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SOME SIGNS A-GO-GO: Here is a sampling of auto-bumper placards recently observed on the Firestone, Gastonia, employee parking lots.

# Firestone

## NEWS

APRIL • 1968

GASTONIA  
NORTH CAROLINA

### New Name

### Diversified Products

Firestone at Gastonia, the plants at Bennettsville and Bowling Green and all other company production facilities besides tire and tube-building, belong to a "family" which has a new name.

implements, wagons, earth-moving vehicles, road graders, industrial trucks, hoist, cranes, wheelbarrows, lawnmowers, specialized military equipment and all other types of wheeled vehicles.

It is now "diversified products division." The former designation was "non-tire operations."

In the diversified field the company produces nylon, rayon and polyester tire cord fabric; heavy and fine-denier nylon; many types of synthetic rubber, latices and compounds; reclaim rubber; adhesives and sealants; road, track and playground surfacing materials.

Continuing as Firestone vice president in charge of diversified products is Louis J. Campbell. J. B. Call is administrative assistant to Mr. Campbell. Both executives are frequent visitors to the Gastonia plant.

And there are more: Metal products, including truck, bus, tractor wheels and rims, containers, stampings, farm wagons; coated-fabric products, rubber and urethane cushioning materials; a variety of plastic resins, film sheeting and filaments; molded, extruded and calendared products for automotive and other industries; seat belts and harness, natural rubber threads and yarns, brake lining, defense products and chemicals for the rubber, metal and plastics industries.

Their executive leadership is concerned with the manufacture of thousands of diversified products for the automobile, home, farm, industrial and national-defense uses.

Tires and tubes are the company's original and major products. Of these, there are 3,500 sizes and types of tires for domestic and foreign passenger cars, trucks, trailers, buses, tractors, aircraft, race cars, karts, motorcycles, boat trailers, farm

## Camp Firestone Season Opening May 6

## ... And Continues Through Autumn Color Parade

Early May is opening time for the 33rd season of Camp Firestone on Lake James, says the plant industrial relations department.

Now that April's here, it's make-ready time at the company-operated employee recreation facility near Bridgewater-Nebo in Burke County.

The mechanical department, under guidance of plant engineer J. G. Tino Jr., this month will complete routine maintenance and general repair on grounds, buildings and equipment.

In readiness for the upcoming season beginning May 6, rowboats are being repaired or replaced, lifesaving equipment restocked and standardized, firefighting and first-aid equipment

and supplies checked and restocked.

AT THE location, Gastonia employees and members of their families each year enjoy variety recreation and relaxation in an "away from the hustle and bustle" setting on the Southern plateau of the Blue Ridge Mountains.

The camp, on a cove of Lake James and five miles from Marion, is a part of one of the South's leading water-recreation areas. The Southern Highlands region is well known for its scenic grandeur, vacation attractions, accommodations, and special events from spring through autumn.

The 1968 season at Camp Firestone will continue into mid-October, climaxed by the

at the Recreation Center.

Sessions featured a 30-minute presentation by TV over Charlotte channel 18, followed by a conference-working period led by Ralph Johnson, manager of employee relations.

This was the second training program by television. The pioneering course here in this medium in early 1967 dealt with employee turnover and absenteeism.

"scenic bonus" of autumn's color in the hills.

Year-round manager at Camp Firestone is Earl Crooks. He works there as a member of the Gastonia plant industrial relations department.

For a scheduled stay at Camp Firestone, employees make arrangements through application in person at the plant industrial relations office in Gastonia.

This is part of an established practice which offers the camp facilities to the most people possible.

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## Gifts To Education In 36 States; DC

### MATCHING PLAN

Educational institutions in 36 states and the District of Columbia benefited last year when the Firestone company matched money gifts of its employees.

Firestone's "matching plan" in its first year sent checks to 182 colleges, universities and secondary schools.

The \$84,402 which Firestone employees contributed was matched by the company — making \$168,804 for higher education under the new program in 1967.

UNDER this plan, an employee (or the spouse of an employee) can contribute to any accredited tax-supported college, university or secondary school in the country, or to any accredited non-tax-supported college, university or secondary school in this country and the company will donate an equal amount.

For "matching" there is a limit on individual contributions within a year. A \$1,000 'ceiling' is placed on gifts to accredited tax-supported colleges or universities. A limit of \$2,000 per

year is made on gifts to colleges, universities or secondary schools not tax-supported.

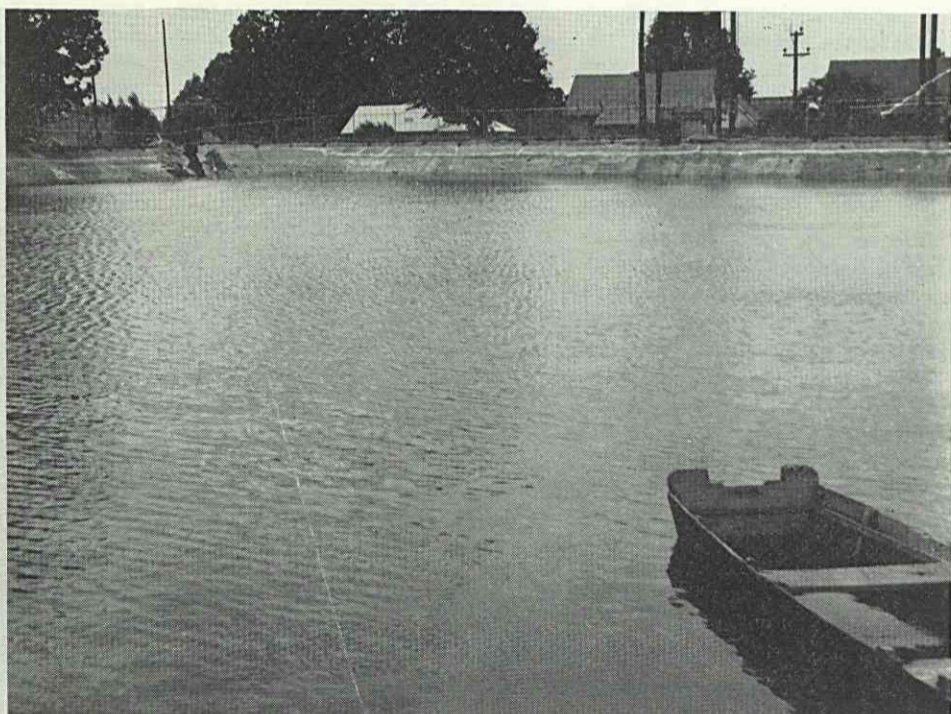
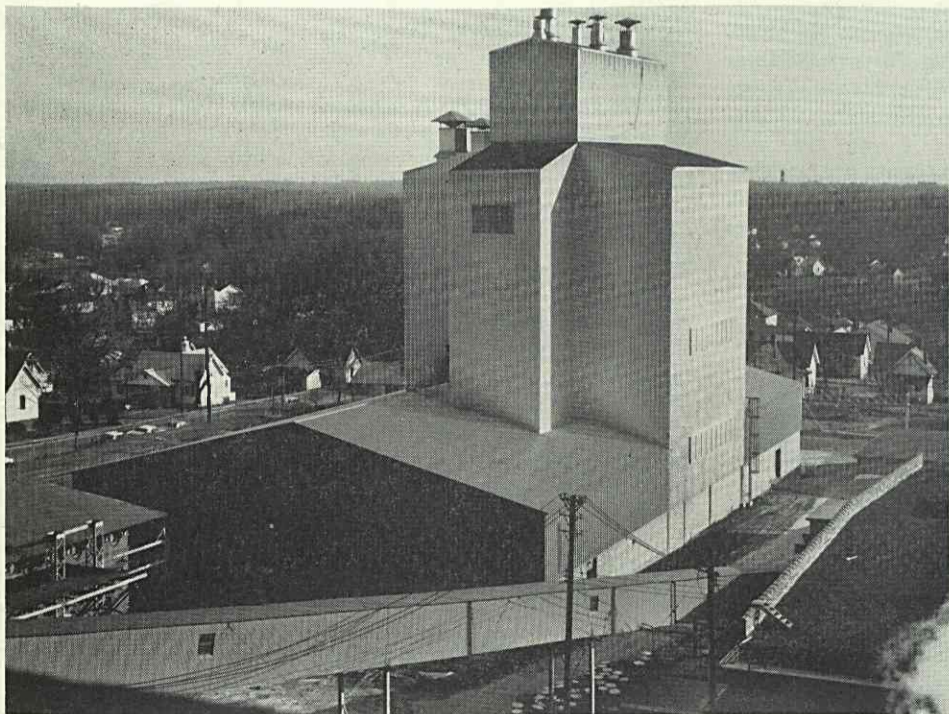
For his gift to be matched, the person employed at Firestone must give not less than \$25 in a calendar year. Another requirement: You must have at least one year of continuous service with Firestone or one of its majority-owned subsidiaries.

Full details on the "matching plan" are available in a booklet which you can have from the Gastonia Firestone industrial relations office, or the Bennettsville plant main office.

## Supervisors Learned By TV

Members of the Gastonia plant supervisory staff learned by video-watching and group participation in an 8-week program which ended in March.

The subject material on job instruction training was presented in weekly one-hour sessions



## MEMORIES of a TRANQUIL POND

There may have been some people who felt a touch of regret at the passing of an honored landmark at Firestone's Gastonia plant last summer. But progress involves change, and oftentimes some shifting scenes.

The memorable Firestone water-storage open reservoir gave way to two huge water tanks nearby, making room on

the pond site for a gigantic multi-stage treating unit which went into operation early this year.

This historic pond scene was the last one photographed before all the water was drained to clear the way for construction of the towering facility which electronically treats synthetic tire-cord fabric.