

# Firestone

Gastonia  
North Carolina

## NEWS

Bennettsville  
South Carolina

Bowling Green • Kentucky

### Company Will Spend \$330 Million

•• Firestone plans to spend \$330 million on expansion and modernization of plants and equipment during fiscal 1975, based on the "need to be ready for the growth we see ahead," according to company President Richard A. Riley. Reported capital expenditures in 1974 were \$329 million.

"Our long-range outlook is excellent, the medium-term picture appears fairly strong and we expect to be able to manage our way through the short-run crises that may beset our economy as a whole and our industry in particular," Riley told those at the annual meeting of stockholders.

Of prospects for the tire in-

dustry, Riley said some 70 million cars and 280 million tires on the road are 2 years old or older. The president added:

• This is a big market for replacement tires, and we are ready for it . . . ready for it in the rest of the world, too, where the auto population generally is growing at a faster rate than it is in our country.

• Original-equipment passenger car market will be dominated by radials in 1975, with 70 per cent of all new cars using them. Even with reduced new car production, the number of radials is expected to reach 27.2 million, a 34 per cent increase in original-equipment usage over 1974.

• Replacement market for radials should reach almost 36 million units in 1975, a 17 per cent increase over last year.

### Enrollment Up At NCVTS

In late January, enrollment at North Carolina Vocational Textile School was up to 254 students, about 100 more than normal. Although the recession has cut down on textile employment, the increase in students reflects a pattern that "when mills slow down, people have more time to go to school and upgrade themselves," said John Jenkins, the school's director.

State-supported NCVTS at Belmont trains people for supervisory and other jobs in the industry. It has a staff of 13 fulltime and 6 part-time instructors.

To take care of the enrollment, new sections in the winter semester have been added and day and night classes are offered. There are 2-year degree and 1-year diploma programs.

Clemson, Georgia Tech, Philadelphia College of Textiles, and Southern Technical Institute of Marietta, Ga., accept transfer students and give credit toward bachelor of science degrees in textile management.

Tuition is free to North Carolina residents.

### Some Snow On The Mountain

Shadows On The Slope • Mandy Farmer (r), daughter of Mr. and Mrs. B. R. Farmer (he is in Firestone Process & Product Development) was with a number of Firestone people who went from Gastonia to ski in the Boone-Blowing Rock area in January. They made 2 trips. Included were Boy Scouts from Troops 21 and 523. Scoutmasters Farmer and Harry Laver (Firestone comptroller) accompanied the groups for beginners' instruction and a "skiing good time."

### First-Aid Course

A 3-week standard First Aid course at Firestone, Bennettsville, had Dana Crosland as instructor. He is retired from the Bennettsville Post Office.

Those who received certificates upon completion of the course in the Firestone Activities Building: David Coleman, Charles Sweatt, Mary Oliver, Redona David, Faye Shankle, Jack Anderson, Margaret McCaskill, Lewis Cook, J. W. Mudd, Geraldine Strickland and Teddy Stubbs.



• Marty Duckworth of Main Office (Cost Accounting) recorded this view of Firestone tower landmark and the Flag flying high above the plant neighborhood.

February • 1975

### Acorn To Zag

•• Snow and Ice in August: Hotspot even in the dead of Winter. And Goody, OK, Smile and Joy in all seasons. They're names of communities in Kentucky.

The list of interesting place names in the State is long. So, these are just more of a Sample (that's a place, too!):

Acorn, Amos, Beefhide, Blackjoe, Brandy Keg, Dogtown, Ever, Grab, Gullett, Gum Sulphur, Hard Money, Jinks, Kettle, Lick Skillet and Paw Paw.

Pee Vee, Peg, Pomp, Pride, Skate, Skullbuster, Sprout, Tongs, Turkey Foot, Vest, Wax, Win, Wisdom, Zachariah and Zag.

### \$18,610 To UGF

BOWLING GREEN

Bowling Green (Ky.) Firestone people pledged \$18,610 to United Givers Fund in the 1974-75 campaign. Contributions exceeded the figure of the year before, with 848 employees making Fair-Share pledges in the funds-gathering effort which carried over into the new year.

In January all industrial plants had completed their reports, as had schools, governmental agencies and utilities. Small firms, retail outlets and professions were yet to report.

In January, more than \$175,000 had been pledged toward the \$180,000 goal.

Chairman for the Firestone UGF solicitation were Jim Griffin, projects engineer; and Leroy Johnson, engineering aid. Several department managers, supervisors and other volunteers throughout the plant organization assisted Griffin and Johnson.

"We're pleased that our people were generous well beyond the \$17,000 goal of our campaign," said Griffin. A drawing from names of all those who participated in the UGF drive selected prizes. Winners, their departments, and gifts provided by the company:

Robert Furkins, Maintenance, GE television set; Virginia Carver, Twisting, GE clock radio; Betty Hurst, Twisting, Corning pie dish; James Hunter, Twisting, Black & Decker drill; Mary Liles, Weaving, electric grass shears; Johnny Simmons, Weaving, Coleman gas lantern; David Waller, Quality Control, popcorn popper.

Money raised through UGF goes toward support of 12 participating charitable, character-building and other people-help organizations during 1975.



### Retreading...

Enough to circle the earth 4 times at the equator. They're the more than 200 million tire casings discarded each year in the U.S.

The Tire Retread Information Bureau notes that retreads are a way of recycling tires while saving valuable crude oil reserves.

It takes 7 gallons of oil to produce an average auto tire, but only 2½ gallons to retread one.