



WIRE
TO
WEAVE

Hundreds of strands of wire are woven into steel fabric used in Firestone steel-belted radial tires. Here, Firestone photographer Chuck Lyons, visiting from the company's Akron headquarters in 1976, examined the warp of steel during a production operation in Wire Weaving at the Gastonia plant. Worldwide, the tire industry annually builds more than 160 million pounds of steel wire into tires.

JANUARY
1977

Firestone

Textiles Company NEWS

Gastonia
North Carolina

Bennettsville
South Carolina

Bowling Green • Kentucky

A Record 1977 For The Tire Industry

Look for 1977 to be an all-time record year in the tire industry, with sales reaching 255.6 million tires of all types. (The previous record was 251.4 million sold in 1973.)

This outlook by Firestone board chairman Richard A. Riley pointed to the expected record sales also as being a gain of 10.9 per cent sales over that of 1976. The Firestone chairman said:

"This would set the industry on a new path of unit growth, expected to continue into the 1980s." He noted that the anticipated sales gains reflect growth expected in overall demands as well as replenishing of wholesale and retail supplies which were greatly reduced by the 131-day industry strike last summer. On the tire industry, Mr. Riley added:

- In dollar volume, significant gains are expected in 1977 because of the continuing increased marketing of radial passenger tires. In 1977, total radial passenger-tire sales are expected to reach 97.9 million units (in 1976 it was 81.3 million.)

This 20.4 per cent year-to-year gain in radial passenger tire sales should have a positive effect on the industry's 1977 dollar volume, net income and profit margins.

- Of the international market: The overall picture should be brighter than in 1976. Some pick-up is expected especially in Canada and Europe. In 1977

we expect the industry to move along steadily but not dramatically—with the second half of the year better than the first.

Mr. Riley said specifically of Firestone:

"WE EXPECT to strengthen our industry position in tires in 1977 in line with the expected growth of the market. And we are anticipating continued growth in our diversified, raw materials and chemical operations which—taken as a whole—were reasonably strong in 1976 and will be stronger in 1977."

They're Interested In GREAT

Three Marlboro County (SC) towns in a recent joint meeting discussed particulars on the S.C. Development Board's "GREAT Town" Program.

Bennettsville, the county seat, in late December was in its final seven-step program known as the Governor's Rural Economic Achievement Trophy (GREAT).

Interest created through Bennettsville's industrial recruitment efforts of the GREAT program extended to the other towns in the county—Clio, Mc-

Coll and Tatum. All three are hometowns of Firestone (Bennettsville) employees.

The GREAT Town program promotes community improvement; encourages and prepares for industrial development, and assists existing industry to expand operations.

In Bennettsville's GREAT effort, Firestone Textiles Company was one of 16 industries interviewed, and helped in promoting the development program.

Matching Gifts: \$2,159,407

It started in 1967 and from then through fiscal 1976, the Firestone Matching Gift Program has helped colleges, universities and private secondary schools receive a total \$2,159,407.

During the last fiscal year, 683 employees and retirees gave \$131,631 which the company matched for a total of \$263,262. This was the second-highest amount in matching gifts in the history of the program.

Educational institutions (382 of them) received a total 752 gifts, reported the company's committee on contributions.

In fiscal 1975, 589 employees and retirees contributed \$95,993 to 273 schools. That year there were 684 gifts.

FOR 1976, Akron employees led with the most contributions, followed by company retirees, then employees at Gastonia, NC.; Quincy, Ill.; Pottstown, Pa.,

and district offices and stores.

Under the company Matching Gift Program, an employee, retiree or spouse of an employee or retiree can contribute up to \$1,000 per year to any accredited tax-supported college or university in the United States, or up to \$3,000 per year to any accredited private college, university or secondary school. Each contribution will be matched by the company.

Your donation must be at least \$25 per year, if it is to be matched by the company.

Suppose you want to contribute to a school and you don't know if it's on the accredited list. You can find out, along with any further information, by asking industrial relations manager or controller at any Firestone plant. Or, you can contact Martha L. Sample who administers the program at corporate headquarters in Akron, Ohio.



'Smog Hog' Going In

•• Installation of the new pollution-abatement equipment for No. 8 Treating Unit at Gastonia was completed in late December, with start-up scheduled for early January.

The main cleaning equipment, trademarked "Smog Hog," was manufactured by United Air Specialists of Cincinnati and installed by Industrial Piping Inc. of Pineville, N. C. Several Charlotte sub-contractors helped in the project.

In these photos, workmen were making

control connections and installing ductwork to join hot-air exhausts to the two electrostatic precipitators.

Projects engineer E. H. (Chip) Hurst explains its operation: The "Smog Hog" electrically charges the smoke particles from the Unit, then collects them on the thousands of vertical plates. Polluting particles are thus short-stopped, removed and disposed of before they get out to the environment. Says Hurst:

"The electrostatic-collecting principle is illustrated when children at a birthday party rub a balloon against fur and stick the balloon to a wall."

Equal Employment Opportunity

Firestone has continually stressed its commitment to Equal Employment Opportunity, so that all employees would be aware of this policy.

As a part of the company's concern for its employees and to improve on communication, we again identify our Equal Employment Opportunity coordinators at the three plants of Firestone Textiles Company:

S. E. Crawford	J. C. Claypool	Frances Fletcher
Gastonia	Bowling Green	Bennettsville

Any employee who wishes to discuss this program or its application is encouraged to do so with his or her immediate supervisor, department manager; or directly with the coordinator. Copies of our Equal Employment Opportunity policy statement are on bulletin boards throughout the plants. For a personal copy, see your department manager or the coordinator.

James B. Call
President
Firestone Textiles