

# Firestone NEWS

Fibers & Textiles Company Gastonia, North Carolina • Bennettsville, South Carolina  
Bowling Green, Kentucky • Hopewell, Virginia • Woodstock, Ontario, Canada

February 1982

## Fibers & Textiles Division in . . . North American Tire Group

North American Tire Group (to which the Firestone Fibers & Textiles Company belongs) operates 12 tire, tube and rubber compounding plants, 7 raw materials operations and 3 major testing facilities in the United States and Canada.

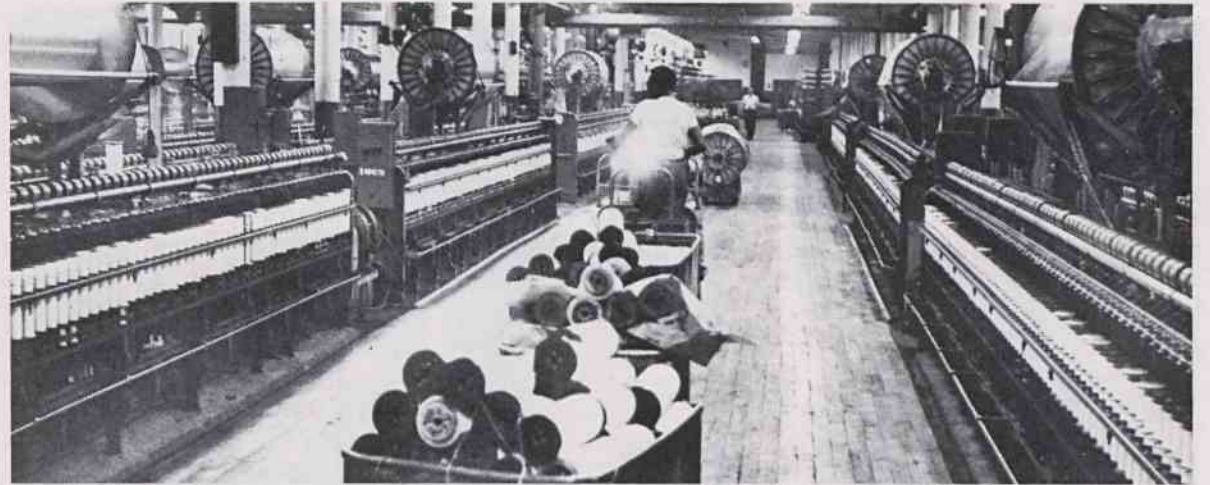
The group is responsible for the development, engineering, testing and production of tires and the manufacturing of 2,500 types and sizes of tires for passenger cars, trucks, buses, farm and off-highway vehicles.

In addition to Firestone tire lines, the group produces and markets Dayton tires (an associated tire line), and makes other private-

brand tires for mass distributors. The group also handles sales to original-equipment manufacturers.

•Firestone Fibers & Textiles Company produces nylon and polyester yarns. It weaves these yarns (and others from outside suppliers) into cord fabric materials for use in tire plies for Firestone and outside customers. The division also produces resins for sale to outside customers.

This profile of a major group of The Firestone Tire & Rubber Company is updated to late January, 1982. The company operates with North American Tire and 3 other groups: Sales & Marketing Operations, International, and Corporate Development.



Yarntrain • George Enlow Jr., beam & yarn handler in TC Twisting, hauling yarn to another cord-processing step before it goes to the looms to become tire reinforcement (Gastonia plant).

As of January the company was employing 73,000 people — 37,000 in the U.S., and 36,000 in other countries.

## 'Working' plans

•She spent nearly 33 years as a Firestone spinner, rewinder, splicer, roll-cleaner and cloth-burler. When Maude Guffey Peeler closed her career with the Gastonia plant in early 1978, she began "working" some of her plans for retirement.

First off, she joined a travel group on a tour out West — the high point, a visit to the Grand Canyon.

THEN for a "most rewarding involvement" she began volunteer service in home missions projects through the Southern Baptist Church. In this she pays her own way, usually getting room/board at a reduced rate, or free.

Maude's first summer as a volunteer was spent in a church-survey project in Toledo and North Boston, Ohio. The following year she was busy in Boston's inner city, doing missionary work.

LAST SUMMER she did survey and evangelistic work in White Sulphur Springs, W. Va. She is making plans to return to West Virginia this year.

Maude, who has traveled in 35 states, says:

"I plan to make the others before I quit going. . . Retirement's great if you plan for it, stay well to enjoy it, and stay involved in interesting things — especially rewarding projects that help others while you help yourself."

## 1982 Scholarships upcoming

Completed application forms, SAT scores and all other required material are due in the Akron company headquarters by the end of February. Winners each year are usually announced by late March or early April.

Scholarships are allocated to different sections of the country on the basis of proportionate Firestone employment. The Scholarships are now worth up to \$13,600 toward tuition fees, textbooks and expenses of room and board during 4 years college or a baccalaureate degree. Winners attend state or private institutions in the U.S., subject to Firestone approval.

BESIDES the Scholarships, Merit Awards and shares of Firestone stock are presented to applicants in recognition of outstanding high school records.

There were 28 Scholarships and 56 Merit Awards presented in 1981.

In the Textiles division last year, Sharon Doherty of Hopewell, Va., was a winner. Tina Renee Collins of Gastonia is a sophomore biology major at Wake Forest University, Winston-Salem, N.C. Jacqueline Beth Wyatt, last from the Textiles division to graduate on a Scholarship (1981), majored in business administration/computer science at Western Kentucky University, Bowling Green.

Yarn and fabric production facilities of Firestone's Woodstock, Ontario, Canada, plants have been a part of the company's textile division since October, 1974. Woodstock is the only outside-U.S. facility operating within the division — Firestone Fibers & Textiles Company.

Domestic plants are at Gastonia, N.C. (headquarters); Bennettsville, S.C.; Bowling Green, KY.; Hopewell, Va.

The original Woodstock plant was started in 1936. Today there are three plants principally supplying yarns and fabric to Firestone tire factories at Hamilton and Joliette in Canada. One of the plants produces synthetic yarns and the other two process yarns into cord fabric.

Harold O. Dynna has been general manager at Woodstock since 1976.

## Woodstock in F&T Division

### Re-Focusing

On Danville • The steelwire plant at Danville, Ky., is not a Firestone facility anymore. Tokyo Rope Manufacturing Co. purchased it in early 1981. (A story in the January Firestone News referred to the Danville plant as belonging to Firestone.)

The mention that the plant is expanding (also stated in the story) is in error, too. Danville was con-

fused with Firestone's Henderson, Ky., steel products plant which is in an enlargement project, expected to be completed in 1983.

The Henderson expansion will allow for doubled production of truck wheels and rims.

## Heavy-duty trucks on radial tires 'Quality — key to success'

More than half the heavy-duty trucks in the U.S. will be rolling on radial tires by 1983 year's end. And an increase of nearly 46 percent in sales of new trucks is expected by late 1986. That would increase demands for replacement truck tires to record levels by the end of 1989.

Robert L. Musel, Firestone's tire-marketing manager, made these forecasts last fall at the National Tire Dealers & Retreaders Association convention in Dallas, Texas.

Musel said shipments of radial-ply replacement truck tires are predicted to climb from the 1981 expected total 4.7 million units to more than 9.4 million units by 1986 — the radial percentage moving up from 41 to 63 percent. Total replacement truck tire ship-

ments are expected to increase from 11.4 million this year to 15 million by 1986.

Calling the trucking industry vital to the nation, Musel said: "We can't do without air, water or food, and we can't do without trucks." He noted the word 'Quality' is the key to success in the truck tire business. Now, more than ever, each customer is interested in quality service, quality products and quality personnel.

"These customers are ours if we have the best price. Remember, though, there's more to having the best price than just the lowest price. We can demand the best price if our customers perceive our companies as the authority for truck-tire sales and service in our marketing area."



•The heavier your car, the more gas it will use. Don't add to the problem by carrying extra weight when it isn't necessary.

For every additional 1,000 pounds, gas consumption can increase 1.5 to 2.5 miles per gallon, depending on the type of car.

So, travel light. Make 5 gallons do the work of 6. . . BE A GAS-WATCHER.