

Firestone News

GASTONIA, NORTH CAROLINA



•• Ancient Nazareth, Jesus' boyhood home in the hills of lower Galilee, is some 80 miles north of Bethlehem in Judea (now in Jordan) and its scenes associated with the First Christmas.

This general view of Nazareth features the Church of the Annunciation (left). Other storied landmarks are the Workshop of Joseph, Kitchen of the Virgin, Mary's Fount, and ancient tombs and caves.

In many ways, life in Nazareth defies today's political and social turmoil, continues much as in the time of Christ.

In this agricultural town just off major trade routes from Bible times to the present, there are the narrow, winding streets of cobblestone where Jesus Himself walked. There are the cramped stall-shops and bazaars of the noisy marketplace. Women and children, with earthen pots gracefully poised on their heads, are reminiscent of an age 2,000 years ago in the land where the Christian Faith had its beginnings. (Israel Government Photo.)

UA Drive Beyond Goal

It has been a year of "firsts" for the Gaston County United Appeal. The gathering of UA operating funds for "people-community" services in 1971 reported \$38,000 realized beyond the goal of \$512,000.

For the first time in the 18-year history of the United Way of Giving in Gaston, every division chairman took his quota over the top, with more than 100 per cent winning the UA Eager Beaver award.

Also, it marked the first time a campaign ended with the next drive already under way.

The \$550,000 pledged in the October-November campaign for 1971 operation of 36 participating services was the largest amount ever recorded here.

Into the total figure, people at the Firestone Textiles Gastonia plant put \$35,258.20 — largest amount ever gathered here.

Contributions averaged \$29.43 of the total number giving. There were 951 "Fair Share" pledges. This outstanding record brought praise from UA officials at the victory report dinner in November.

FIRESTONE TEXTILES is among 19 firms and organizations which had a per capita contributions rate of \$19 or more per employee.

The annual UA in-plant drive was guided to success by D. Ray Thomas and Terry Kirby of the management staff. They were helped by dozens of volunteer workers in all departments of the production facilities, plant services, offices and warehouses.

Awards To Blood Donors

The latest group of Gastonia Firestone people honored in November as generous blood donors represented a total 448 pints contributed, with most of this amount received by the Red Cross Regional Blood Center which serves the Gastonia area.

Records of giving ranged from 1 to 7 gallons. John S. Mitchell, supervisor of the carpenter shop, reached the 7-gallon figure, this followed by the 6-gallon record of F. B. Galligan, division factory manager.

Visiting speaker at the recognition luncheon in Recreation Center was Charles Gray III, past chairman of ARC blood unit here, and currently a member of the board of directors of the Red

Cross region which includes Gaston County.

Gray commended the Firestone donors, and complimented the company for its continuing interest in a wide range of community projects.

"Your good promotion of the blood program and giving recognition to donors are a tremendous factor in making this life-saving effort successful," he added.

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• John S. Mitchell (2nd left) showing his gift certificate presented him in recognition of the 7 gallons of blood he has donated.

Others with him also are "big donors" (from left): J. C. Crisp, 4 gallons; Mrs. Robert Passmore, 2; Jess Parks Jr., 2.



J. B. CALL, PRESIDENT
FIRESTONE TEXTILES CO.

We're Fighting The Slowdown

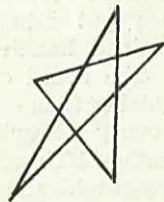
You know as well as anyone that there is a widespread slowdown in the nation's economy. You have seen the headlines in the newspapers—

- Unemployment Highest In 7 Years
- Corporate Profits Drop Sharply
- Stores Report Lower Sales
- Firms Go On Shorter Work Weeks
- Stock Market In Major Slump

All these things indicate that the general economy of the country has taken a nosedive.

Then, there are other signs, such as—

- Customers are nervous and are reducing the size of their orders.
- Consumers are putting their money into savings accounts instead of spending.
- The pressure is squeezing some companies out of business.
- A number of companies are cutting out jobs wherever possible, to reduce expenses.
- All unnecessary spending is being eliminated and budgets are being trimmed to the bone.



What about our own company? It is paying increased prices for nearly everything it uses. These added costs cut into profits. (You remember that profits provide the money for wage increases, purchase of new machinery and equipment, and all the other things that help a company grow and remain strong.)

We feel that you want to know what The Firestone Tire & Rubber Company is doing to deal with the present economic slowdown.

•• We're doing everything possible to improve our production and our quality in all plants.

•• Our sales force is redoubling its efforts—calling on customers, stressing quality, delivery, and service, and making extra calls.

•• We're promoting our products and our company as hard as we can. When things get tough, we try harder.

Here are some things Firestone Textiles is doing:

1. We're establishing a process and product development group that will help us improve our profits through new and better products, new manufacturing processes and improved equipment and techniques.

2. We're taking a careful look at every expense; cutting expenses wherever we think it makes sense.

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