

## OFFICE OF Energy & Raw Materials

Berndt K. Lyckberg is coordinator of the newly-established office of energy and raw materials planning for the Firestone company.

In this new position Lyckberg analyzes needs, availabilities and priorities of petroleum-based materials and energy and explores possible joint ventures with suppliers, said Jay H. Rosensen, vice president for the chemical and raw materials division of Firestone. Firestone Textiles Company is a part of this organization grouping of the parent company. Rosensen said:

"WE BELIEVE this new office will be beneficial in developing strategy to assure a smooth flow of supplies between our various divisions and our suppliers."

Lyckberg started at Firestone in 1942; has served with several of the divisions which are involved in the new operation.

He became technical manager of the synthetic rubber plant in Port Neches, Texas, in 1954 and six years later was named technical manager of the plastics

facility in Pottstown, Pa. He later became project manager of the synthetic rubber plant in India and in 1966 was appointed production manager of the synthetic fibers operation in Hopewell, Va. In 1968 he transferred to the arsenal in Ravenna, Ohio, as technical manager.

He was named to his most recent position, senior project engineer for the synthetic rubber company in Akron, in 1971.

Lyckberg has a degree in chemical engineering from the Illinois Institute of Technology. He is a member of the American Institute of Chemical Engineers and the American Chemical Society.



Who's She?

Answer elsewhere in this issue.



### NEW WAREHOUSE

A warehouse providing 10,000 square feet storage-working space at the Gastonia plant is scheduled for completion May 1. The warehouse, to be located on the Dalton Street side of No. 8 fabric-treating unit, will be of steel, block and concrete.

It will be used for storage of Mead board,

for packaging of beams of fabric treated in No. 8 unit; and for drums of chemicals and other "dip" materials.

A loading-unloading truck dock will be located at the north end of the new facility, where a storage area for steel has been located. An access gate to the new warehouse opens onto Dalton Street.

Foundation outline, as seen in this photo, was begun in February.

### SCOUTS EMPHASIZE

## Fitness & Safety

Scouting's involvement in the Nation's bicentennial program will turn to a new program emphasis of fitness and safety this fall. Eugent LeGrand, president of the (NC) Piedmont Council, Boy Scouts of America, announced that the second year of the BSA bicentennial program will center around "Be Prepared for Life—Be Safe, Be Fit."

The Boy Scouts marked the 64th anniversary of the organization in February.

"BEGINNING Sept. 1, the new program emphasis will involve all 17,000 members in the Piedmont area. Local and unit activities will provide for conservation of our human resources," Le Grand said.

Among activities for the 484 packs, troops, and posts in the area are the Presidential Physical Fitness Award program and

the Presidential Sports Award in cooperation with the President's Council on Physical Fitness and Sports, and defensive driving courses in cooperation with local traffic-safety officials.

Other features are textiles, bicycle safety, aquatics, furniture and Leadership Development.

Scouts who take part in the bicentennial activities will be eligible to receive colorful recognition emblems and medals.

Design of the 1974-75 awards show the Bunker Hill flag which "exemplifies the early Americans' drive to conserve their military genius and manpower in order to establish their new country."

Says William B. Straub, manager of tire testing for the company: "It is ironic that air pressure—one of the most vital factors in obtaining tire wear—is virtually ignored by most motorists, especially since the air is free."

## Going In March: It's Worth The Gas

FOR FUN & ADVENTURE

One observer of the seasons has said that "March is Winter holding back and Spring pulling." On the calendar, the third month means Spring comes officially, and in the Mid-South it's truly the beginning of bright and sunny months of outdoor living. With the "greenup" season arriving, it's a time for travel.

In the Carolinas and Kentucky—where Firestone Textiles Company has production facilities—the outdoors and special events are a special reason to 'get out and go.' It's worth the gas—or whatever it takes to enable you to travel.

So, here are some selected highlights of places and things going on this month.

**NC: Sports And An Antiques Fair** • Southern Pines has Horse Shows, March 24 and 31. Rockingham's 500 stockcar race is March 17. Southern Pines has its Antiques Fair, March 28-29. Close to Gastonia: Dogwood Open Chess Tournament, Shelby, 30.

At Gastonia's Schiele Museum of Natural History Planetarium during March: "The UFO Phenomena."

**SC: Garden Tours, Art & Coin Show** • Columbia has Art Shows, March 10-31; and in Charleston, 22-23. Charleston's history is highlighted in annual Tours of Homes and Plantations, March

21-April 15. Tours in Old Beaufort are March 29 and 30. Myrtle Beach has an Antiques Show, 22-24. Carolina Cup Races at Camden are March 31.

"Someplace special" this and any month is Georgetown's Rice Museum.

**Ky.: Dancing At Danville And Music Elsewhere** • Pioneer Playhouse State Theatre at Danville offers squaredancing every Saturday evening, year-round. Burkesville's Old Kentucky Barn Dance is "on" every Saturday evening the year-round.

Bowling Green has the State Music Festival, March 29-30.

**March In Other States** • Ga.: International Sports Car Show, Atlanta, 21-24; Arts & Crafts Fair, Albany, 30-31. Miss.: Lighted Azalea Trail Festival, McComb, 24-April 7; Home & Garden Show, Jackson, 29-31. Tenn.: State Coin Show, Chattanooga, 22-24; Arts & Crafts Mart, Kingsport, 29-31. Va.: Highland Maple Festival, Monterey, 23-24 and 30-31.

The Textile Museum in Washington, D.C., has an exhibition of folk costumes from the highlands of Guatemala continuing into early May. At the Museum on S Street NW, hours are 10 a.m.-5 p.m., Tuesdays-Saturdays.

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## We Have Plans & People

Concluding remarks by Richard A. Riley at a meeting of The New York Society of Security Analysts, December 19, 1973. Mr. Riley is President and Chief Executive Officer of The Firestone Tire & Rubber Company.

• What about the overall picture for Firestone? We think it is excellent. We are well equipped technically, financially and with people to take advantage of the growth that we see ahead for our industry.

I particularly stress our strength in people because the vigor, loyalty, judgment and skill of Firestone people throughout our organization represent a reservoir of management and other talent that we will draw on in the years ahead to lead and sustain our progress.

We expect to maintain and enlarge our share of market down the road. We have the plans and the people to do so.

Our 1973 annual report carried a line on its cover that identified what was inside as "a report of continuing growth."

As far as we are concerned, that is more than a slogan.

It's a promise we intend to keep.

### FIRESTONE TEXTILES

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