

## Projected Business Upsurge

Virtually every economic indicator points to new highs which will show that this nation's economy is vibrant enough to move at a strong pace without the impetus of producing military goods on a broad scale, Raymond C. Firestone said in his business forecast for 1973.

The chairman and chief executive officer of The Firestone Tire & Rubber Company, observed:

"We can anticipate new highs in the gross national product, consumer spending level, total industrial production, and capital investment — broad areas which together will pull the total economy to a new record.

Mr. Firestone made these additional points in his forecast:

- Spearheading the retail upsurge will be the automotive vehicle industry, which barring prolonged strikes should experience a new record, and the construction industry which should continue at a high level.

- The tire industry is in for another banner year. Shipments of passenger car tires, including exports, will top the 200-million mark for the first time in 1973—again assuming no lengthy strikes in either the automotive or tire industries. That level would compare with the 192 million estimated for 1972.

- Shipments of all types of tires — passenger, truck, bus, tractor and aircraft—should rise to 240 million in 1973, compared with 230 million in 1972.

The company chairman noted that 1973 also should be the 22nd consecutive year in which passenger tire replacement shipments (expected to total 147 million units) set a new record.

He said a number of plant expansion programs are underway to accommodate the rapidly-rising market for radial passenger and truck tires.

"Rising car and truck markets will spur sales not only for tires but for the many other Firestone automotive products," he said. These include seat belts, shoulder harnesses, stampings, brake linings, wheels, hoses and many others. He added:

Projected business upsurge also will provide increased sales for many other Firestone products, such as textiles, plastics, chemicals, metal goods, industrial rubber products, and synthetic and natural rubber.

## Up Against A Gray Sky

### TO BRING A LANDMARK DOWN

- At Firestone, Gastonia, another landmark was on its way into history in December, when take-down work was started on the old, elevated water reservoir in front of the plant.

In years gone by, the tank furnished water with plenty of pressure for fire protection and service use; and its high surface provided a place for the company name, easily visible all across town.

In recent years when the plant switched to other water sources, the tank-on-legs was no longer needed.



This photo in late December shows workmen (one in center upright pipe and another on top right crossbrace) as they began to remove the pipe by sections.

W. J. Barlowe & Sons Tank Service contracted to take down the 150-foot-high landmark; and will install it for a second "life" of service near Lumberton, N. C.

### PINE • PALMETTO & PENNYRILE

## ALMANAC

Are New Year's resolutions mostly "casualties"? Yes, according to people interviewed at the Gastonia plant, in compiling the 1973 resolves reported in the article appearing on page 3.

Several employees said they never make resolutions because they didn't have the discipline or other wherewithal to follow through.

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### Casserole:

## A Winter 'Special'

Myrtle Bradley Collette of Main Office is a contributor to a 118-page book of recipes which are favorites with women of West Avenue Presbyterian Church of Gastonia.

Mrs. Collette has two favorite-dish makings included in the "Best Recipes Cookbook." The collection, in a spiral-bound edition, has recipes for salads and vegetables, meats and casseroles, breads and cookies, cakes, fillings and icings, pastry tarts, and pies.

ALSO INCLUDED in the book which went on sale in December are recipes for drinks, spicings, sauces, ice cream, dressings and pickles.

The introduction has an inspirational poem; also a "Recipe

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Observance of a day beginning a new year goes back to ancient times. Various dates have been kept.

In the Middle Ages, beginning of the year was celebrated after the spring equinox, March 25, when dark winter gave way to new green and the full moon returned.

With the change to the Gregorian calendar (the one we use today) in 16th century, many European countries put New Year's Day on Jan. 1.

But it was not until 1752 that England and Colonial America accepted the Jan. 1 date as New Year's Day.

But here are three examples of resolutions that "bore fruit":

- A Shop carpenter: Eleven years ago, one of my New Year's resolutions was to quit drinking liquor. I stuck to it, and haven't tasted a drop since." And from the same person: "A year ago I resolved to quit smoking cigarettes—and I did it."

- An office secretary: "When a teenager, I resolved to stop biting my fingernails. I accomplished this with some difficulty, and have been proud of my achievement ever since."

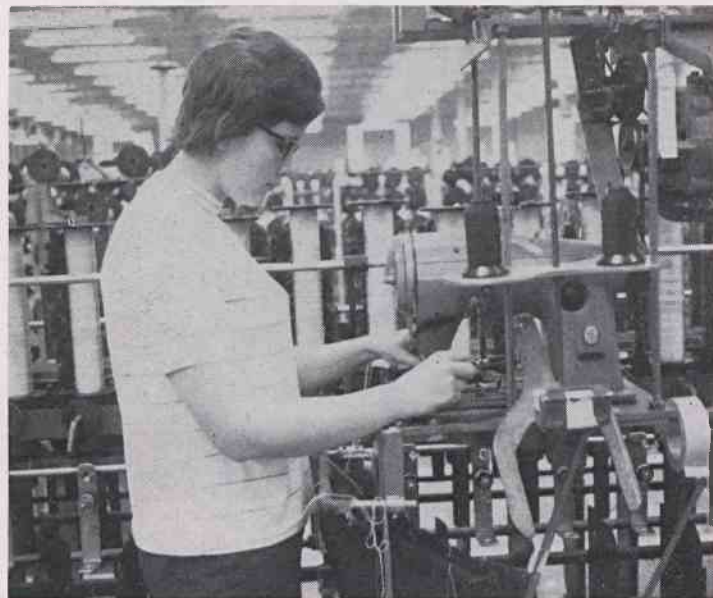
for Living", contributed by Jennie (Mrs. Arthur C.) Bradley, respooler operator in TC Twisting. She, too, has some food recipes in the cookbook. Mr. Bradley, brother of Mrs. Collette and Eula (Mrs. Clayton) Wilson, is a Shop millwright.

Selected here is one of Mrs. Collette's recipes from the church-published cookbook.

### ASPARAGUS CASSEROLE

- 1 No. 2 can asparagus
- 3 hard-cooked eggs, sliced
- 1 can cream of mushroom soup, warm
- 1 cup buttered bread crumbs
- 1 cup sliced almonds browned in butter

Arrange one-half of each of above ingredients in casserole dish in order listed. Repeat for second layer. Bake 350 degrees about 30 minutes.



## Barbara, Splicer Operator

Barbara Holder and her husband Larry are representative of the young people who work at Firestone Textiles Company, Bowling Green. Soon, Barbara

will have been with the company five years. She's been a splicer operator since May, 1968.

Larry is a Unifil fixer in the Weaving Department. Barbara's mother, Edith Wilson, is a reclamer in the Twisting department. Both Larry and Edith will soon have five years Firestone service.

## Scholarships FROM PAGE 1

Bonds in recognition of outstanding high-school achievement among the scholarship applicants.

Since the education-aid program began in 1953, Firestone has awarded a scholarship to 19 students from employee families of the Gastonia textile plant.

Of these, the most recent to graduate under the scholarship program is Richard Dale Carringer, son of Mr. and Mrs. Willard Carringer. Richard, who graduated from North Carolina State University at Raleigh last year, is doing postgraduate study in zoology at NCSU-R.

The most recent scholarship winners from Firestone Textiles Company families are from the Gastonia area. Laura Ann Hall, daughter of Mr. and Mrs. H. G. Hall, is in her first year at Duke University, Durham, where she is studying toward a planned career in oceanography. Samuel M. Rhyne, son of Mr. and Mrs. Samuel Rhyne, is a freshman in pre-law at UNC-Chapel Hill.

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