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Firestone NEWS

Your Symbol
of Quality
and Service



Nylon Takes To Skybuses THE FIRESTONE WORLD Over Pittsburgh

Textile fabrics have found their way into astronaut suits and other space equipment. Our cord fabric is a little closer to earth but still in the air, as it takes to skybuses over Pittsburgh.

The Steel City's new experimental rapid-transit system is being equipped with Firestone air suspension springs (rubberized fabric "doughnuts"), steel wheels and miscellaneous rubber parts.

The Transit Expressway will be in operation to serve the fairgrounds and recreation areas of Allegheny County's South Park. The one and three-quarter-mile roadway, a new concept in mass transportation, is being tested in an out-of-the-way area before trying it out in regular commercial use.

Eight Firestone Airide suspension springs are on each of the three "Skybuses" to be used initially on the elevated struc-

ture devised by the Westinghouse Electric Corporation.

THE TRANSIT Expressway has two "tracks" from ground level to 25 feet up. Tracks are 22-inch-wide sections of concrete with a steel guide beam mounted between them. This engages the guide sheels to steer each axle and position cars on the roadway.

Rubber and nylon Airide springs are made by the Firestone Industrial Products Company in Noblesville, Ind.

Since the pressure in the Airide units automatically increases as more passengers get on, the bus not only retains a constant platform height but has the same soft ride under all conditions of loading.

The steel wheels, size 20 x 6.0, are made by Firestone Steel Products Company at Wyandotte, Mich. Other rubberized parts made by Firestone Industrial Products Company are used on the "Skybus."



USO Expansion Adds Services

United Service Organizations (USO), of which Harvey S. Firestone Jr. is national chairman, is in an expansion program to meet growing needs of the Armed Forces in this country and overseas, especially South Vietnam.

Increase in number of USO clubs and extent of the live entertainment program is being carried out in response to requests from the Government and military commanders in the field.

The USO buildup was authorized by the USO executive committee last month and made known to President Johnson, honorary chairman of USO, in a telegram signed by Mr. Firestone and Gen. Emmett O'Donnell Jr. (USAF, Ret.), president of USO.

President Johnson's letter of reply to Mr. Firestone thanked him and Gen. O'Donnell for information "on the USO action to meet the increasing needs for USO services resulting from our expanding commitment in Southeast Asia." The President wrote:

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LOOKING AROUND From Camp Firestone

Come out in the early morning. Sniff the breeze and feel the air. Cast your eyes across a blazing glory of landscape warmed and be-jeweled by October's sun. Meet Autumn on her own terms and savor her many facets.

The vast mountain domain of Southern Appalachia is famed far and wide for the Nature Mardi Gras it puts on as surely as Autumn comes again in the parade of seasons.

Set in the heart of the color spectacle is the Lake James playground of the Southern

this autumn-blessed land

Blue Ridge. Here is Camp Firestone, point from which employee families are in the habit of starting out on many a sightseeing tour of the region.

The 30th season at the company-operated lakeside retreat at Bridgewater closes each year in early October, but not before the peak color season arrives.

In this Firestone News photo, some young hikers look across a landscape sweeping up to the cloud-swept face of Grandfather Mountain, about 30 miles from Lake James and just off the Blue Ridge Parkway.

ribbon for Variety Garden Club of Firestone at Spindale Center Agricultural Fair in September.

The display featured artistically-arranged examples of ripe and cured gourds, edible and non-edible varieties — some of them rare. Mrs. W. R. Turner

Sr. and others of the club planned and built the display booth to include several utensils, containers, birdhouses and novelty items made of gourds.

The first prize was harvest payoff for the club's gourd-growing project this summer.

Their Gourds Took A Prize

An exhibit of representative specimens from the 750 species of the gourd family won a blue

Helping To Make It The . . .

WORLD'S BIGGEST HEART

Who has the world's biggest heart, measured by generosity and unselfishness? You may say it belongs to the American people, who each year give an amazing \$10 billion—an average of \$50 from every man, woman and child—to philanthropic causes.

Why do they? Maybe the answer is in Albert Schweitzer's view: "Open your eyes and look for some man, or some work for the sake of men, which needs a little time, a little friendship, a little toil . . . Search and see if there is not some place where you may invest your humanity."

Americans who invest in humanity do it because they believe they are, in a way, 'their brothers' keepers.' They want to do things for their fellow man.

GIVING LOVE to a frightened child . . . comforting the lonely . . . bringing security into lives of the aged and neglected . . . tending the sick . . . helping the handicapped, the blind, the mentally ill . . . striving to instill precepts of useful citizenship in minds and hearts of youngsters. These are some results from the "world's biggest heart".

Last year, for example, the "heart" gave 30,800,000 individual gifts, totalling

\$580 million, to United Funds alone. United Funds received contributions from some 81 per cent of the families living within the campaign area for an average per-capita contribution of \$18.89. These are even more impressive figures when you realize that the United Way makes \$1 do the work of \$3.

For the \$580 million given last fall, UF agencies are providing \$1.6 billion in health and welfare services. This is possible because the agencies provide services for those who can make modest payments, as well as for those who cannot afford to pay anything.

United Community Campaigns play a vital role in the community's social and economic health. Protective services for children, counseling for troubled persons and families, recreation services for people of all ages are essential to a healthy community.

THIS YEAR some 2,225 United campaigns across the country are seeking to raise over \$580 million to meet needs of more than 25 million families. Altogether, some 3,850,000 people will give volunteer aid in raising and managing these funds.

HELPER—As one of the many volunteers who worked in this year's Firestone Textiles United Fund solicitation, Wanda Wilfong of main office helped make "the World's Biggest Heart." The in-plant campaign was to be completed by Oct. 4, but the Greater Gastonia UF effort continues to Nov. 5. Results of Firestone giving will be reported in the November plant newspaper.

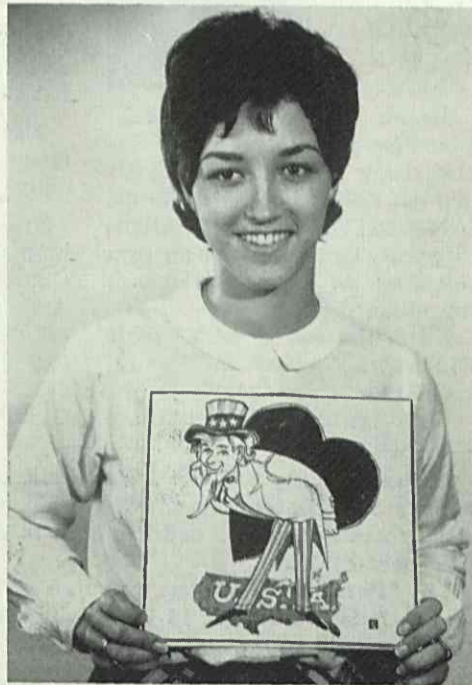


American business and labor organizations are in the forefront of citizen groups which created United Campaigns and support their operation. Corporations and their employees provide leadership, manpower and money to ensure success of local United Campaigns.

The United Way brings together citizens from all segments of the community in a common task to reach a common goal. It mobilizes full resources of all professions, all levels of government, talent, manpower and money; all races and creeds in a united crusade for human need.

Firestone production manager at Gastonia, F. B. Galligan (first vice president of the Greater Gastonia United Fund) points out:

"American generosity continues to rely on resources of volunteers and their efforts as it has for nearly 350 years.



Truly, we Americans in this age of abundance, accused of materialism and lack of depth, can hardly be accused of selfishness.

"For organized giving on a vast scale has become one of our society's best characteristics, and has rightly earned our nation the title 'The World's Biggest Heart'."