

FC 67711
F52

Firestone NEWS

Your Symbol
of Quality
and Service



FSA Members on Plant Tour

Twenty members of Ashley High School Future Scientists of America observed operations of the Gastonia plant on a Firestone conducted tour in February. Evelyn Mayfield of quality control laboratory demonstrated a yarn stretch-and-tensile-strength tester for (from left) Donald Hull, son of QC manager R. B. Hull; Wynn Schwartz, Ashley Future Scientist president; and Toni Cloninger, also of the group.

SUGGESTION BOOST

It's possible to earn two \$25 U.S. Savings Bonds at one 'sweep' if your idea turned in to the suggestion system at Gastonia is approved and you're winner in a monthly drawing, March through June.

The incentive plan for suggestion participation provides for each of the four designated months that a "mystery date" be selected (March already chosen) in advance of each month.

The mystery date (in all four cases a day on which the plant is operating) is selected by the general manager. He seals it in an envelope and it is locked in the display case at the plant's main (east) entrance.

Firestone people who have submitted one or more suggestions on the mystery date for a given month thus become eligible for the drawing. The drawing, to be of identification numbers on suggestions submitted on mystery date, will be made as soon as a month is completed. **SUPPOSE** you win the Sav-

ings Bond in the drawing for a given month. Further surmise that a suggestion you turned in on the mystery day is adopted by the company. That would mean you get a second \$25 Savings Bond. This, of course, would be in addition to the regular cash payment for your winning idea.

"The surest avenue to good

- usual cash awards
- Savings Bonds

fortune these four months is a suggestion turned in every working day," says F. B. Harrison, board chairman.

Bulletin-board notices and other media will be calling attention to the promotion program and suggesting areas where ideas may turn up for you. Among these are advancement of safety, added product quality, materials savings; more effective methods of production, maintenance, materials-handling or other operation.

President Honored At Northwestern

Company president Earl B. Hathaway was among 11 alumni of Northwestern University to receive merit awards at the University's Founders Day program at Evanston, Ill., recently. Awards were conferred for

worthy achievement in a profession or field bringing honor to themselves and Northwestern.

Twenty outstanding alumni were recognized in the ceremonies which marked the 115th anniversary of Northwestern's founding.

Mr. Hathaway addressed the alumni association during his visit to Evanston.

DR. Better Community Safety DALTON

A public safety program equal to that of safety promotion and practice in industry was suggested by Dr. Frank Dalton, speaking to a group of Firestone supervisors in February.

The Gastonia optometrist cited Firestone Textiles' safety program and its many honor

awards for injury control.

"What we need now is an improved and intensified program encompassing our whole town and county and every other town and county in our land."

Dr. Dalton, who works with many Firestone people through his visual-care service, listed protection from injury as one of man's most important physical concerns.

"Safety training and practice is long-range," he reminded. "You can preach it, and luckily some will listen and practice. But too often it takes a tragic or near-tragic injury to a person or someone close to him to sell him on safety."

NEED for safety goes wherever people live and move, he said. For example, you may have a good safe day at work, then meet injury or death on the homeward way, or at home. Since the home is the scene of the larger number of injuries, it ought to be the major training ground for safety, he said.

To bring about an improved and intensified safety program in town and county, Dr. Dalton said community leaders and the general public must first be convinced of that need, "for apathy is our worst enemy."

Among suggestions to improve the public safety program particularly in North Carolina, he

—more page 4

Warehouse manager F. T. Morrow presented driver awards to (from left) Tracy Moore, Alonzo Setzer, George Pendergrass, and to William Hope (not in picture).

TOP TRUCK DRIVERS NAMED

For plant-warehouse forklift and towtruck operators, 1965 was another outstanding year. Four of the drivers earned special recognition for operating safety and performance efficiency.

Winners of the yearly cash awards—Alonzo Setzer, George Pendergrass and Tracy Moore, each had won in years past. William Hope was a newcomer winner.

"Yours is a most responsible job," safety manager Raymond Mack told drivers at the awards meeting, pointing to the record of 10 years here without a lost-time injury involving a forklift or towtruck.

Production manager F. B. Galligan told drivers, "What you



do out there is tremendously important — just as important as spinning, twisting, weaving and many other processes in the mill.

"Your machine itself costs more than a Cadillac. And ma-

terials you handle are most expensive — for example, nearly \$1,000 for a beam of nylon and even more for some other synthetics. And the beam itself is worth \$250," he added.

—more page 3

New Store Manager: Come See Us

"Come see us often," invites Thad Foxx, new manager of the Gastonia unit of Firestone Stores. He calls attention to the employee payroll-deduction plan for budget purchases at the Franklin Ave.-Marietta St. store.

The plan, effective late last year, has proved a good arrangement for many Firestone Textile families.

"For those who have not

learned of its advantages, we invite a trial," said Mr. Foxx.

Detailed arrangements on purchases and at the employee's usual discount are worked out between the purchaser and the store. The plant payroll department takes out of the wage-earner's pay the amount he specifies in the store agreement.

You can get details and purchase forms at the store.

66 YEARS AGO First Company Ads Were Personal Letters

On March 31 of 1900, the first nationally-circulated automobile advertisement was printed in the Saturday Evening Post of Philadelphia.

As you'd expect, products related to the motorcar—such as tires—began to be advertised about the same time.

The Firestone company, pioneer in several areas of the tire industry, began its product sales appeal in 1900—first aimed at the horsedrawn carriage trade.

Company Founder Harvey S. Firestone sent letters personally addressed to owners of livery stables and physicians, informing them that Firestone had taken over the Whitman Barnes Manufacturing Company and was prepared to sell new Firestone solid-rubber carriage tires "superior to any tire ever placed on the market." He kept a

promise. The business prospered.

The first printed company ad was circulated on ink blotters in 1905, as the horseless carriage was about to take the public fancy. By 1906 a Firestone ad in Motor Way magazine announced a new development — the pneumatic tire.

The following year, other ads told of Firestone tires with dual treads, the manufacturer's first answer to the danger of skidding that had developed with the increased horsepower of the early automobiles.