

FC 677.1
F 52
JUL 15 1966

Firestone NEWS

GASTONIA • NORTH CAROLINA

JULY • 1966

Mercer Division President; Darwin General Manager; Hall Planning- Projects Manager

**DIVISION HEADQUARTERS
MOVED TO GASTONIA**

When Harold Mercer in late June was advanced to president of The Firestone Textiles Company, division of The Firestone Tire & Rubber Company, administrative offices of the textiles division were transferred from Akron, Ohio, to Gastonia. L. J. Campbell, vice president of non-tire plants of the parent company, announced Mr. Mercer's appointment and the administrative offices move to the plant here, the textiles division's largest manufacturing operation.

No personnel moves were involved. Some members of the textiles division at the former Akron headquarters have been assigned in other departments there. The textiles division's sales office remains in Akron.

Mr. Campbell also announced appointment of John V. Darwin as general manager of the textiles division and H. G. Hall as manager of the division's production planning and projects program. All three men will work at the Gastonia plant headquarters.

AS HEAD of the division, Mr. Mercer succeeds the late Richard M. Sawyer. The new president, plant manager here from 1938 until his latest appointment, joined Firestone in 1931 in the auditing department of headquarters in Akron. He transferred to Gastonia in 1935 as comptroller and was named plant manager three years later. He is

HAROLD
MERCER
(left)

JOHN
DARWIN



a graduate of the University of Illinois.

In his new assignment, Mr. Darwin is general manager of the Gastonia plant and the company's textile plants at Bennettsville, S. C.; Woodstock, Ontario, Canada; Sao Paulo, Brazil and Buenos Aires, Argentina. His collective management over the five plants represents a newly-created position.

THE NEW manager began with the Gastonia plant as an accountant in 1943, was named sales manager in 1950 and since

1960 has been administrative assistant to the general manager. He is a graduate of Duke University.

H. G. Hall, in his new job is in charge of production planning and projects for the textiles division. He joined Firestone at Gastonia in 1951 following graduation from NC State College.

He advanced from assignments in quality control to sales at Gastonia before being transferred to the Sao Paulo, Brazil, Firestone textile plant in 1961.

More on page 2 •

Record Sales and Profits

**THE
FIRESTONE
WORLD**

A concentrated and continuing drive by management and all employees to improve sales volume, quality and efficiency; and to reduce production, distribution and operating costs in all divisions of the business is credited with realizing Firestone's record performance for the second quarter of 1966.

Second-quarter net sales were \$463,443,340, compared with \$399,875,724 for the same fiscal period (February, March, April) last year. The increase was 15.9 per cent.

Estimated net income of \$25,302,912 compares with \$20,253,575 for the 1965 second quarter, an increase of 24.9 per cent.

Net sales of \$870,660,127 and estimated net income of \$43,930,630 were also the highest ever attained for a first six-month period reflecting increases over the same period last year of 17.5 per cent and 17.7 per cent respectively.

EARNINGS for the first half of the fiscal year were equivalent to \$1.52 per share of common stock compared with \$1.30 last year. Earnings per share for

the second quarter increased from \$.71 to \$.87. Provision for domestic and foreign taxes on income amounted to \$37,340,000 this year and \$33,300,000 last year.

"We are hopeful of the future," said Raymond C. Firestone, company chairman. "Shipments of replacement passenger-car tires in 1966 should total more than 100 million for the first time."

All passenger-car tire shipments will reach 152 million, an increase of 4,000,000 over the 1965 total. Total tire shipments — passenger, truck and farm tires — should reach some 179,000,000 this year, or about 6 million in excess of 1965 shipments.

"Expecting increasing de-

More on page 4 •



**LOOKING AROUND
FROM CAMP FIRESTONE**

on the trail

Horseback riding on the many trails of Western North Carolina is one of the relaxing activities of "time out" in the High Country of the Southern Appalachians. Firestone employees and their families have found the

call of the bridle trail a good form of recreation as an added bonus to their stay at Camp Firestone on Lake James. The picture here is a typical scene in the Fontana area. Camp Firestone at Bridgewater, in its 31st year of service, offers variety family recreation on one of the Southeast's great man-made lakes, in the heart of the Southern Blue Ridge Playground. It extends its season into early autumn to coincide with the landscape color parade which makes the Southern Highlands one of the most-visited areas of the country. Employee applications for a stay at Camp Firestone are made in person through the industrial relations office.

WHEN IT COMES TO A BARGAIN —

Ask The Man Who Knows One

Atkins Michael Jr. began his summer employment at Firestone after completion of his sophomore year in high school. Now in his fourth summer of between-school employment here, he's looking forward to his second year majoring in electrical engineering at North Carolina State University—Raleigh.

Atkins is typical of the growing number of students who work summers here, but quite unordinary when it comes to collecting his pay. He's channeling all his wages into U. S. Savings Bonds through payroll accounting.

Atkins is a grandson of retired plant superintendent Nelson Kessell, and nephew of A. C. (Freddie) Kessell of mechanical service.

☆ ☆ ☆ ☆

Bond Sales Increased Since June

Buying of U. S. Savings Bonds through payroll deduction at Firestone, Gastonia, showed a slight percentage increase among the number employed here, following "Savings Bonds Signup" emphasis at the company's domestic plants during the first week of June.

Stepped-up amounts of Bonds already being purchased and new accounts put the figure at a little more than the 88 per cent participation in Bonds-buying for last quarter. The next report which will reflect the June increase here is due in mid-July.



• Atkins Michael Jr. of the mechanical department: All of his pay into Savings Bonds.

Payroll supervisor Mrs. Eula Wilson, who oversees the Bonds sales here, notes that added purchase of Bonds are due mostly to the June "Signup" program, the latest wage and salary increases here, and advancement early this year in the interest rate of Bonds. It was the fourth such interest increase in the quarter-century history of the U. S. Savings Bonds program.