

Firestone

GASTONIA
NORTH CAROLINA

NEWS

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High Awards For ZD

Top honors last month went to two production departments at Gastonia for the most outstanding achievement in Zero Defects program here.

Splicing (tire cord) received the division President's Award for performance during the first year of ZD effort at Gastonia; and 4th floor twisting (tire cord) received the Gastonia Plant Manager's Award for best progress in the most recent six-month period.

John V. Darwin, plant manager, presented the President's Award on behalf of Robert W. Rice. The president of Firestone Synthetic Fibers and Textiles Company had planned to be in Gastonia for the presenta-



PRESIDENT'S AWARD PLAQUE was presented by John V. Darwin, plant manager, to Carl Rape (right), manager of weaving-splicing (tire cord). With them were department shift foremen (from left): Tracy Whitener, Fred Hardee and W. H. Dilling.

tion, but was unable to come from Hopewell because of other commitments in his schedule. Mr. Darwin also presented the Manager's Award to twisting.



PLANT MANAGER'S AWARD PLAQUE—Twisting (tire cord) manager T. E. Gibson Jr. (right) received trophy from John V. Darwin. Department shift foremen at presentation were (from left): Belon Hanna, Claude Taylor and Wade Stiles.

It's Tire Cord And Chafer

Time comes and goes (alas, so soon!). And things change.

So, names, designation and descriptions now and then need to be brought up-to-date, to better fit operations and things they concern.

Latest designations "gone into history" at the Gastonia plant are "synthetics" (referring to the major production department here), and "cotton" (another broad area of operation).

The "synthetics" department

is now "tire cord." "Cotton" has been dropped in favor of "chafer."

On division level of the company in recent months, Firestone Textiles Company was changed to Firestone Synthetic Fibers and Textiles Company; and the parent-company "family" division to which the Gastonia plant belongs was redesignated Diversified Products Division. It replaces the older term, Non-Tire Operations.

Hathaway: Bright Future For Tire Industry

A very bright future for the tire industry. This is the picture which Earl B. Hathaway projected while visiting the Firestone Test Center at Fort Stockton, Texas recently.

The Firestone president based his prediction on projected figures for the next five years which show a 20 per cent increase in the number of passenger cars and a 27 per cent increase in the number of replacement passenger tires.

"WE NOW estimate that by the year 1973 there should be some 90,500,000 passenger cars on the highways of America," the president noted. This compares with some 75,650,000 in 1968.

"We estimate some 18,750,000 trucks by 1973 against the 15,650,000 in service in 1968.

"Of replacement passenger

tires, we estimate the figure by 1973 will be as many as 148,000,000. Our estimates for this year are 116,000,000. We also feel that there will be some 19,000,000 replacement truck and bus tires shipped in 1973, compared with 14,700,000 for 1968."

Mr. Hathaway estimated that in 1973 consumption of synthetic rubber would go beyond 2,375,-

000 long tons. His estimate of the 1968 figure: 1,856,000 long tons.

"COMPARING the figures for the industry for 1973 with those of today, it is obvious there is tremendous growth taking place. We look to the future with extreme optimism."

Mr. Hathaway spoke of Firestone's role in this future:

"We are proud of our position in the rubber industry today.

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• This cove at Seven Oaks is near the point where the Catawba is joined by one of its major tributaries, the South Fork.

From Here To The Sea

At Great Falls, S. C., the Catawba gives up its name to become the Wateree, which flows onward 75 miles to its junction with the Congaree. There, the two rivers form the Santee.

East of Orangeburg, the Santee forms 40-mile-long Lake Marion. Upper outflow of the lake continues as the Santee to the Intracoastal Waterway, emptying into the Atlantic near Murphy Island.

A lower outflow of Lake Marion forms Lake Moultrie north of Moncks Corner. Moultrie departs as the Cooper River, traveling on to the sea at Charleston.



Firestone's LXX "new-concept" tire has a new shape and larger-diameter rim — for safety advantages never before realized in a pneumatic tire. John Kelly, Firestone engineer, points to another feature — the double-belted sidewalls, which improve handling and ride characteristics over conventional tires.

As this issue of Firestone News was being produced, the Gastonia plant was conducting a Savings Bonds-Freedom Shares sales effort through payroll-purchase. The campaign, running into early July and led by S. E.

More Bargain In Savings

Crawford, Zero Defects coordinator, stressed the latest added bargain in Payroll Savings.

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Interest on Series E and H U.S. Savings Bonds increased from 4.15 per cent to 4.25 per cent, effective June 1, 1968. And the interest rate on Freedom Shares (which can be purchased only in conjunction with Series E Bonds) has been increased from 4.74 per cent to 5 per cent.

Besides applying to E and H Bonds purchased on or after June 1, the new interest rate applies to these Bonds acquired before June 1, until they reach maturity.

For many Firestone employees and their families, the Catawba River and its banks form a delightful playground from spring through autumn, and a week-end retreat the year-round.

Some Firestone people, such as Mr. and Mrs. Furman Pearson (he of the shop), develop their river properties into fulltime residences.

The Catawba, named for a flourishing Indian tribe of the Carolinas long ago, rises in the Blue Ridge Mountains of Western North Carolina. Its first stop is Lake James, then flows eastward out of the hills some 220 miles, forming recreation-hydroelectric compounds along the way.