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Firestone NEWS

Your Symbol
of Quality
and Service



FROST IN THE AIR • It's the season to be riding in the family car on Firestone's winter tires, reminds Joyce Lutz, who works in main office, Gastonia. Joyce looks out through Firestone winter tires, the Town & Country (top and bottom) and the Town & Country Ice Grip (sides). More tires with the winter design will be sold this year than in any winter season of the past—good news for Firestone people who produce the tires.

These Tires In Season

The tire industry shipped more than 20 million new and retread units of winter tires in 1965. Of this number, possibly 10 per cent were studded tires.

This became a new all-time high in replacement winter tire shipments, and Firestone sales officials look forward to continued gains in sale of these tires in coming years. While stating that 1965 new and retread winter shipments reached around 20,310,000, they predict the 1966 total may be 21,660,000.

An 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.

With the Town and Country tire and the Town and Country Ice Grip studded tire, Firestone is prepared to have a larger share of the growing winter-tire market.

Company Largest These Two Ways

While tires are Firestone's principal product, the company is also the world's largest producer of rubber and the world's largest manufacturer of rims for trucks, buses and tractors.

Serving, Earning, Spending & Growing

THE
FIRESTONE
WORLD

"All divisions of our company expect increased sales and profits for the year ahead," said company chairman Harvey S. Firestone Jr., and president Earl B. Hathaway, as they reviewed the fiscal year ending Oct. 31, 1965.

"By continued improvement and modernization of our equipment and methods, with aggressive merchandise plans and enthusiastic competence of our organization, we are in an excellent position to meet challenges of the new year."

The fiscal year ended showing record net sales \$1,609,756,478 and earnings of \$86,667,178.

The officers reported net sales increases in all divisions of the business. The greatly increased number of vehicles on the road substantially expanded the market for replacement tires; and record production of motor vehicles was an important prod to the business, enlarging our market for original-equipment products.

Sales and income of foreign

subsidiaries showed increases over figures for the preceding year.

While the company was selling and earning, it was paying operating expenses, taxes, social security, other taxes; and spending for expansion and improvement of facilities.

Taxes totaled \$245,527,920 of which \$68,100,000 were income taxes, \$148,137,286 excise taxes, \$14,970,185 social security, and \$14,320,449 property and miscellaneous taxes. Tax payments totaled \$232,585,251 in 1964.

Expenditures for new facilities, additions and improvements reached a record \$126,979,264. Depreciation expense amounted to \$54,960,041, a sizeable increase over the previous year.

Do It Right For Medical Services

Doing things backwards can cause delay and inconvenience. Suppose you as a Firestone employee decide to go to a doctor or apply at a hospital for medical services which call upon your hospital group insurance.

Now further suppose it is not an emergency and that you didn't take along your group insurance claim forms—signed and completed on standard Firestone sheets.

What happens? Most likely you'll be sent back after the completed form before you get medical attention—delay and inconvenience for you.

This means that following the correct procedure is most important, reminds Mrs. Robert Kilby of the plant insurance office. She says:

"Unless an emergency would prevent you from doing it, always pick up the required forms at the plant insurance office before going for medical services. We will help you fill out the forms with the required information."

We Have A Great Reputation To Keep

Into the record goes another calendar year. Already begun is a new year of opportunity in our work and business of making Firestone the symbol of quality and service to its customers and others around the world.

As we each review last year, we can point to many things for which we can be satisfied and proud. It was a great year in many ways. Individually, we all know what we did or did not do on our jobs last year.

However good we might have been, none of us ought to be satisfied with past performance.

WITH our new year before us, each of us needs to consider "What can I plan and do to add something toward progress for my company and for myself during the year?"

We can make some plans and set some goals. Think of the fertile areas for our improved performance: Production efficiency, striving for zero defects in the goods we produce, cutting down waste in all its forms, extending safety and good house-

keeping, better maintenance and upkeep, improvement of job performance, reducing absenteeism from the job, more participation in the suggestion program.

One could go the list of areas for setting goals to be realized this year. Each of us knows our own realm of work opportunities and how to make the most of them.

No one person can make our business the success we want it to be. But each person pooling his efforts with all the others who are on the job, can lead us to the goals we seek as a company.

COMPETITION helps us to greater achievement. Meeting the challenge in 1966, let us remember that each of us is defending a noble reputation built upon our company's almost 66 years of progress.

Never forget that this reputation has been established on quality products and efficient services—the things that lead customers to buy our products and thus keep us in business.

For this high quality and good service we are all responsible.

Count Before You Crank **FOR SAFETY**

It's as easy as 3-2-1. The countdown takes but a minute and it will make winter driving safer and more pleasant. Before 'launching' your vehicle onto street or highway, make the "countdown for safety"—whether upon beginning a trip around the corner or much further down the road.

The six-step countdown is a part of a program of the Auto Industries Highway Safety Committee.

A "no" to any of these five questions is a clue for you to take corrective action before cranking up.

5 Car in safety condition—especially brakes, lights, steering, tires?

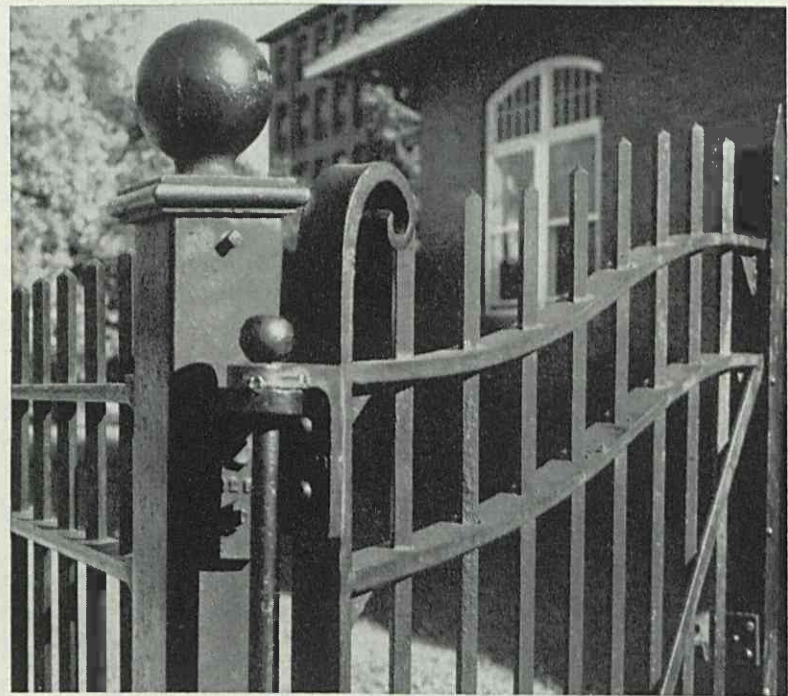
4 Enough time allowed to make the trip without rushing?

3 Driver set for possible weather and traffic conditions ahead?

2 Rest stops planned along the way, if trip is long?

1 Seat belts fastened properly?

0 A deep breath—relax, and drive for safety.



Some of the Old South Out Front

The massive fence in front of main office displays its charm in keeping with the traditional face of the Old South in its distinctive wrought iron work of Charleston, Savannah and New Orleans. Here is a portion of fence and double gate of the ironwork which was added when main office was enlarged to its present size in 1952.