

Firestone NEWS

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FS2
Your Symbol
of Quality
and Service



Late-afternoon view from the headwaters of Watauga River, looking toward Hanging Rock between Marion and Boone.

LOOKING AROUND FROM CAMP FIRESTONE

October Harvest

October brings peak brilliance to autumn color in the Southern Highlands. And in the heart of the lower Blue Ridge, Camp Firestone is a good place to view the color show, and an ideal point from which to launch sight-seeing tours in a vast region long famed for its natural beauty and scenic attractions.

Camp Firestone, offering variety recreation for employees and their families in a Lake James cove setting near Marion, extends its 29th season to mid-October.

These Firestone News pho-



Zebulon Baird Vance Birthplace, maintained as a State Historic Site, is on Reems Creek Road 5 miles east of Weaverville and near Asheville. The Log house, built in the 1790s,

tos are samples of what's to see when you "look around from Camp Firestone."

was childhood home of North Carolina's Civil-War Governor, later a U.S. Senator.

Asheville artist John Hauenstein depicts the Vance homestead, with background showing the NC State Capitol and the Washington Monument. The restored house is furnished with mountain antiques of the area.

League games each Sunday—begin Sept. 13, and running through Jan. 3. Firestone will also share sponsorship of five of the National Football League games during November and December.

The company began sharing sponsorship of Championship bowling in September, to continue to April.

The Firestone message on television is reaching 15 to 20 million viewers each week throughout the fall and winter seasons.

Employee Gift To United Fund \$23,425

Firestone people have again registered support for the many community services of the United Fund, by pledging \$23,425 to the Greater Gastonia UF campaign. The solicitation here was the first to be completed in this year's campaign, actually several days before the community-wide funds-gathering began Oct. 8.

It was the largest sum ever recorded for a Firestone Textiles in-plant canvass. Last year's UF gift of \$17,813 was also a record figure to that time.

P. R. Williams, Jr., division production manager, and J. G. Tino, Jr., plant engineer, were chairmen of the campaign. They reported an averaged giving among employees of \$17.65, coupled with another record: 910 persons making contributions by the "fair share" formula.

General manager Harold Mercer noted that throughout the many years the plant has participated in united community giving, employee response has grown steadily. He cited the 1961 gift of \$15,549 and \$16,585 in 1962 as examples of the mounting figures leading to the still larger ones for 1963 and that of the just-completed campaign.

"Our people's record this year is in the proud tradition of a growing concern here for the many services to people made possible through the United

Fund," Mr. Mercer added.

Plant production manager F. B. Galligan, this year campaign chairman of the greater community UF drive, said: "Firestone people have shown an outstanding example — one which we think of as setting the pace for the giving of others during the campaign which runs to Nov. 1."

The Firestone pledges went toward the Greater Gastonia UF goal of \$225,184 and support of 27 community-welfare-recreation agencies, and administration of the UF program.

The in-plant canvass was helped by dozens of volunteer solicitors in every department.

In the community-wide solicitation, other Firestone people besides Mr. Galligan are in key leadership positions. Industrial relations manager Alvin Riley is chairman of Industrial Division 140. Working with him are L. B. McAbee, Charles McArver, Ralph Johnson and Samuel Crawford, all of the supervisory staff.

29 Years And More



H. A. Cauthen is a testimonial to the wisdom of planning interesting and worthwhile things to keep busy on in retirement. The assistant plant engineer who in late September finished his Firestone career of over 29 years, has worked out some new fishing strategy, whetted his interest in art and painting and has gone to playing golf as a bonus for his "green pasture" years.

Cauthen moved to Gastonia from Lancaster, S. C. in 1922 and worked for the mill here under its former management until Firestone came along in 1935. From 1935 to 1956 he was shop foreman, then promoted to assistant plant engineer.

For many years and until his retirement he was a member of the Firestone Recreation Coun-

Will You Help To Decide?

Who'll be the next President of the United States? You'll be helping to decide this piece of American history — if you vote November 3.

The question of who'll be the next Chief Executive is one quite different from that being asked in 1787, say historians. That year, at the Constitutional Convention, one hotly-debated question was: Should we HAVE a President?

George Washington thought he had his hands full as President of the U.S., which in his day had 13 states and a population of just 3.9 million.

Today's President commands not one, but five, jobs and any one of them could fill a long day.

He is a member of Loray Baptist Church.

When he retired, his work associates honored him with a luncheon and a gift.

A son, K. C. Cauthen, is employed in the warehouse; and a daughter, Mrs. Carl Sanders, works in main office.

Company Advertising On Television

National advertising of the company this fall and winter includes extensive magazine exposure of the Town and Country winter tire, and sharing sponsorship of football and bowling presentations on television.

Ads for the Town and Country tire are appearing in many magazines of national circulation during September and October. Plans for other national-magazine advertising will be announced later.

ON TV, Firestone is participating in bringing pre-game warm-ups every Saturday just before the National College Athletic Association football games on NBC. This schedule began Sept. 12 and will run through Dec. 5. Also on schedule is the Thanksgiving Day game.

The company is taking part in sponsorship of pre-game warm-ups for National Football

'Machines Neither Build Nor Operate Themselves: People Do . . . Skilled People'

As tools we use in our daily work become more complex, so does the degree of skill needed to operate these tools. Applied to the world of textiles as it grows more complex, every person who makes his living in the industry needs to grow in knowledge and skill.

The textile industry has grown great, partly because it is a "people-based" and not a "machine-based" industry, points out the American Textile Manufacturers Institute.

Machines neither build nor operate themselves. People do. Skilled people.

As the textile industry's base of competition spreads, one of the challenges which must be met is the need for new and better skills. It will be a combination of newer and better ways to do things—and skilled people to do them—that will make the industry stronger in years to come.