

# Firestone textiles COMPANY NEWS

Gastonia, North Carolina • Bennettsville, South Carolina  
Bowling Green, Kentucky

April 1981

## Riley retired; Nevin Chairman



Nevin (left)  
and Riley

The president and chief executive officer of The Firestone Tire & Rubber Company, in February was elected to the additional position of chairman of the board of directors.

In that post, John J. Nevin succeeds Richard A. Riley, who retired March 31, in keeping with the company's policy: Mandatory retirement by age 65 for company officers.

Nevin, 54, has been with Firestone since late 1979 as president and chief operating officer. He was elected a member of the board in Feb., 1980; named chief executive officer in September, 1980.

Riley came to Firestone as an accountant at Fall River, Mass., in 1939. He has had sales, manufacturing and financial management positions in 5 company divisions, including the presidency of 4.

He is a member of Firestone's board of directors (since 1970). Before becoming president in 1972, his duties as executive vice president included responsibility for the company's chemical, diversified products and international operations. He became chief executive officer in 1973; was elected chairman in 1976.

• An average \$10.11 for purchase of Firestone Common Stock. Manufacturers Hanover Trust Company bought the stock at this rate during February, for accounts of participating employees.

**Stock bought  
at \$10.11**

MHT Company, trustee for Firestone's Stock Purchase and Savings Plan, figures 'average' per-share price by dividing total purchase cost of stock for a month by total number of shares the same month. February is the most recent report. As of late March there were 6,748 Firestone people enrolled in the Purchase/Savings Plan.

## Firestone U. S. Auto Club

Firestone Stores and dealers countrywide last October started offering customers the service, security, safety, and savings of the all-new Firestone-United States Auto Club. Membership by mail is a convenience added recently.

Major benefits the Club offers are emergency road/tow service; 24-hour toll-free telephone service; \$5,000 accidental death and dismemberment insurance.

A brochure gives full details on these benefits, plus other features, as Trip-routing-service, car rental, discount travel opportunities, emergency travel-

expense payback, arrest bond guaranteed bail/bond certificate, hotel and motel discounts, theft reward, legal defense reimbursement, and the Club magazine "Checkpoint."

Club membership is available only to customers having a Firestone revolving charge account. If you do not have Firestone revolving charge, but would like to join the Club, you can open a Firestone account and charge your Auto Club membership on it for \$2.50 a month.

The Club information brochure and revolving charge application are available from Firestone Stores and dealers and plant personnel offices.

## 'The Voice' of old

Recollecting "The Voice" • Just 6 years after the beginning of commercial radio in the U. S., "The Voice of Firestone" was a regular weekly network program. It is among the many programs described in Thomas A. DeLong's new book "The Mighty Music Box."

Company founder Harvey S. Firestone started the "Voice" series and took a personal interest in it. The familiar theme-song "If I Could Tell You," was composed by Mrs. (Idabelle) Firestone.

In the early days after its beginning in 1928 the program stressed popular show tunes and light classical melodies. In the early 1930s the show began featuring more serious music.

The company's long-lived radio series spanned nearly the whole Golden Age of musical radio and lasted well into the early TV era. It was the first program ever simulcast on both TV and radio.

Division plants of Firestone Textiles Company spent \$203,000 in 1980 to maintain equipment and facilities; reduce costs and improve productivity.

Charles S. Ford, the division controller, said this expenditure "equates to \$130 for every employee in the division." The \$203,000 applies to the Gastonia, Bennettsville and Bowling Green plants.

**'\$130**

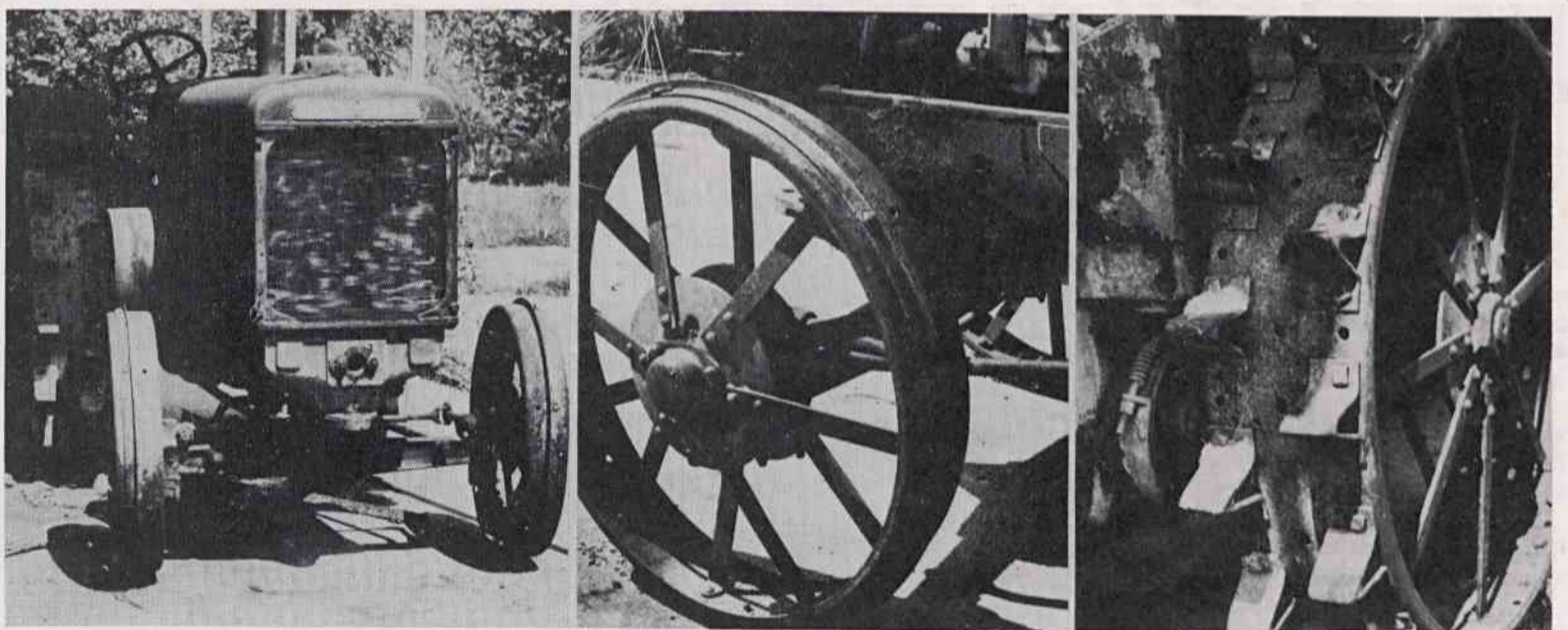
**for every  
employee'**

## Back to DST

We resume Daylight Saving Time the last Sunday in April. Set timepieces ahead 1 hour the 26th.

## EQUAL EMPLOYMENT OPPORTUNITY

Representatives  
at Firestone Textiles  
Company U. S. plants  
Gastonia  
S. E. Crawford  
Bennettsville  
Frances Fletcher  
Bowling Green  
Sal Costanza



• Company founder Harvey Samuel Firestone started the campaign to "Put the Farm on Rubber" in the 1930s. This (late 1930s?) McCormick-Deering tractor with steel wheels is a reminder of the "way it was." It was photographed in a farmshed on Hy 321 above Lenoir, N. C.

The "steel mule" was a major advance in farm power, following the ox, horse and (live) mule. The next big advance in this mechanical equipment was the rubber tire.

Back in the early 1930s, many farmers, makers of farm equipment, and tire producers believed that Firestone's idea of putting the farm on rubber was impractical.

**JUST THE SAME,** Harvey Firestone had his engineers develop the first practical low-pressure pneumatic tractor tire. He introduced it to the market in 1932.

Rubber-tired tractors saved considerably on gas consumption, added efficiency, saved time, and allowed more comfort for the operator.

Putting the farm on rubber led to the eventual saving to American farmers of multiplied-millions of dollars in fuel cost, time saved, and made the work tremendously easier. And it opened up a new market for Firestone and the whole rubber industry.

**THE NEXT  
BIG ADVANCE  
WAS THE  
RUBBER TIRE**