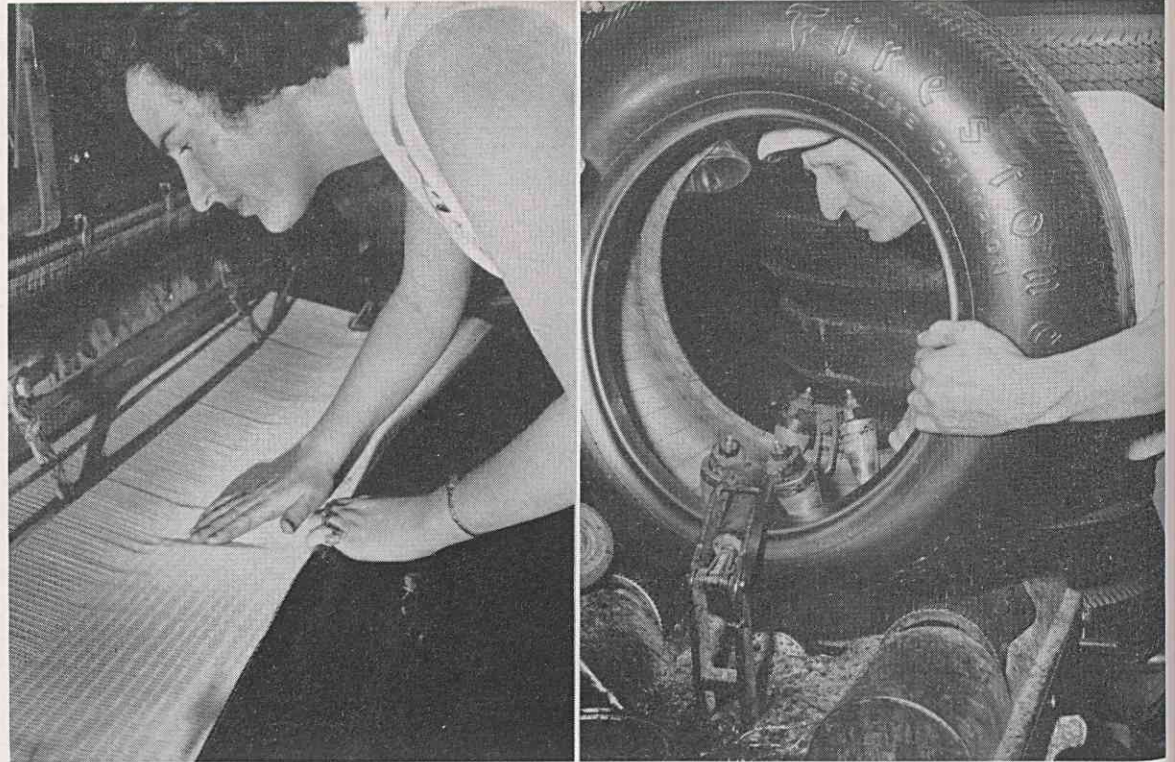
Plant Publication Gets Around

Editor S. A. Kidwai in Karachi, Pakistan sent a copy of the March issue of his paper, PROGRESS, to Firestone News "for favour of exchange." The Gastonia employee publication now has Mr. Kidwai on its mailing list.

PROGRESS is a sparkling, 8-page tabloid in English, the monthly house journal of three companies engaged in the Pakistan petroleum industry — the Burmah Oil Company (Pakistan Trading) Ltd.; Sui Gas Transmission Company Ltd.; and Pakistan Petroleum Ltd.

In addition to his interesting journal of information for em-

ployees in that faraway Asian location, Editor Kidwai heads a publicity department which provides a free service of information, guidance and instruction about the petroleum industry in that part of the world.



IN THE PROCESS

At Gastonia, Quality Control inspector Grace Spencer is one of several persons who keep watch over tire fabric as it takes form on the loom. This check on nylon is one of many controls that help to guard quality of all fabric produced here.

THE FINISHED PRODUCT

At Akron, Ohio, Joseph Ferdinand looks for any irregularity inside a tire, in the division of racing and experimental tires. This is one of the final tire checks. If all has gone well in production from start to finish, this tire will be quality-approved.

It Has To Be The Best All The Way

High quality in any manufactured item is the sum total of workmanship skill, and careful management of all controllable factors of production. This assumes, of course, that materials to begin with are of best quality.

It follows that if controls and human skill break down anywhere along the production route, there will be a missing in-

gredient that goes into helping produce a superior product.

Fabric which rolls from looms at the Gastonia plant is a basic material for the construction of tires. The fabric contributes its essential part to the superior quality which enables Firestone to produce and sell tires that make good the company's promise of integrity: "Best Today, Still Better Tomorrow."

Recreation Travel Notes

April Has Variety For People Who Want To Get Out And Go

Green is resuming its place in Nature's world, and thoughts turn to carefree travel days ahead. April offers a good variety for those who want to get out and go. In North Carolina alone there are festivals, jamborees, garden tours, flower shows, the traditional Easter sunrise services and a host of other events that make this month good traveling for Firestone people.

Spring flowers take the spotlight in April. The North Carolina mountains deck out in color from now into June. In the Piedmont, this is peak month for flowers, with such showplaces as Sara B. Duke Gardens at Durham and Coker Arboretum at Chapel Hill outstanding examples.

If you travel west as far as Knoxville, Tenn., there is a treat in store for you at the second annual Dogwood Arts Festival, April 22-29. Activities, entertainment and tours of three outstanding historical attractions are on the program. The festival is held when the city is most beautiful with dogwood bloom.

Dare Coast Pirates Jamboree

April is a good month for surf fishing on North Carolina's coast, from the Outer Banks to beaches as far down as Southport. Recent storms in the coastal area did not delay April openings of fishing piers and most resort facilities.

The Dare Coast Pirates Jamboree will launch the 1962 vacation season April 26-29, in the Hatteras, Kitty Hawk, Nags Head and Manteo vicinity. Staged each spring since 1955, this colorful celebration features a lively program of contests, pony races, fishfries and a pirates ball. The pro-

gram this year will include the Lindsey Warren Bridge celebration.

Since its opening to the public, the USS North Carolina at Wilmington has attracted more than 70,000 visitors. A project to renovate the ship's superstructure and topside will be completed by April 9, 21st anniversary of her commissioning, and dedication day for the battleship museum. The memorial, which has its own post office, is open every day from 8 A.M. until dark.

Easter Sunrise Services

Easter in North Carolina is observed with sunrise services from coast to mountains. Among the nation's oldest and best-known is the Moravian service at Winston-Salem, held each year since 1772.

Among other traditional sunrise services of April 22: Wayah Bald near Franklin; Daniel Boone Theatre, Boone; Hatteras Lighthouse at Hatteras; Fields of the Wood near Murphy; Mountainside Theatre at Cherokee; City Auditorium, Asheville.

A brief rundown of other outstanding travel events in North Carolina: Homes and garden tour, Southern Pines, April 11; spring drama festival, Chapel Hill, 11-14; 14th annual Mountain Youth Jamboree, Asheville, 11-14; 38th annual old-time fiddlers convention, Union Grove, 21; fine arts festival, Charlotte, 22-30; arts festival, Greenville, 30-May 3.

Hampton Fisheries Museum at Morehead City is open from April 1 through September. At Cherokee, the Museum of the Cherokee Indian is open from April 1 through October.



Firestone NEWS
 April, 1962 Page 2
 Volume XI Number 5
 ☆ ☆ ☆
 Published by The Firestone Tire & Rubber Company, Firestone Textiles Division, Gastonia, North Carolina.

Claude C. Callaway, Editor
 ● South Atlantic Council of Industrial Editors
PLANT REPORTERS
 Carding—Payton Lewis
 Cloth Room—Margie Waldrep
 Industrial Relations—Flora Pence
 Main Office—Bea McCarter
 Mechanical Department—Rosie Francum

Quality Control — Sallie Crawford, Louella Queen, Leila Rape
 Twisting (cotton)—Elmina Bradshaw
 Twisting (synthetics)—Vera Carswell, Elise Cole, Annie Cooney, Katie Elkins, Catherine Fletcher
 Warehouse—Nancy Cloninger, Harold Robinson, Israel Good, Roosevelt Rainey
 Weaving (cotton)—Ruth Veitch
 Weaving (synthetics)—Mary E. Johnson, Irene O'Dell, Mayzelle Lewis, Ophelia Wallace
 Winding—Nell Bolick, Ruth Cloninger

A tire has to be sold for what it will do, and no amount of enthusiasm in the sales force will make up for bad manufacturing.
 —Harvey S. Firestone in MEN AND RUBBER