

# Firestone NEWS

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## LOOKING AROUND

### Historic Charleston

Charleston, founded in 1670 as capital of the Province of Carolina, was the chief early settlement from which English-speaking people moved out to populate other parts of the country. For many years she ranked as one of America's four leading cities, rivaling Boston, New York and Philadelphia in commercial importance and cultural significance.

Charleston is today a progressive port city with a rich history. Along with her many historic landmarks are the famed public and private gardens in the vicinity,

especially inviting from spring through autumn.

The many places of interest include St. Michael's Church, built in 1752 and considered the oldest location south of Virginia continuously in use as a place of worship. The tower bells, having crossed the Atlantic five times, were preserved in Columbia during the Civil War and finally returned to the church in 1867. Washington, Lafayette and Lee were notables who have worshipped here.

This Firestone News photo shows the massive gates of the church's courtyard and cemetery main entrance. The gates are a fine example of the artistry in iron which abounds in the Port City and contributes to her distinctive atmosphere.

### Join The YMCA And You Buy A Bargain

A fellow-worker or a neighbor soon will be pointing out what YMCA membership has to offer you and your family. A general membership campaign for Gaston YMCA begins March 22 and aims at 2,000 renewal or new names added to the Y roster.

March-April is the period each year when Y memberships run out, and if the Gaston Y is to maintain its place as one of the three largest in North Carolina, it must reinstate or add at least 2,000 members to offset the outgoing number.

**CHAIRMAN GENERAL** of the membership effort is Ted Sumner, official of First Union National Bank. Serving with him in an 'army-type' organization is a general for each of two divisions. They are Ralph John-

son, Firestone manager of employee relations, Blue Division; and Plato Pearson, Jr., Red Division.

The two divisions will compete with each other in trying to recruit the most members.

In the membership campaign organization, each of the two generals will have five colonels and each colonel will have five captains. Under each captain will be five commandoes.

**FIRESTONE** people working as colonels in the Blue Division are Mrs. H. A. Cauthen, wife of the retired assistant plant engineer, and L. B. McAbee, production staff assistant. Among captains and commandoes there will be several Firestone people contacting fellow employees and acquainting them with the YMCA, its program and ad-

vantages of membership in it.

Altogether there will be some 250 persons working to enlist or renew memberships. A report meeting is scheduled for March 29 and another on April 5. At a "Victory Dinner" April 12 the volunteer workers expect to turn in the 2,000 or more renewals or new memberships.

### THE Rubber Demand Grows **FIRESTONE** in international markets **WORLD**

Two thirds of the world's motor vehicles ten years from now will be in what we now call foreign markets, predicts Raymond C. Firestone. The chairman of the executive committee and chief executive officer of the company made the observation at a convention of the National Foreign Trade Council.

Rubber consumption in the rest of the free world is growing more than twice as fast as in the United States, he said, noting that with these trends, it is easy to see why the rubber industry looks forward to further expansion in its international operations. The international expansion trend of the rubber industry is paralleled by other American industries, with more than 2,000 U.S. companies starting new operations in Europe in the last six years alone.

There are many problems to be met in foreign operations if we are to take part in the growing market for rubber products, Mr. Firestone explained. (At the present rate of growth, cars on the road in Western Europe will double in less than six years, and their

total registrations, which are now only one-half of the U.S. total, will equal or exceed ours by 1970.)

After outlining problems to be met in both developed and less-developed countries abroad, he said the company is not discouraged by adverse influences. "We know that risks are inevitable in a private-enterprise system and that successful acceptance of these risks can yield substantial rewards," he said.

"The Firestone organization believes firmly in the prospects for rising living standards throughout the free world. We intend to participate fully in the growth of the world economy as American business becomes world business."

—more on page 4

### Awards To Truck Operators

Warehouse forklift and towtruck operators established a good safety record while moving materials in 1964. Three of the drivers earned awards for exceptional work in operating safety and work performance.

Israel Good and George Harper Jr., tying for first place, each received a \$25 U.S. Savings Bond. Next was Arthur Gordon, who received a check for \$5.

All three of them were repeaters for the driver awards. Good was first-place winner in 1962 and the same year Gordon was second-place winner; then won first place in 1963. Harper took first place in 1958.

Eight years ago the Gastonia plant set up its truck-safety program, realizing the major property investment in forklift and towtrucks in service, and the

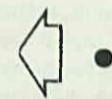
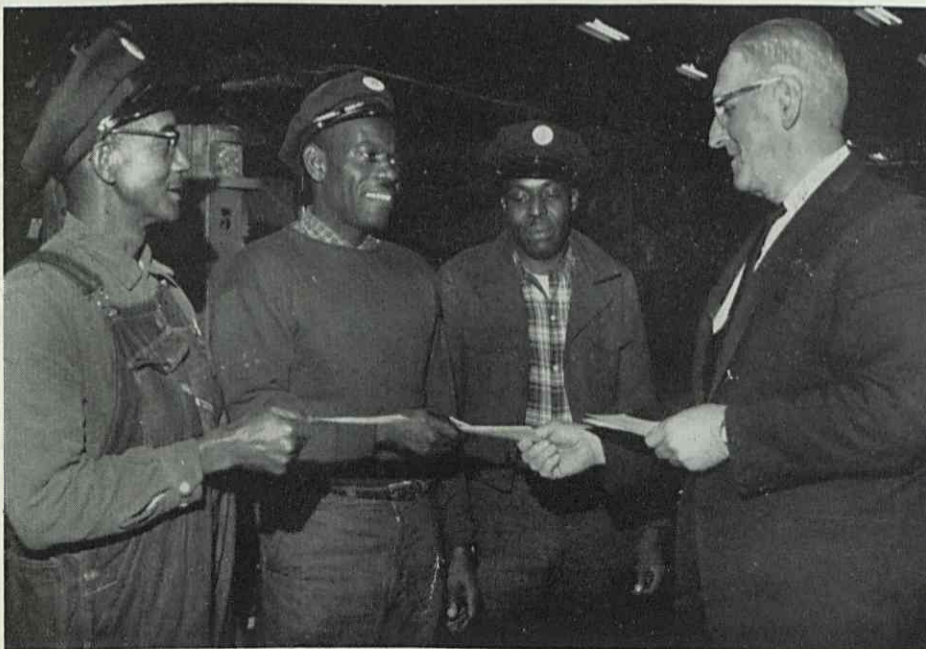
potential danger involved in their operation.

The program emphasizes maintenance, with special attention given to operation safety and performance efficiency.

The three awards presented early each year are selected on the basis of such features as individual driver's familiarity and practice of safety rules as apply to his job, alertness, work attitude, maintenance of his assigned vehicle, and efficiency of operation.

Tallying is based on points earned and demerits scored, according to a set of rules having to do with all phases of safety and truck operating procedures.

Safety manager Raymond Mack keeps the operators up-to-date on their individual standing, and award winners are chosen when scores are added up at the end of a one-year period.



Warehouse manager Fred Morrow presented awards for truck-operating safety and efficiency to (from left) Israel Good, George Harper Jr., and Arthur Gordon. Awards honored them for their exceptional work last year.

### Fleet Operators Choose Firestones

An exclusive Automotive Fleet magazine survey recently revealed that fleet operators—the men who measure their cost per mile down to the fraction of a mill—select Firestone as their number-one choice in tires. In the survey, broken down according to type of fleet and manufacturer, Firestone exceeded or tied every other major competitor and led in the total for all types with a score of 326 buyers, compared with the nearest competitor, which scored 310.