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Firestone NEWS

Your Symbol
of Quality
and Service



RAYMOND C. FIRESTONE
President and Chief
Executive Officer

President Calls for Program to Boost Sales

Raymond C. Firestone has issued a call for men and women of the Firestone organization to devote utmost efforts toward a two-point program to help raise company profits by . . .

- Increasing Sales And
- Eliminating Useless Costs.

"Every person who works for our company is a potential salesman for us," says Mr. Firestone. "By encouraging friends and neighbors to purchase Firestone products and to avail themselves of services offered at Firestone stores and dealers throughout the nation, a single employee can take a great step toward increasing our profits." He emphasized that

More Profit Means More Employment And More Security For Everyone.

The president goes on to say:

• To keep Firestone at the top in profits in the industry, our people must make the fullest use of individual effort in an all-out program to reduce costs of operation and production, and raise the total volume of sales.

• Each person working for the company must do away with uncalled-for expenses on the job, and put in a good word at every opportunity for the company and the products and services it has for sale. Continues Mr. Firestone:

"Let's suppose a next-door neighbor is planning to have a front-end alignment made on the family car. This is an excellent opportunity for an employee to suggest that the neighbor check with the nearest Firestone store or dealer. Or, if an acquaintance is thinking of buying a new power mower—for another example—our people can take pride in telling that person about Firestone's complete line of home and garden supplies."

Individual sales mount up, the president points out.

"In the highly-competitive rubber industry, individual sales make up much of a corporation's profits. Individual sales must be encouraged by the people on the job—the men and women who work for our company, not only as salesmen but as production workers, secretaries, and in every other phase of operations.

"Our people have been called upon in the past to work toward a special goal. You, our employees, have always responded wholeheartedly. I have every confidence that you will meet this latest challenge to help raise our company profits."



SIGHTSEEING
From Camp Firestone

leisure highlands

IN
THE

In an age of helter-skelter, what better tonic for body and soul than some unhurried hours in an amiable highland town where folks still take time to sit and enjoy the wonders of things roundabout?

Such a place is Clayton, Ga. and surrounding country — unspoiled region of deep forest, open valley, moun-

tains, swift streams, magnificent waterfalls and twisting lakes.

Famed attractions are Black Rock State Park with a panoramic view of six states; Tallulah Gorge, one of the scenic wonders of North America and rivalled in depth only by the Grand Canyon; more than 300 miles of shore circling Burton, Seed and Rabun lakes; and 125,000 acres of Chattahoochee National Forest.

Trails and safe motor roads make accessible many waterfalls, high cliffs and peaks where purple and pink rhododendron blooms in July.

Included in the many recreational attractions are mineral "diggings" for the "rockhound's" reward. If you're a mind to, you can pan gold in the many streams thereabouts.

This is mountain leisureland. This is old Cherokee country — at the southernmost end of the Blue Ridge range. And it's all within a few travel hours from Camp Firestone near Marion.

Camp Firestone for employees and members of their families will continue its season into October. (Clayton, Ga. street scene: Firestone News)

He's Lucky Father Of '63

Gastonia's lucky "Father of the Year" is J. W. Hendricks of Firestone's shipping department. Payoff for the 20-year employee's good fortune was an expenses-paid trip to Tampa, Fla., for two plus \$100 spending money, and \$400 in merchandise prizes from Gastonia stores.

"I'm a lucky grandfather, too," said Hendricks. It was his 12-year-old granddaughter, Linda Childers, who nominated him in a Father's Day contest sponsored by the Gastonia Gazette and the Gaston Merchants Association.

Linda registered her grandfather at the Eagles Store. The card bearing his name was drawn by Gastonia Mayor Vic Phillips from a box containing 30,000 registration slips. Registrations were turned in by 20 participating stores in the Lucky Father contest, this the third consecutive one.

Here's a tip for the traveling motorist: Put your auto glove compartment to work by turning it into a well-stocked first-aid kit. It should include such standard items as bandages, iodine, eye drops, aspirin and salt tablets. Each will play an important part in making your travel to vacationland or elsewhere an enjoyable experience.

Aid Kit in Car

Playground Is In Season

Betty Ann McAbee and Bill Gray are recreation attendants at Firestone Park during its 10-week season which opened in early June.

Miss McAbee, who will be a senior when school opens this fall, attends Erskine College at Due West, S. C. on a Firestone College Scholarship. She is majoring in elementary education.

The company-owned Firestone Hendricks visited the 20 stores and claimed his jackpot of premiums with a total value of \$400.

Mr. and Mrs. Hendricks, who live at 817 Bessemer City Rd., went on the Florida trip the first week in July. Granddaughter Linda went along too.

playground serves children of the plant community and West Gastonia area. Its use is donated each summer for operation by the Gastonia City Parks and Recreation Commission. It is one of more than a dozen municipal recreation facilities open to the public during summer months.

Main attraction is the wading pool, open to children up to 12 years. Other facilities include swings, see-saws, chin bars, horseshoe pits and ping-pong equipment.

The Parks and Recreation Commission furnishes supervisory personnel at the playground during all hours of operation: 9 a.m.-5 p.m., Monday through Friday and 9 a.m.-1 p.m. Saturdays.