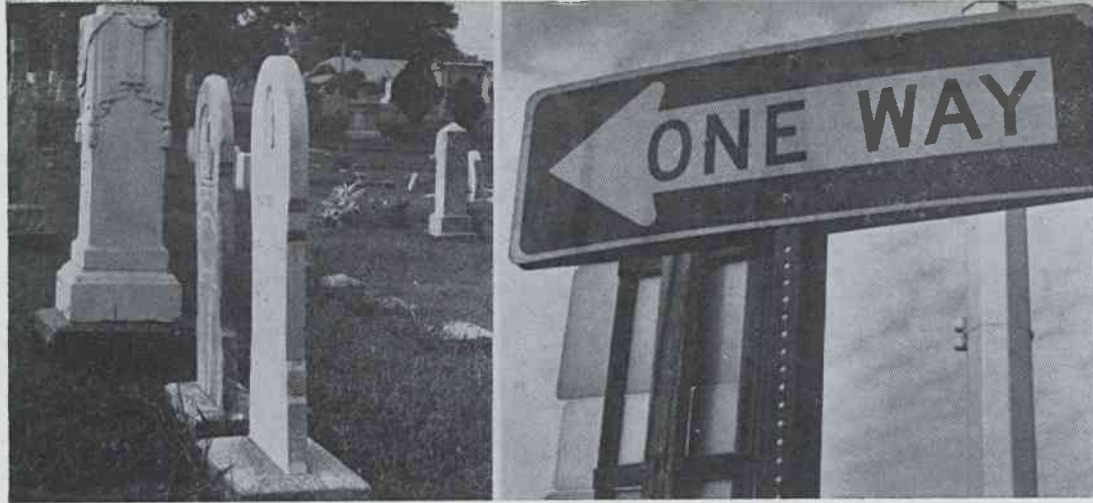


Goal: Help save gas

• Major product developments by the tire industry into the mid-1980s will aim at helping motorists and automobile manufacturers meet goals of reducing gasoline consumption. Firestone director of tire development, John D. Kelley, says tire engineers are helping improve gasoline mileage by designing tires to roll more easily on roads and highways. This means a car can travel the same distance on less fuel. He adds: "We also are working on ways to reduce weight of tires to make the car lighter. Basically, there are 4 areas in which to concentrate to lessen rolling resistance: Type of tire construction, inflation pressures, tread compounds and internal components."

GA manager

Charles T. Hagel is manager of government affairs of the Firestone company. He succeeds J. Y. McCollister who resigned to devote himself to business interests in Nebraska. Hagel is from North Platte, Neb. He joined Firestone in 1977 as associate manager of the Washington GA. office, after 6 years as a congressional aide. Before going to Washington, he was a radio/TV newsman in Omaha. He is a graduate of the University of Nebraska and Brown Institute of Radio and



'NO RETURN'

Looking Around Gastonia • This sign, intended for motoring people traveling east on Chester Street, appears to refer to the cemetery at Chester and Franklin Boulevard. Seeming to say "way of no return," the sign causes people to stop and look again.

Letter FROM TEXAS

"... Hoping everyone at Firestone Textiles doing real good," Horace Hines wrote in a letter to Firestone News last month. "I trust all the Girls and Boys had a real all-out good Christmas and will have a good 1979," he continued, adding "hope some day I can make it up that way to visit. May I say 'God bless you all.'"

Hines, going on 84 years, lives in Houston, Texas. When a young man he worked at Old Lory Mill (Firestone since 1935) in Gastonia. Back when production was all-cotton, he was a spinningroom sweeper. Hines retired from Houston (Texas) Cotton Mills in 1960. Television of Minneapolis. Hagel has spoken to civic, business and student groups in Bennettsville, Bowling Green and Gastonia.

He and Mrs. Hines have 9 living offspring. In the recent letter he mentioned his brother Houston as living in Union, S. C. Also, they have relatives in the Gastonia, Bessemer City, Kings Mountain and Charlotte areas. Horace and Houston sometimes meet in Atlanta and go from there to visit relatives. Last October they visited a sister in Buford, Ga. Remembering his Lory employment "way back," Horace used to swim on his time off—in the open pond behind the mill. It's now site of No. 8 treating unit and storage house.

Events & Places in N. C. • Franklin County & Louisburg College Folk Festival, March 21-April 1, Louisburg College. World Championship Old-Time Fiddlers Convention, March 23-25, Union Grove. Old-Time Fiddlers/Bluegrass, April 1, Mooresville. Annual Storytelling Festival, April 2-8, Capitol Square, Raleigh.

BY 1983 12.5 sales increase expected

In Firestone's chemicals and raw materials group, sales to outside customers are expected to increase at a rate of 12.5 per cent each year from 1978 through 1983. That was among the announcements to stockholders at the annual meeting in late January. The chemicals and raw materials group includes textiles—fabric for tires and industrial applications.

Chairman Richard A. Riley said that "the tires and related products" segment of the business for 1979 will be getting the major share of a projected \$250 million in capital spending. In the 2-year fiscal period (1976-1978) Firestone's worldwide capital spending for "tires and related products" reached \$331 million.

Among the 1979 capital allocations is part of the \$145 million to be spent by 1982 at the Firestone radial truck-tire plant near Nashville, Tenn. This is the biggest spending project at a single plant ever undertaken in the company's 78-year history.

Firestone also is installing latest equipment and technology at its 7 U. S. plants that produce radial passenger-car tires. The company also will spend more for tire capacity outside

the country. Expansion programs are underway in Brazil, Costa Rica, Mexico, Uruguay, Kenya, Thailand and the Philippines. Expansions and additional facilities are planned for plastics and foam operations, including a new 200 million-pound-capacity PVC plant to be ready later this year near Baton Rouge, La, and a new urethane plant to be somewhere in the Southwest U. S. In the diversified products group there is a predicted 9.5 percent sales gain annually. Expansion is on at plants producing wheels and rims, beverage containers, automatic air bags, bus bumpers and vehicle air springs.

Firestone people who buy the company's store products and services not only get substantial discounts and refunds—they help the company by giving the stores the business. In turn, job security.

Check tire FOR pressure THE MOST

One of the most critical factors in getting the best tire and fuel mileage of your vehicle: Proper tire inflation. Check tire pressure at least once a month. Under-inflation brings less tread mileage and too much pressure results in fast center-rib wear and maybe tire failure.

Save at least 1/3 loss of tread mileage and up to 1/4 loss of gas mileage and have a safer ride as you go. How? By tire rotation, correct air pressure plus wheel-balancing and alignment. Front-end alignment allows tires to roll straight (running crooked makes for irregular wear.)

Rotation adds considerably to tire mileage. For radials, rotate forward or backward on the same side. This will keep belts from reversing direction and causing uneven patterns of tread wear.

Too, needless tire wear and fuel use result from such habits as 'jackrabbit' starts, sharp cornering, too much hard-breaking and running beyond speed limits.



PAULA

LEND A

WANDA

Promotions at Bowling Green

• Three at Bowling Green Firestone Textiles were promoted recently: Paula A. Johnson to junior engineer, Wanda Carby to supervisor-inspections in Quality Control, and Lenda Moore to supervisor of the laboratory of Quality Control.

Ms. Johnson has been with the company at Bowling Green since August 1968. She has been supervisor of the Quality Control laboratory. Paula and husband Leroy (he is an engineering assistant at the Bowling Green plant) and their two children reside on Detour Road (Rt. 14), Bowling Green.

Wanda Carby, as Bowling Green since January 1973, had been a shift supervisor in Quality Control. She and her family reside on Rt. 2, Bowling Green.

Lenda Moore has been employed at Bowling Green since September, 1968. Before her recent appointment, she was Quality Control supervisor-inspections. Lenda and husband Larry (employed as supervisor-Weaving) reside on Rt. 6, Bowling Green.



\$2,000 TO ACADEMY

Through its Bennettsville plant, the Firestone company recently gave \$2,000 to Marlboro Academy. Bennettsville plant manager Ezra Perkins (right) made the check presentation. Others (from left): Ed Spence, Gordon Newton

(Academy Board member) and Dr. Jesse Crisler (head-master). Perkins commended them "for the fine job Marlboro Academy is doing in helping to meet the educational needs of the area."

The gift is a part of an ongoing program of the company's assistance to private secondary schools in areas where there are Firestone plants.

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• GASTONIA

Claude C. Callaway, Editor

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BENNETTSVILLE PLANT Frances Fletcher, Redona David, Margaret McCaskill, Jimmy McCaskill

BOWLING GREEN Larry E. Jones

• March rides in on a rushing wind. It usually departs more quietly, leaving behind a world renewed. Spring. "After the snow, the emerald leaves," wrote George Cooper.