



OCTOBER
1976

Firestone

Textiles Company NEWS

Gastonia
North Carolina

Bennettsville
South Carolina

Bowling Green • Kentucky

Changes at the Top

•• When Raymond C. Firestone retired Sept. 30, he had devoted 43 years to the company his father founded. The last of Harvey S. Firestone's sons to be active in management of the firm, he had been chairman since 1966. Mr. Firestone, 68, went beyond the general mandatory retirement age 65 through an exception made by the board of directors.

• The board elected Richard A. Riley the chairman, succeeding Mr. Firestone. Riley, 60, had been president since 1972. He continues as chief executive officer, the position to which he was first elected in 1973.

• Mario Di Federico, 55, who has been executive vice president in charge of North American tire operations since 1974, was elected to replace Riley as president. The changes were effective Oct. 1.

Speaking of Mr. Firestone's retirement, Mr. Riley said:

"DEPARTURE of Raymond C. Firestone from management of

the company his father founded marks the end of an era. The influence he and his family have had on the growth, development and progress of the company in the U.S. and throughout the world has been immeasurable and will be lasting.

"Mr. Firestone, his father and his brothers have given this company a unique and indelible character which will continue to affect its corporate destiny in years to come. Those of us who will be carrying on the Firestone heritage will miss the link with the company's founding and early history that has been represented up to now by the Firestone family's and Raymond C. Firestone's direct participation

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MARIO DI FEDERICO (left), president of The Firestone Tire & Rubber Company; and RICHARD A. RILEY, chairman and chief executive officer.



RAYMOND C. FIRESTONE
Chairman
Retired

TOWER OF GASTONIA
FIRESTONE TEXTILES

PLANT . . . "Before the leaves come down" beginning in October.

Saying Yes To Helping People

THE
UNITED
WAY

• In "this day and time, when even the bargains are becoming more expensive," there's still one bargain that's worth a lot more than it costs.

It's the United Way of giving in our communities. At Firestone Textiles Company's three plants in the U.S. and the areas in which these facilities are located, the United Way is a system of community and personal service year after year meeting a wide range of needs of people—needs that cannot be met in other ways.

One thing that makes the United Way such a bargain is all the free help it receives from the many volunteers in the many agencies involved and in the funds-raising campaigns each year. People not only give through pledges to the UW, but contribute

valuable time and effort to "make it work for all of us." In this community-humanity service, Firestone people are involved.

Still another reason why the United Way is such a bargain: Almost all the voluntary effort goes directly into the people-helping services in an annual effort that is more efficient than funding drives made oftener than once a year.

Over the past several years, Firestone people have responded to the United Way appeal with generosity in the every-fall money campaigns and through volunteer service. That good record continues during the 1976-77 campaign now underway in the three U.S. Firestone Textiles Company plants and their communities: Gastonia, N. C.; Bennettsville, S. C. and Bowling Green, Ky.

DF Group Met At Bennettsville

Nine technical people from Firestone plants in the U.S. and Canada were at the Bennettsville, S. C., plant Sept. 16 and 17 for the quarterly meeting of Firestone's Development Fabric Group.

This group meets to exchange technical information on processing of tire fabrics and the manufacturing and performance of tires into which the fabrics are built.

Attending the meeting were R. A. Martter, manager fabric

division, Akron, Ohio; R. G. Arthurs, manager adhesives department, Akron; J. F. Neeteson, technical service manager, Hamilton, Ont., Can.; H. O. Dynna, technical manager, Woodstock, Hamilton, Ont., Can.; W. H. Schneider, manager quality control and Donna Jones, junior engineer treating unit, Bowling Green, Ky.; S. L. Harlow, technical manager, Memphis, Tenn.; R. B. Hull, technical manager, Gastonia, N. C.; and Michael S. Flanigan, division chemist, Gastonia.

Singing The Firestone Theme

Since back in summer, John Davidson's nightclub act in Las Vegas has included a familiar tune—the theme song from Firestone's radio-tv commercials.

The singer and his writers put together a medley of 17 well-known commercial songs, including the Firestone theme. Davidson first sang the medley on his NBC television special last May, and in summer made it a part of his nightclub act.

Months earlier, the Firestone company gladly honored his request to use the song. Davidson said he liked the music very much and thought his audience would too.

Something To See

• Craftsman's Fair of Southern Highlands, Knoxville, Tenn., October 19-23.



• Gaston County, N. C. is in the center of the Carolinas Piedmont, and known far and wide for its major industry: Textiles. It is location of Firestone Textiles Company's headquarters.

Gaston, of which Gastonia is the county seat, was formed from Lincoln County in 1846. Its name is from Col. William Gaston who was an associate justice of the supreme court of North Carolina and an N.C. Congressman in the U.S. House of Representatives.

Doing some research in connection with the Bicentennial Year, Firestone News came across another Gaston—this one a community not a county.

Gaston County, N. C. and Gaston, Oregon

Textiles—And Onions Where The Lake Was

THERE ARE TWO places named Gaston. One is in Texas where, without a postoffice, the people receive their mail from Crandall. The other is in Oregon, and that's the subject of this story.

Information here on Gaston, Oregon, comes from Robert B. Roe, postmaster.

Gaston, Ore., like Gaston County, N.C. (and Gastonia, the county seat), is named for a person. That's not unlike multiplied thousands of other places and land areas across the country.

Although the area has some of the first donation land claims in the Oregon Territory, Gaston was named after the man who started the first railroad from

Portland to San Francisco. Joseph Gaston lived in a log cabin and had his warehouse on the site of the town which today has a population of around 500.

The place was named for him in 1869 and Joe Gaston was postmaster a while in 1877. Dating back to 1873, the postoffice today serves more than 150 miles of rural routes divided between two fulltime and one parttime

routes. There are some 40,000 patrons. With the talk nowadays of closing a lot of rural and smalltown postoffices, Postmaster Roe says that Gaston, a second-class office, has been asked to close on Saturdays (most smaller POs have been doing this already), and close during lunchtime on other business days.

"I'D GUESS that about 26,000 of the same 31,000 postoffices in the nation are smaller than Gaston's. But being in a metropolitan area now, anything can happen as far as our staying in business goes," the postmaster says.

Back to Joseph Gaston. Like

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