

To The People  
Of Firestone Textiles:

**BLESSINGS  
TO YOU AND  
YOUR HOUSE**



The season of commemorating the birth of Christ has inspired and renewed hope in men's hearts for centuries. That Light of Goodness and Peace which first glowed in the humble Bethlehem manger has not dimmed nor lost its splendor.

Christmas is Thanksgiving and Renewal, for its real spirit has ever been a strength and promise to mankind in all ages. In this year 1964, may that same spirit bring happiness and rejoicing to enrichen our daily lives.

People are saying "Merry Christmas" in many languages around the world this season. We join them in rejoicing that the Message and Truths of Christ still embrace men's lives, as we own the blessings He has visited upon us, and which we in humble gratitude share and wish for each other.

May the rich blessings of Christmas be known to you and your house this season, and throughout the coming year.

*Harold Mercer* General Manager

**GASTONIA • NORTH CAROLINA**  
AN ALL-AMERICA CITY  
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# Firestone NEWS

Your Symbol  
of Quality  
and Service



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## Off-The-Job Safety Stressed In December

You're safer while at work than at any other time or place away from your job location. And there is no better time to be aware of this than during December. Not that you shouldn't remember—and practice—this every month, but now is the time of year when the gayest of holiday seasons poses increased threats to safety, particularly off the job.

The reminder is from Raymond Mack, plant safety manager, who points to some supporting facts:

- Latest figures from Firestone's safety department dealing with people in its U.S. plants had 101 employees suffering off-job injuries, compared with 11 on-job injuries—a ratio of 9 to 1.

"This is added reason to stress December as off-job safety month, in keeping with a many-years custom among Firestone plants," says Mr. Mack.

The report already cited upholds a pattern set over the years: Most off-job injuries happened at home, the next highest number on highways and streets.

Look further at the report:

- Injury resulting from automobile wrecks, 40; home falls, 17; machinery in home, 6; struck by objects at home, 6; other home mishaps, 6; motor cycles, 5; sports, 5; improper lifting, 3; falls in public, 3; hot objects or materials, 2; sharp objects at home, 2; exposure to heat or cold, 2; miscellaneous travel, 1; fires and explosions at home, 1; toxic materials at home, 1; fights or assaults, 1.

**FIRESTONE** each year sets aside May and December to **More on page 2**



## LAND OF THE FIRST CHRISTMAS

Ancient past and present stand together in today's Israel where at almost every turn in the road visitors come upon scenes such as this one. This is a street view in the Jewish town of Ramla just a few miles from the birthplace of Christ in Bethlehem, "Royal David's City". Two patriarchal Greek Orthodox priests walk beneath electric wires and in front of older symbols of a centuries-old heritage: The steeped Franciscan Hospice of St. Joseph of Arimathea and iron-grill tower of Jami-el-Abid Mosque.

—Photo: Israel Government Tourist Office.

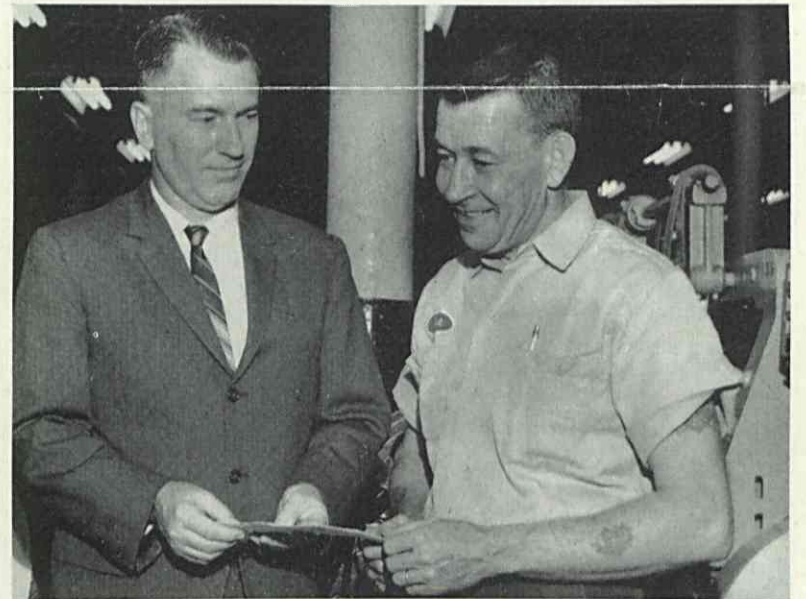
## He Solved The Problem Of Wayward Shuttle

Looms have been clicking along for ages, their shuttles darting back and forth along the "shed". Even in Old Testament days of textile history, shuttles of the primitive handloom were thought to be pretty swift, according to Job, well-known citizen of Uz.

With the coming of the power loom in more recent centuries, mechanization has pressed the shuttle to almost lightning speed. But little or no attention has been directed to the danger that comes with increased speed of loom operation.

A while back, a section supervisor in weaving (synthetics) drew upon his long experience of figuring out things, designed and tried a hinged metal guard which solved the problem of the flying shuttle.

The case of the wayward shuttle is more a problem here in synthetics-weaving, because increased speed of operation is



Jesse Liles receiving payoff check, as he stood beside one of the looms on which his safety guard was tried out. L. B. McAbee, staff production manager (left), presented the award.

a factor. Also, spacing of warp cord for synthetic fabric gives the shuttle more opportunity to jump out of its appointed course.

Jesse Liles' idea primarily involves safety of workers around the loom.

He worked out his guard idea with others concerned, and was

pretty sure it would do the job before he submitted the plans to the company Suggestion System.

Liles is an old hand at suggesting improvements. For his latest idea, he earned \$200. His guard will be eventually installed on all looms where shuttle speed is a danger.

## J. A. Meek: '... Doing A Great Job — But We Can Do Better'

The vice president in charge of production in all Firestone manufacturing operations recently described the company as a progressive organization meeting the demands of change, and lauded people of the Gastonia plant for their contribution to this story of success and opportunities for growth.

Joseph A. Meek was in Gastonia for a general conference

of plant managers from Firestone's North American textile plants. Speaking to members of the local management staff at a dinner meeting Nov. 17, he reviewed the company's position in the business picture and called for increased improvement in product quality and all other areas of operation "so Firestone can continue to give the customer what he wants and the value he rightfully deserves."

"You at Gastonia—all people

on the job—have done and are doing a remarkable work. But there is always room for improvement," he cautioned. "Forbid that we ever feel that we have done our very best. When we refuse to accept things as they are, we can move on to greater heights."

He noted that Firestone's operations are ever in a state of change, brought about by new developments and the customer's requirements for more and

improved products.

"OUR BUSINESS faces fiercer competition every day. It challenges us to put together the best possible products—and economically—if we hope to remain successful in business."

Improved technology in a scientific age spurs competition, through greater demand for precision in the things we make, he noted.

"As smoother superhighways are built and vehicles are in-

sulated against vibration and noise, tires must have a higher balance tolerance. This simply means that we've got to make them to run smooth at increased speeds—another example of how we have to keep up with improvements," he said.

Mr. Meek, pointing to revolutionary developments in the tire industry, added:

"Just a while ago we thought we'd reached the ultimate when **more on page 2**