

Firestone

textiles COMPANY NEWS

Gastonia
North Carolina

January 1981

Bennettsville
South Carolina

Bowling Green, Kentucky

1981 Scholarship Program

March 1 is closing date for applications in this year's College Scholarship Program. Completed applications, test scores and all other required material are due on that date in the Firestone Akron Scholarship office.

Among requirements are the SAT test scores. SAT examinations were held on Nov. 1 and Dec. 6, and the last one of the 1980-81 program will be on January 24.

High school seniors who are sons and daughters of employees and retirees are eligible to apply for the scholarships. Applicants are required to be in the upper half of their class scholastically, and must not have a brother or sister who has been awarded a Firestone Scholarship. Other eligibility requirements and details are in the Scholarship booklet which applicants received from plant Personnel offices.

EACH YEAR Scholarship winners are usually announced by early April.

From the Textiles division, current Scholarship students are Tina Renee Collins of Gastonia and Jacqueline Beth Wyatt of Bowling Green. Tina is in her first year at Wake Forest University, Winston-Salem, N. C., and Jacqueline is a senior at Western Kentucky University, Bowling Green.

In this academic year, Scholarship students are receiving from the company up to \$1,700 if attending a college or university operated by the local or state government, and up to \$3,400 if they are attending a private institution. Scholarships are conditional and renewable to the four years, or less that it takes a student to earn a baccalaureate degree.



● Chinaberry tree beside railroad spur line into the Firestone-Gastonia warehouse. The flowers and yellow fruit (here last season's crop) is known as soapberry in the Southern U. S., Mexico and West Indies.

\$207,335 matching funds

1,007 gifts to 570 schools

Colleges, universities and private secondary schools received \$207,335 in Firestone employee/retiree gifts through the company's Matching Gift Program in fiscal 1980. Firestone matched that amount, to make it \$414,670 total for support of education through the program.

This was the largest amount contributed in any year since the program began in 1967. The previous record of employee giving was \$194,801 in 1979.

Since 1967, the Matching Gift Program has sent \$3,697,032 to education. Employees/retirees and the company shared equally in these contributions.

In the fiscal year ended last Oct. 31 there

were 1,066 gifts to 603 schools, according to Aleta J. Richmond, coordinator of Contributions in Akron. The 1979 figure was 1,007 gifts to 570 schools.

Of the Matching Gift Program, a Firestone employee, retiree or spouse of employee or retiree can contribute up to \$1,000 a year to any tax-supported college or university in the United States, or up to \$3,000 a year to any accredited private college, university or secondary school.

For the company to match the amount, the contribution must be at least \$25.

Complete information and contribution forms are available at Firestone Textiles Company Personnel offices.

Energy saving 22 percent

In fiscal 1979-80 Firestone-Gastonia plant cut energy usage from 773,240 million British Thermal Units to 605,604 million BTUs. That was a 22 percent conservation rate.

Energy production efficiency per-pound product (fabric) increased from 13.06 percent saving over 1972 (base year for Firestone's energy program) to a 22 percent saving.

Dan Cronin, energy-use coordinator, listed some major factors that contributed to the plant's energy efficiency last year: Increased speed and better-sealed ovens on treating units, concentration of production on the more-efficient #8 Treating Unit, removal from service of the infr-red space heaters, transfer of excess heat from weaving area to #3 Treating Unit, and elimination of excess lighting around the plant.

TEXTILES DIVISION SERVICES TIRE PLANTS

Making fabric for tires is the principal task "cut out" for us at Firestone Textiles Company. Everybody who works in the division's plants, knows this. Easily overlooked, though, is the fact that we are the major supplier of reinforcement material to Firestone's tire-building plants, and that a good part of the business that "keeps us going" is outside sales in this country and to foreign markets.

In a series of meetings with employees last month, Division president J. B. Call talked of how the volume of fabric is directly keyed to the demand of products into which the fabric is built. Again, something easily overlooked. Mostly, this demand is tires—original equipment on new vehicles and replacements as tires wear out.

A smaller amount goes into tires for light vehicles—motorcycles, mopeds, motorbikes, bicycles. Still another small volume goes into industrial products, as fanbelts, seatbelts, webbing. Mr. Call spoke more of the two main areas of tires that mean the most business for the Textiles Division: Original equipment and replacement.

The slowdown we've experienced in the past year or so has been due mainly to the sag in auto sales and the advancing price of motor fuel. Other big causes have been the increasing use of radial tires with their much-longer life; and the running of smaller tires on the growing numbers of compact cars. All this means less fabric being built into tires these days. The average weight-per-tire has dropped to below a pound. And this means that our share of the business is being "spread thinner" all the time.

IN THESE DAYS of no-growth and declining market, with sharpening competition from all who are in the same business, profits in our industry have been below what we ought to have had to prosper—surely below that of the average industry in the country.

Where does this put us who continue to produce fabric for tires? We have to prove ourselves equal to the task, and worthy. It's more important than ever that we do everything we can to build the best quality possible into our portion of the end product. And do it at the lowest cost we can manage. The "edge" is very thin. On this our jobs depend—literally.

