

1974

Firestone

GASTONIA
NORTH CAROLINA

BENNETTSVILLE
SOUTH CAROLINA

BOWLING GREEN
KENTUCKY

NEWS

Firestone Textiles Company

IN RAW MATERIALS AND CHEMICAL GROUP

Firestone Textiles Company and its three plants—at Gastonia, N. C.; Bennettsville, S. C.; and Bowling Green, Ky.—is among seven divisions within a broad diversified products area of the Firestone Tire & Rubber Company.

The grouping was made in late 1973, when Jay H. Rosenson was appointed a company vice president responsible for operations of the newly-designated Raw Materials and Chemical Group.

BESIDES Firestone Textiles Company, the group includes Firestone Synthetic Rubber and Latex Co.; Akron; Firestone Synthetic Fibers Co., Hopewell, Va.; Firestone Wire and Cable Co., Danville, Ky.; Firestone Plastics Co., Pottstown, Pa.; Firestone Adhesives Co., Detroit, and Firestone Foam Products Co., East Providence, R.I.

Firestone Textiles Company had been under the broad diversified products grouping. A second group under that designation operates under Leon R. Brodeur. Rosenson and Brodeur,

both company vice presidents in former assignments, were appointed to their new jobs when the board of directors met in

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JAY H. ROSENSON

He is group vice president, raw materials and chemicals. Firestone Textiles Company belongs to this group within the parent company's diversified products operations.

December and announced reorganization of the company's diversified products management structure.

Rosenson and Brodeur took over the duties formerly held by Jack M. Cornely, who was made president of Firestone International Company.

OTHER executive changes at the same time were the appointment of Frank A. LePage as an executive vice president with responsibilities of the international and diversified products division; and treasurer Kenneth W. Reese as a vice president.

All these changes in executive management came when Raymond C. Firestone relinquished his position as company chief executive officer, to continue as chairman of the board of directors.

Richard A. Riley, company president since late 1972, succeeded Mr. Firestone as chief executive officer. Mr. Riley continues as president.

Jay Rosenson joined Firestone Plastics Company in 1952 and held technical service and sales positions until being named manager of marketing in the chemical division in 1964, and manager of marketing for the plastics division in 1967.

In 1971 he was made president of Firestone Plastics Co., continuing in that capacity until his promotion to vice president of the raw materials and chemical group.

• The world's first computerized form of machine was pioneered by the textile industry. It was the Jacquard loom of many years ago, and long before anyone ever heard the word 'computer'.

major amount toward the goals of all three annual United campaigns.

\$1.6 Million

TO UNITED FUND PROGRAMS

Put it all together and you have more than \$1.6 million. Firestone employees pledged that amount to United Funds throughout the United States in late 1973.

A survey by the NON-SKID, company employee publication in Akron, learned further of the UF contributions:

Combined with an additional \$350,000 in company gifts from plants, stores and sales offices, the nationwide Firestone contribution reached \$1,627,000.

Firestone contributions were made to some 75 United Fund, United Way and Red Cross organizations whose hundreds of organizations will help thousands of people during 1974.

Many of those thousands are Firestone people.

Throughout the country, United Fund-sponsored agencies are deeply involved in activities and programs to alleviate community problems and to create a wholesome environment for all citizens.

SERVICES aimed at helping the handicapped, controlling juvenile delinquency, providing job training and preventing family breakdown are but a few of the many challenges UF agencies meet every day.

All three plant communities of Firestone Textiles Company—Gastonia, Bennettsville and Bowling Green—have United programs. Contributions from Firestone people constitute a



Conserving Energy

FIRESTONE PEOPLE

Programs to conserve energy at Firestone plants in the United States and overseas produced an annual saving of five per cent of the company's purchased power and fuel costs, world wide.

The saving was made during the company's fiscal year ended October 31, 1973, said Richard A. Riley, president. Savings covered tire and diversified products plants in the U.S. and overseas.

The company-wide energy-conservation program has been in operation since late 1971.

"Firestone is making its energy-saving results public to let industry know that conservation programs work," said Riley. "Saving electricity and fuel is good national policy and good business."

TWO YEARS AGO managers of company plants made audits of fuel and power consumption.

The company's corporate engineering department issued a guideline booklet to help plant managers in uncovering energy-conservation possibilities.

Now, all plants are scheduling production machinery uniformly among all shifts to minimize demand for power at peak periods. Other facets of the program:

Continuing checks to stop leaks in steam, compressed air and water pipes and vessels to avoid heat losses, and turning off all fans, pumps, air conditioning, lights, and other equipment when not in gainful operation.

Firestone is establishing a special offices of energy conservation at its Akron headquarters and at 120 other facilities throughout the world.

The coordinator of energy conservation at each Firestone

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New 'Kitchen'

Ida (Mrs. Goldie) Byers of Bessemer City has been employed at the Gastonia plant 28 years—and all of this time (to mid-December) at Firestone Recreation Center. For the past eight years as hostess, she had as a main job the planning and cooking for dinner meetings, banquets and other functions when meals were served.

Now that the Recreation Center is gone, Mrs. Byers has moved to another "kitchen." It's the chemical laboratory at No. 8 Treating Unit.

As a lab technician, she tests incoming dip solutions, raw materials for tire fabrics, and finished dip.

•See 'Ol' House', Page 3



• Ida Byers making a chemical analysis to determine the zinc-copper balance of brass coating on steel tire cord.

Coordinators in energy conservation have been appointed at all three plants of Firestone Textiles Company.

Gastonia	Industrial Relations	Telephone 865-9531 Ext. 336	R. F. Johnson
Bowling Green	Industrial Relations	842-8123 Ext. 224	B. M. Jones
Bennettsville	Personnel Office	479-2871 Intercom #4	E. E. Fuller

Also, at the plants there is an Energy Conservation committee made up of representatives from the various departments. Names are posted on plant bulletin boards.

Yule Gifts To Children

More than 1600 children through age 13 received presents just before the Christmas time-out at the three plants of Firestone Textiles Company. The company-sponsored gifts were presented at gatherings in Gastonia, Bennettsville and Bowling Green.

The gifts are the 'main feature' of the traditional annual programs honoring employees' young sons and daughters and other children of employee households.