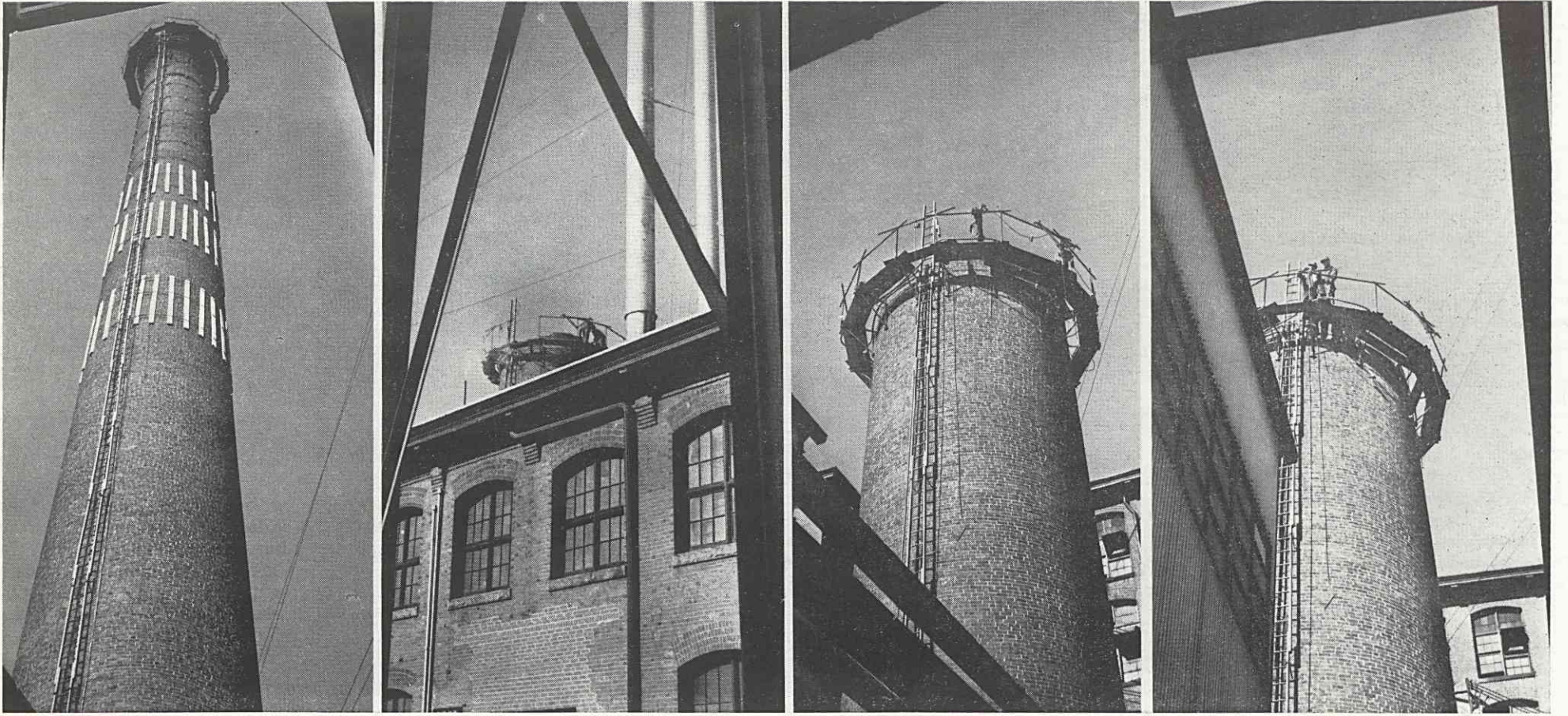


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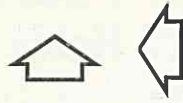
Firestone

GASTONIA
NORTH CAROLINA

NEWS

FEBRUARY

● 1971



farewell to the sky

SOME LAST GLANCES

The 70-year life span of the Gastonia Firestone plant's big chimney was fast coming to its eventful end in late January, as workmen chiseled away at the massive brick walls—growing thicker from mid-section toward the ground.

Somewhat behind schedule since its start late last summer, the take-down project should be completed sometime in February, according to plant engineer J. G. Tino Jr.

West Gastonia's familiar landmark, with its 'bell' touching the clouds at near 200 feet, had to be dismantled when a gas explosion cracked its walls last summer.

These photos: 1—A last look at the full length of the chimney, as workmen of a Charlotte firm began the demolition last September; 2—In January, it had been reduced to below plant roof level, as its successors (two metal stacks) towered above it; 3— and 4—Coming on down, still more toward the base.

VICE PRESIDENT

R. A. Riley Visited Gastonia

Richard A. Riley, The Firestone Tire & Rubber Company Vice President of Diversified Products, visited the Gastonia plant on a one-day schedule in January.

While here he conferred with Firestone Textiles Company President James B. Call and other members of the local factory and division management.

Mr. Riley, Vice President of Diversified Products since 1968, joined the parent company in 1939. His several leadership assignments include president of Firestone Steel Products Company, before his advancement to a corporate vice president and director.

Among the several non-tire divisions under Mr. Riley's guidance are Firestone Synthetic Fibers Company at Hopewell, Va., and Firestone Textiles Company with units at Gastonia, Bennettsville, S. C., and Bowling Green, Ky.

The company's DP operations manufacture a wide variety of non-tire products — more than 45,000—for the consumer market.

Right — He Is

● Seen and heard in snack bar near Firestone parking lot, two young "Tom Sawyers". One, with a dollar bill in hand, saying: "Ray, we can't buy all THAT! You oughta know by now that a dollar won't do EVERYTHING!"

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SECOND ANNUAL UCS

Harold Mercer

Memorial Award

William S. Holland, Gastonia business leader, received the Harold Mercer Memorial Award at the 18th annual meeting of United Community Services of Gaston County, Jan. 20.

James B. Call, president of Firestone Textiles Company, made the presentation, in recognition of Holland's outstanding UCS leadership during 1970.

Holland, out-going president of the county UCS, is the second top leader to receive the award. It honors the memory of the late general manager of Firestone's Gastonia plant and presi-

dent of Firestone Textiles Company.

J. Hugh McArver, 1969 UCS president, was first to receive the award, established by Firestone Textiles Company in 1970.

It perpetuates the memory of Mr. Mercer, who died in June of 1969. He was for more than 37 years a Firestone official, and an outstanding leader in business, community and church circles.

He was associated with The Firestone Tire & Rubber Company from 1931 to 1968, had

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'Every Person Has A Real Contribution To Make...'

"Making The Best Today, Still Better Tomorrow." Behind this familiar Firestone slogan:

● A pledge to the present and future Firestone customer of the company's constant efforts to uphold and ever improve the quality of its products.

● A reminder to people who work at Firestone of the personal challenge to produce high-quality products, and of the employee's responsibility toward the customer.

Since Firestone's founding in 1900, its people have been dedicated to development, production and sales of the best products and services at prevailing fair market prices.

In this the company's 71st business year, Firestone people know that they must not become self-satisfied in this dedication.

Firestone tires and other products—for all these years, proven to be among the best on the market—can always "stand further improvement." That's the way it is when human hands and minds combine with tools to produce material things. It can usually be done better, with the goal of perfection as the standard.

From selection of materials for our products, through every step of processing along the production line to final inspection, every person on the job at Firestone has a real contribution to make in improvement of tires and other products.

As a job-level example, look at non-tire plants (diversified products) such as Firestone Textiles Company units at Gastonia, Bennettsville, S. C., and Bowling Green, Ky.

People who work at these plants know that fabric is a major structural part of tires, and that quality begins here. Because a product is no better than the sum of all its parts put together well, fabric produced at Gastonia or at the other plants commands a tremendously-important role in the quality of tires which the company turns out at other locations.

"OUR FABRIC production from Firestone Textiles Company plants is a most important and rewarding work," reminds James B. Call, president. He points out that of the near 204 million people in the U.S., most of them ride on wheels tire-equipped.

"The small percentage of accidents and fatalities attributable to tire failure shows that tires have a high record in safety performance," Mr. Call notes. "Naturally, we help build that quality into tires when we produce the highest-grade fabric," he adds.

To a great extent, the character of a final product begins or continues with each person who contributes to that product's manufacture—from production of the material itself, to the way it is handled all along the line.

So, this means that if there is a compounding of mistakes, an inferior product will result. Poor quality is ordinarily found out through inspection, before a product goes on its way to the customer. A rejected product, of course, means unnecessary cost in waste and time and labor "put to naught."

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