



Nylon Four-Ply 440 x 21

•• A roadworthy 1929 Ford Tudor Sedan, restored to its original glory, sports Firestone tires. Richard A. Webber, Industrial Relations

manager at Firestone's Bowling Green, Ky., plant, has owned the car for 12 years.

He drives it often enough to wear out a set of tires now and then. The Firestones are 440 x 21 size, four-ply nylon, in original tread design of the 1930s and 1940s. The

company still produces these tires, along with some other oldies, and makes them available through special outlets.

Webber had driven the '29 Ford to work on the day these photos were made in front of the Bowling Green plant.

UNITED WAY HONOR

Award Of Excellence

Firestone Textiles Company Gastonia employees have been honored through another in a long series of awards for outstanding participation in the United Appeal of Gaston County.

Firestone was one of 53 local business firms and other organizations recognized at the annual awards luncheon at Gaston College, Feb. 13. The plant was one of 18 firms presented the Award of Excellence, top United Way honor.

Other firms cited were presented the Outstanding Citizenship Award.

PEOPLE at Firestone in the United Way support campaign last fall pledged \$43,048.65, to become a major contribution in the overall county goal of \$631,-

000. A total \$677,000 was raised. The funds are undergirding 33 community services in Gaston County during 1973.

In the 1972-1973 funds effort, Firestone had the highest rate of giving per employee of all contributing organizations in the county.

At the awards meeting the new United Way campaign chairman, Albert Davis, announced plans to raise \$700,000 in this fall's fund-raising effort.

UNITED WAY is a volunteer organization supporting 33 member agencies which provide social, health or youth services to the citizens of Gaston County.

Firestone Textiles Company president James B. Call and division general factories manager F. B. Galligan are current members of the board of directors of United Way. John V. Darwin, administrative assistant to Mr. Call, has completed a three-year term on the board.

Some Suggestion 'Starters'

- Look around. Observe. Compare. Think things out, then suggest how. . .
- Reduce costs by cutting down on waste—both time and materials.
- Improve safety devices and programs.
- Eliminate unnecessary steps in production.
- Simplify handling of

paperwork and routine reports.

Combine two or more operations for efficiency.

Improve quality and serviceability of our product.

Increase the value of our goods and services.

Promote our company name, our products and our services.



Old & New

•• Closing out of cotton processing was the end of a long history of natural-fibers production at the Gastonia Firestone

plant. Roving (foreground) was last of this cotton operation to go—giving way to multifilament synthetic weaving of tire fabric on loom in background. Loom-fixer in photo is Martin Messer.

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Fourth HM Award

Mrs. Lucia Mercer, widow of Harold Mercer, presented the Harold Mercer Award to outgoing United Community Services president David Allen Smith at the 20th United Way annual meeting in early 1973.

The fourth to be presented, the award is given to retiring United Way presidents for their outstanding community service. It honors the memory of the late Harold Mercer, who helped pioneer the United Way in Gaston County.

MR. MERCER was for more 37 years an official of the Firestone company. In Gastonia from 1935 through 1968 when he retired, he was plant general manager and later division president.

He was one of the founders of the Gaston United Fund in the early 1950s, and served one term as president. For many years he was a member of the executive committee of Carolinas United, an association of United Funds and Community Chests in the two states.

A business must earn money. So, you have to watch it day and night. It must earn money, else it will fail. And failure means that you have played the game and lost.

Harvey S. Firestone
Men And Rubber 1926

GASTONIA
NORTH CAROLINA

BENNETTSVILLE
SOUTH CAROLINA

MARCH • 1973

BOWLING GREEN
KENTUCKY

Firestone

☆☆☆

NEWS



•• Two heavy snows slowed life in Marlboro County early this year, but some travel continued. This man and boy made it quite easily with a horsedrawn sulky—modified with wide rubber-tired wheels.

Within just 33 days, Nature pulled three big surprises on people in Marlboro County, S.C. Last of these three weather phenomena came Feb. 9, when the heaviest snowfall since 1916 visited the county.

The record snow, averaging 14 inches, began falling on a Friday and continued through the following day. It was the first blizzard Marlboro residents had seen.

Drifts built up several feet high in many areas. Highways were impassable, travelers were marooned. Most business stopped off.

A Winter Memory

On Jan. 7, the first snow of the season fell. It became glazed over with ice and stayed on the ground 12 days. Then a record 6-inch rainfall came within 6 hours. It caused flooding and drainage problems throughout the county.

Through the two heavy snows and a flood, people at the Bennettsville Firestone plant went uninterrupted, carrying on normal operations in factory and office.

BOWLING GREEN

Fabric-Treating Facility

September this year is the projected completion time for the major expansion program at Firestone Textiles Company's Bowling Green, Ky., tire-fabric plant.

The new facility, begun in September, 1972, will house a unit which will more than double the plant's fabric-treating capacity, according to James B. Call, division president.

WHEN the unit at Bowling Green is in operation it will be capable of processing up to 40 million pounds of nylon, polyester and Du Pont's new Fiber B per year. It will be the first large-capacity facility in the industry for treating Fiber B.

Firestone Textiles Company produces fabrics at Bowling Green, Gastonia, N.C., and Bennettsville, S.C., used in construction of tires and other industrial applications.

Through dipping, heating and stretching processes, fabric-treating units "temper" tire fabrics to minimize the amount of stretching in use.