

## Grown To Greatness On A Big Principle

The Firestone company started with its Founder's determination to build a genuinely better product and provide good customer services. It has grown to a worldwide, diversified operation on that same principle. This was part of a tribute from the Gaston County Industrial Management Club as it honored the company and Firestone Textiles locally as "October Company of the Month".

As a part of its October activities, the IMC in a unit toured the plant here.

The IMC publication "Shop Talk" featured an aerial photo of the plant and a historical sketch of the Firestone company.

**NOTING** Firestone's 65th anniversary of founding in August, the article said: "Attaining such a milestone as 65 years is a real achievement in business because—while one of the major objectives of most businesses is continuity—many organizations are short-lived.

"In a free and competitive society, the fact that a business like Firestone is in its 66th year means that it has provided goods and services the public has wanted over many decades, and during that time, has given satisfaction.

"One can only conclude that with such a record there has been good management in the company and that prospects for

the future are great."

Firestone's business success has been great, from small beginnings to worldwide operations, said the article—"a tribute to the steady building of financial strength, sound distribution systems, solid research and loyal service of employees."

The IMC noted especially that in areas of research and development, Firestone is "continually seeking new and improved ways to serve the welfare and progress of mankind." This has led to hundreds of "Firestone Firsts" in quality products and services—"and the search continues. . ."

Six Firestone Textiles men are members of the local Industrial Management Club: Alvin Riley, James Burr, Leroy Posey, Ralph Johnson, Cramer Little and Carl Rape.

The IM Club, sponsored by YMCA, aims at "developing leadership through greater participation".

## Company Ready For Big Sales Of Winter Tires

Americans are driving on more winter tires this year than ever before. The tire industry in October expected to ship upwards of 20 million new and retread units. Possibly three million of new and retread winter tires sold will be studied.

Estimates indicate 14,010,000

high-school graduation and his recent enlistment. His address: Co. 489, USNTC, San Diego, Calif., 9180877. Wayne's brother, Annel Glenn Lyles went into the Air Force several months ago.

## Still Graduated At NAT Center

Navy airman John E. Still was graduated recently from the Aviation Familiarization course at the Naval Air Technical Training Center, Memphis, Tenn.

John's parents are Mr. and Mrs. Elton L. Still. The father works here in weaving (synthetics).

new winter tires and 6,300,000 retreaded winter tires will be shipped.

"This will be a new all-time high in winter tire shipments," says R. D. Thomas, vice president of Firestone trade sales. "We can look forward to continued gains in the sale of these tires in coming years."

Explaining that 1965 new winter tire and retread shipments may reach 20,310,000, he predicted the 1966 total may be 21,660,000.

"Eight years ago less than nine million new and retreaded winter tires were shipped. That's an increase in those few seasons of a fantastic 127 per cent," Thomas continued.

He estimated 16 of every 100 new passenger tires sold in the next year will be winter tires, while 18 of every 100 retreads will have the winter design.

Studded tires, greeted favorably by many motorists last winter, will account for some three million units.

J. E. Hynds, Firestone's manager of treading and repair material sales, predicts many of the studded tires sold will be retreads. He reasons many motorists will buy retreaded studded tires because of economic reasons.

best products, sell them at the best prices and provide customers the best service.

People buy where they can get the most for their money. Manufacturers who supply this through their products and services are able to stay on top and get their share of the market. Competition keeps us on our toes, giving us drive to make the best today still better tomorrow.

## Your United Fund

from page 1

## Lucky Fair- Sharers



Seven contributors owned lucky numbers drawn from the total 951 fair-share tickets, for UF incentive prizes which the company purchased from the local Firestone Stores. Winners, from left: A. C. Floyd Jr., carding, set of Firestone Deluxe Champion tires; Alvin Riley, in-

dustrial relations, vacuum cleaner; Ellie Hugh Easter, warehouse, AM-FM transistor radio; Eddie Ray Hardee, twisting (syn), toaster; Bobby Joe Smith, twisting (syn), hair dryer; Edith McGinnis, respooling, hi-fi record player; Rudolph Calhoun, shop, color TV.

☆ ☆ ☆

"Our people's response this year carries on a proud tradition," they said. "The money will go to provide services to people which otherwise would not be possible."

**CHAIRMEN** Williams and Tino noted that Firestone people have proudly set the pace once again for the unselfish giving of others in the Gastonia UF campaign. "To all of our people who gave and to those who volunteered to serve in the program in the plant, the whole community, and in UF drives in other communities, we gratefully acknowledge your contribution.

Mr. Galligan was in charge of pilot campaigns among firms which received employee donations in advance of the regular solicitations during the Oct. 5-Nov. 5 campaign.

Working in key jobs of the

community UF program were Alvin Riley, manager of industrial relations, Ralph Johnson, manager of employee relations, and Mrs. Harold Mercer, wife of the general manager. Still a number of others volunteered in the overall campaign. For the in-plant solicitation, more than two dozen persons representing all departments volunteered to contact fellow employees and collect pledges on the payroll-deduction plan.

**What The Money Will Do** • UF money will be at work during the coming year, providing help for people through 28 agencies all of which reach to the local level. The agencies:

American National Red Cross Gaston Chapter, Boy Scouts of America Piedmont Council, Cerebral Palsy Foundation, Family Services, Gaston Boys Club, Gaston Skills, Gaston Life-Sav-

ing Crew, Gaston Big Brothers, Gaston Mental Health Clinic, Gaston County YMCA; Gaston Association for Retarded Children, Girl Scouts of America Pioneer Council, Junior Optimist Boys Club, The Salvation Army, Salvation Army Boys Club.

And Children's Home Society of N. C., Florence Crittenton Home, N. C. Mental Health Association, National Council on Crime and Delinquency, United Medical Research Foundation, American Society, United Service Organizations, International Social Service, National Travelers Aid, National Recreation Association, American Social Health Association, National Social Welfare Assembly and Carolinas United Community Service.

## FORMER EMPLOYEE LYLES IN NAVY



Seaman Jesse Wayne Lyles recently joined the Navy and began recruit training at San Diego, Calif. A 1965 graduate of Hunter Huss High School, Gastonia, Jesse Wayne is the son of George Lyles of twisting (synthetics).

Wayne worked a while here in twisting (synthetics) between

## 'On Our Toes . . .'

In the game of business, never underestimate your competition. The business graveyards are crowded with companies that figured they "had it made." They underestimated their competitor, who is striving to do the same thing we are—make the

best products, sell them at the best prices and provide customers the best service.

People buy where they can get the most for their money. Manufacturers who supply this through their products and services are able to stay on top and get their share of the market. Competition keeps us on our toes, giving us drive to make the best today still better tomorrow.

## Sales On For BSA Handbook

The seventh edition of The Boy Scout Handbook is on sale for \$1. The Handbook, notes Scout Executive Gene Bowden of the Piedmont Council SBA, is undoubtedly the single book with the largest circulation of any volume produced for young people anywhere in the world.

Initial print order for the new edition was 750,000 copies—one of the largest book orders in printing history. With this new edition the Boy Scout Handbook attains a total printing since 1910 of 21,175,000 copies.

The Handbook has introduced millions of boys to their first knowledge of nature lore, first aid, proper respect for the Flag, and a wide range of know-how supplementing school courses.

"The Boy Scout Handbook has always kept in step with changing times and new developments," writes Joseph A. Brun-

ton Jr. in the Handbook foreword. The chief executive of BSA, himself an Eagle Scout, calls the Handbook "one designed for the American boy today".

"**READ IT** well and often," he urges Scouts . . . "because upon your shoulders and young fellows like you rests the hope of the free world. Scouting can help you be prepared for that responsibility as you grow to manhood."

The Handbook is "spokesman" for the Boy Scouts. It interprets Scouting which since 1910 has affected the lives of 40 million American boys and leaders. The Handbook, based on 55 years experience, contains 448 pages and is available at the local Boy Scout office, 113 W. Third Ave., Gastonia, and in 13 stores in the area licensed as Boy Scout distributors.

## Firestone NEWS

Volume XIV Number 12  
November, 1965 Page 2

Claude C. Callaway, Editor

South Atlantic Council of Industrial Editors

Published by The Firestone Tire & Rubber Company, Firestone Textiles Division, Gastonia, North Carolina.

☆ ☆ ☆

## PLANT REPORTERS

Carding—Payton Lewis

Main Office—Bea McCarter

Mechanical Department—Rosie Francum

Quality Control — Sallie Crawford, Louella Queen, Leila Rape

Warp Preparation—Elmina Bradshaw, Vera Carswell, Elsie Cole, Annie Cooney, Katie Elkins, Catherine Fletcher

Warehouse—Harold Robinson, Israel Good, Roosevelt Rainey

Weaving (cotton)—Ruth Veitch

Weaving (synthetics)—Irene O'Dell, Mayzelle Lewis

Winding—Nell Bolick, Ruth Cloninger

One Firestone man was reading R. L. Duffus' recently-published book **NOSTALGIA USA**. A bystander was struck by the subtitle: **If You Don't Like The 1960s, Why Don't You Go Back Where You Came From?**