

Firestone

NEWS

NOVEMBER • 1968

GASTONIA
NORTH CAROLINA

New Record Of Sharing Through United Appeal

TOTAL **\$32,527.38** AVERAGE GIFT **\$22.02**

Samuel E. Crawford and Edward Fuller, chairmen of the 1968 United Appeal campaign at Firestone, delivered a check for \$32,527.38 to the United Community Services of Gaston County at a report meeting in October.

That figure represents the Firestone employee pledges at Gastonia, setting still another record in United Way participation here. Last year's contribution was \$32,240.29—a record to that time.

This year's pledge set still another high achievement in response to human need and community betterment, when the amount contributed represented the highest per-employee contribution in the history of UA efforts here.

Average gift was \$22.02, compared with last year's record \$21.39. Fair-Share contributions totaled 1,124. Total pledges put participation at 95.4 per cent of the employment.

The chairmen announced that this outstanding performance once more entitles Firestone to the UA "Citizenship Award." The plant has received this honor for the past seven years.

UA plant chairmen, calling the 1968 campaign response "wonderful and heart-warming," said the total number giving this year, although slightly less than the figure for 1967, "allowed us to establish another record through larger averaged contribution."

THEY NOTED that year after year we have reached higher goals through the generous concern of our many employees.

"We all can be justly proud that the money collected at Firestone is again a major single portion of the county-wide goal of \$435,000," they added.

Said plant manager J. V. Darwin: "We take pride in our organization and its people who are so willing to share so much for others. Thank you sincerely for giving and working to make the UA effort so successful."

The \$32,527.38 goes toward helping 37 health, welfare and other community services for the 1969 year.

This year, for the second time, the UA giving program was expanded beyond Gastonia to include several other communities in the county. Notable of the added United Way services was the local unit of the American Cancer Society.

Close to three dozen employees as volunteer solicitors worked with the two campaign chairmen in the October Firestone UA campaign.

• Eight contributors among more than 1,000 who gave "Fair Share" to the United Appeal at Firestone, Gastonia, won prizes in a numbers drawing. Incentive prizes were provided by the company and supplied through the local Firestone Store.



Some winners with a portion of the prize gifts (from left): Edgar S. Foy, shop, electric deepfry; Walter McGinnis, fabric treating, color television console; Estev Holden, splicing, transistor radio; Annie Hubbard, spinning, electric carving knife; Alma Glenn, ply respooling, port-

able TV; Rose Dodgen, weaving (chafer), four Firestone Deluxe Champion tires.

Other winners: T. L. Murray, ply respooling, power lawnmower; Linda Carpenter, ply twisting, clock radio.

Savings Bonds

Minute Man Flag

To Bennettsville

For 17 consecutive years participating 100 per cent in purchase of U.S. Savings Bonds. In recognition of this high achievement, Firestone at Bennettsville was awarded the U.S. Treasury Minute Man Flag in October.

Plant manager Ralph King received the flag from James Padgett, deputy director of South Carolina, Savings Bonds Division of the U. S. Treasury.

In presentation ceremonies at the Bennettsville plant, Padgett noted:

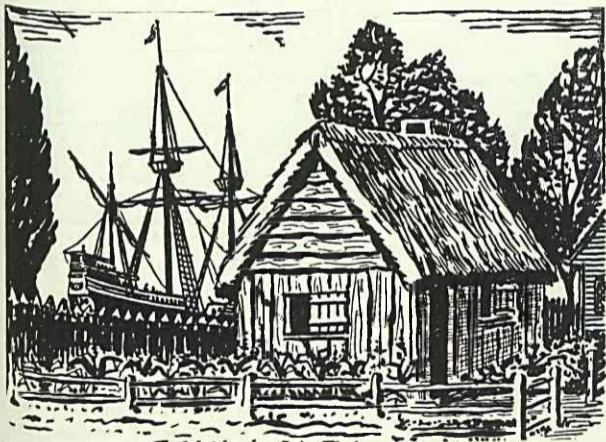
"Firestone, with its 17 years of 100 per cent participation, has achieved the best record in

Savings Bonds purchase of any firm in South Carolina. It is a record that each member of the Firestone organization here can be proud of."

"What really earned the Minute Man Flag was our good employees who have believed in and supported the Savings Bonds program so loyally," responded the plant manager.

Among those attending the honor ceremonies were W. L. Kinney Jr., Bennettsville mayor pro tem; and Charlton A. Brown, president of the Chamber of Commerce.

On the blue flag is a white Minute Man symbol, ringed with 13 white stars symbolizing the 13 original colonies; three gold stars and two white stars denoting Bennettsville's 17 years of Bonds buying through Payroll Savings.



FIRST HOUSE AND MAYFLOWER REPLICAS AT PLIMOTH PLANTATION

THE PILGRIMS They Still Inspire

Our Thanksgiving Day observance, with its beginnings so closely associated with the Pilgrims and their Plymouth, Mass., colony of the early 1620s, is a distinctly-American holiday.

For more than 200 years it remained a local holiday until the custom of its observance became regional. Then spreading beyond New England, by 1863 President Lincoln's proclamation made it a national holiday for worship, reunion, sharing, and Harvest Home festivities.

The Plymouth colonists arrived from Europe, aboard the Mayflower in 1620. During the first winter, disease and privation reduced the band in half,

leaving around 50. The following growing season the settlers planted their first crop. It almost failed from drought but was rescued by midsummer showers.

THROUGH their untiring efforts, the Pilgrims had established a rather prosperous community by the autumn of 1621. The surviving colonists were blessed with reasonably good health and strength. They had

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Gastonia And Firestone Plant In NON-SKID 'Traveler' Series

Gastonia—an All-America City, where Firestone's giant plant produces cord fabric for tires. A city rich in history and civic pride—its major economy textiles, but fast-becoming highly diversified.

That was part of the description which a one-page feature of text and photographs presented in a fall issue of Firestone NON-SKID. And the article dealt with the plant here, its people, the region, and North Carolina as a "pacesetter" state.

The company's weekly employee publication is widely circulated among the plants in Akron, and at several other of the company's production installations in North America.

THE FEATURE ON Gastonia was one of a current series by "The Firestone Traveler" spotlighting Firestone plant cities in this country, Canada and other parts of the world. Articles are cast in a first-person style of reporting.

A subsequent feature in the "Traveler" series presented Spartanburg, S. C. It described the "Crossroads of the New South," the area, and South

Carolina as the Palmetto State with a "hospitable heart."

Wrote the Traveler: "Until my arrival in Spartanburg, I hadn't had any grits since I left Gastonia."

Planetarium

You can explore the heavens at Gastonia's Schiele Museum of Natural History Planetarium in programs scheduled every week end — Saturdays at 3 p.m.; Sundays, 3 and 4 o'clock.

NOVEMBER — The Outer Planets, exploration of the solar giants, Jupiter and Saturn. See Saturn's beautiful rings.

DECEMBER — The Christmas Star. Religion and astronomy blend in a wonderful study of one of the mysteries of the ages, the Christmas Star.

Regular Schiele Museum exhibits are open to the general public 2:30-5 p.m. daily except Mondays.

MUD/SNOW TIRES Record Sales Predicted

Almost 25 and a quarter million mud/snow tires will be sold in the U.S. for the upcoming winter season. This is a million-plus units more than were shipped in the 1967-68 season, according to E. F. Carter, vice president of Firestone trade sales.

Of the total, some 30 per cent of these tires will be studded (that, too is a record).

Of the more than 25 million units which will be shipped, 16,900,000 will be new tires, while 7,070,000 will be retreads. About 25 per cent of the retreads will be studded.

Firestone dealers and stores have inventories of all types of winter tires. These tires have molded into the tread small holes in which tungsten carbide studs may be installed if the motorist wants studded tires.

Studded tires are permitted on highways of most states, including North Carolina and South Carolina.

The Firestone lineup of win-

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