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Firestone NEWS

Your Symbol
of Quality
and Service



Plant In 31st Year Of Gastonia Operation

Firestone Textiles has entered its 31st year of operation in Gastonia. On April 1 of 1935, company Founder Harvey S. Firestone bought the plant and other properties here which, under two other corporate names, had dated back to the early 1900s.

In the purchase, the company acquired the mill village with its rows of employee houses and lands. A few years after the purchase, Firestone became one of the first companies to sell its village homes to employees:

Noting the anniversary month, general manager Harold Mercer referred to Firestone's years in Gastonia as "a story of continuing progress, with great chapters yet to come."

Years ago the plant here became known as the world's largest textile operation under one roof. Today it is one of the world's largest per-volume producers of tire fabrics. It has gone from production of cotton tire cord to the processing of a whole family of synthetic materials which comprises today's major production here.

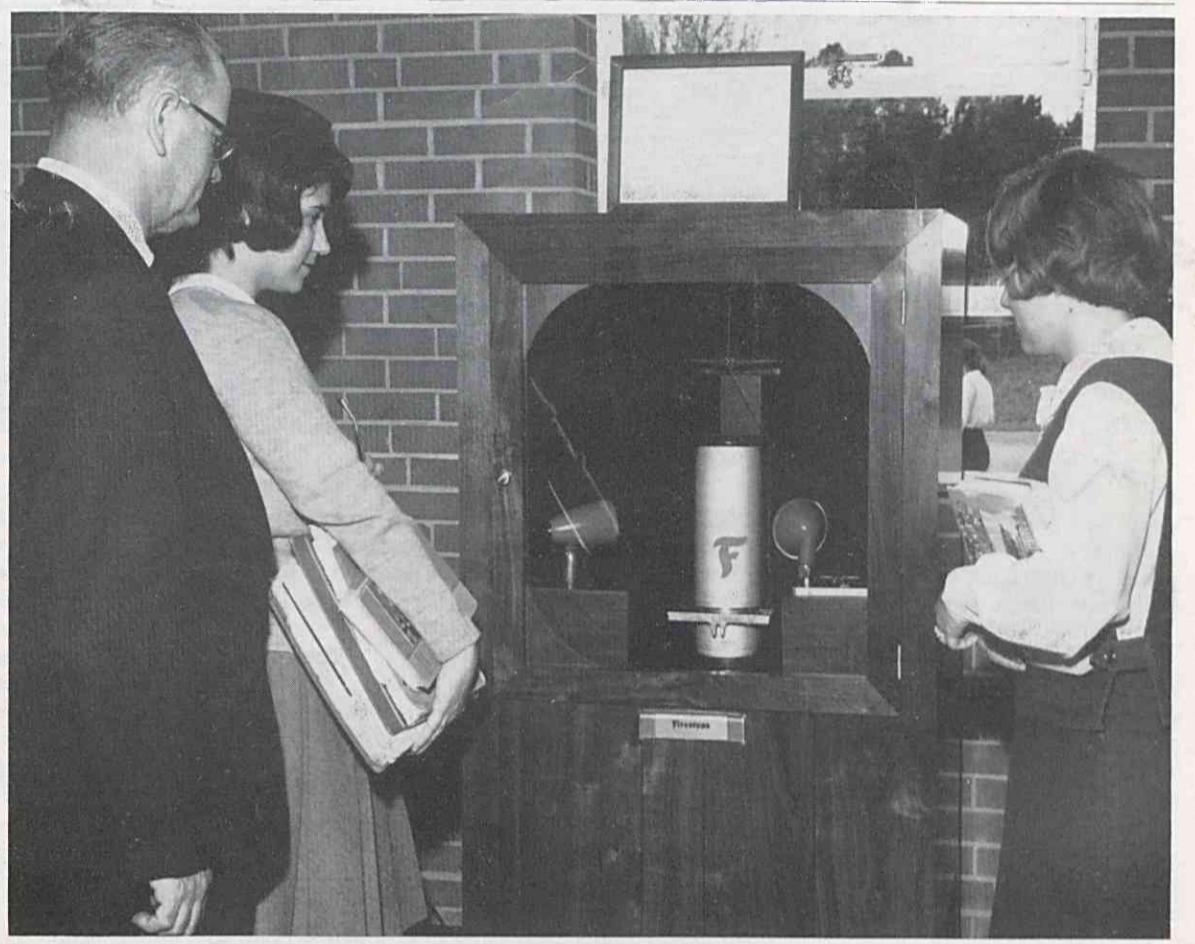
History Reviewed • Under the name "Firestone Cotton Mills, Inc.", the plant first turned out cotton tire fabrics exclusively. W. A. Karl, the

late president of Firestone Textiles, was at that time in charge of textile purchases at the company's home office in Akron, Ohio. The plant's present general manager was the first comptroller and assistant treasurer.

In 1938 when Mr. Mercer was promoted to vice president and general manager, R. M. Sawyer became comptroller. He was later transferred as manager of a newly-acquired plant in Fort Worth, Texas. After that assignment, he managed the Firestone Textile plant at Sao Paulo, Brazil, and is now president of the Textiles Division.

In the first two decades of operation, the plant had produced tire fabrics and other fabrics and yarns for the textile trade and for national defense. Through the years production has changed with the altered needs of tire manufacturing and the demands of a world war.

From April 2 to early June of **more on page 2**



FIRST SHOWING of the display was at a Hunter Huss High School science fair in March. Here, students Mary Ann Allen (left) and Lana Rogers got a lesson in its operation from Ray Thomas of Firestone's development-refinement department.

A Twister Exhibit Took To The Road

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A Firestone display for public exhibit has been designed to show the most modern twisting operation at the Gastonia plant. C.E. Moss, others of the development department and plant engineer J. G. Tino Jr., with workmen of the mechanical department planned and built the exhibit for schools, trade and industrial fairs and other showings.

The display in a polished walnut case produces the effect of actual twisting motion

through use of a drive motor and strobe light.

Explanation on display case reads: "Our latest-type twister package. A 10-pound-gross-package is rotated at high speed and specified twist is applied. Strobe light at right is normally used by our quality control to maintain proper spindle revolutions per minute. On spindles similar to this one Firestone Textiles produces 350 million yards of tough tire cord every day of operation for your safety on the highway. This amount of cord would reach 8 times around the earth."

Company Bought, Operates Seiberling Tire Assets

Recently-purchased assets of the tire division of the Seiberling Rubber Company are being operated by Firestone as The Seiberling Tire & Rubber Company.

The sale, effective in February, encompasses the complete tire business of Seiberling, with plant and headquarters at Barberton, Ohio. Property includes real estate, manufacturing plant, equipment and warehouse facilities in Barberton, and the Seiberling tire brand names and trademarks.

Marketing of Seiberling tires and tread rubber will be continued through the existing Seiberling distribution system.

Harry P. Schrank, a veteran in the rubber industry who has been president of the Seiberling Rubber Company, continues as president of The Seiberling Tire & Rubber Company.

William E. Slutz, who has been trade sales manager for The Dayton Tire & Rubber Company, another Firestone division, has been named vice president of marketing for Seiberling.

Fire Danger

Match heads and lighted cigarette butts are dangerous in the hands of careless, thoughtless people. Each year, says the National Fire Protection Association, thoughtless people are responsible for more than 200,000 fires—in which about 1,200 people die.

With the ever-present danger of fire at home, at work, and in forests in the upcoming outdoor season, caution could save lives and property from this destruction.

ON LAKE JAMES

Camp Firestone Season Opening Early May

Days of rest, play and renewal are upcoming at the company's family retreat in the Land of the Sky. Camp Firestone's 30th season, beginning May 3, offers variety recreation and relaxation in a lake-and-forest setting of the Southern Blue Ridge.

The company-operated facility, on a cove of Lake James in McDowell and Burke counties, will be open for employees and family members into October.

Throughout the camp months, Firestone people can enjoy the extended mountain-flower season, and before closing time can see the peak of autumn color in one of the most spectacular sightseeing areas of Eastern America.

LAKE JAMES, its 6,500 acres of surface and 154-mile shoreline, is the major feature of Camp Firestone at Bridgewater. The lake is one of the South's fastest-developing centers for aquatic sports.

Camp facilities offer boating, fishing, swimming, water-skiing, horseshoe-pitching, table tennis, picnicking, camping and nature study. There are swings, see-saws and a protected wading area for children.

Housing and other facilities include six cottages with sleeping quarters, each complete with electric cookstove and refrigerator; two other cottages with sleeping arrangements; and the central kitchen-dining building.

Overnight accommodations will take care of 80 persons at one time, with camping space for additional persons. This year there will be seven rowboats in service.

Camp Firestone is administered through the plant industrial relations office and physical property is maintained by the mechanical department. Plant engineer J. G. Tino Jr. said that seasonal repairs and maintenance on buildings and equipment are underway; also inspection and bringing life-saving equipment to standard, stocking firefighting materials and first-aid supplies.



A last-season scene at Camp Firestone boat-house pier on Lake James.

Applications for a stay at Camp Firestone are made through the industrial relations office here.