

Firestone NEWS

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

March 1982



JAMES B. CALL

An era of change

••The last 12 of James B. Call's 35 years Firestone service were spent in Gastonia as president of the fibers & textiles division. His work with the company, closed in February, was during an era of major change for the division, including the passing of the remaining cotton to all-synthetic production, new fabric-treating facilities, construction of a \$2.3-million warehouse, and consolidation of the Woodstock, Ontario, Canada, and Hopewell, Va., operations with the division.

Mr. Call graduated from Clarion (Pa.) State Teachers College in 1939 and considered a teaching career. Instead, he was a department store clothing salesman 2 years. Then he went to Penn State University to study engineering, took 2½ years out for military service in WWII; returned and finished his studies. That was the year he joined Firestone.

HE CAME to Gastonia in 1969 from an assignment as coordinator of manufacturing for the company's

rubber and metal products divisions. His earlier positions were in time study, as industrial engineer, production manager, administrative assistant to the general sales manager of Firestone Steel Products Company, director of manufacturing of non-tire divisions, and administrative assistant to the vice president of diversified products.

Mr. and Mrs. (Marian) Call continue living in Gastonia. She teaches commercial subjects at Ashbrook High School. He will pursue his special interests in music (playing piano), growing flowers, reading; teaching Sunday School at First Presbyterian Church, and active as a member of the board of directors of Schiele Museum of Natural History (he will become chairman in 1984).

The Calls have a daughter, Marina (Mrs. James) Stockdale, Tampa, Fla.; and a son, James B. Call III, Athens, Ga. There are three grandchildren.

President Noble

Ronald E. Noble, new president of the Fibers/Textiles division, has been with the Gastonia (headquarters) plant since last September. He was president of the Synthetic Fibers operation at Hopewell, Va., from late 1974 until his present assignment.

Mr. Noble, from Erie, Pa., joined Firestone's plastics division in 1953 as a process engineer. Four years later he was made group leader in vinyl resins and in 1959 became manager of the chemical pilot plant.

He was appointed technical manager of the chemical plant in 1964 and in 1967 made factory manager of that plant. A year later, he was named manager of the polyvinyl chloride resins plant at Perryville, MD. He became assistant to the vice president of the chemicals and raw materials division in 1974, a few months before being advanced to president at Hopewell.

Mr. Noble has a B.S. degree in chemical engineering from Case Institute of Technology. He is a member of the Society of Plastics Engineers.

He is married to the former Joanelle Waters of Aberdeen, MD.

James B. Call (left) and Ronald E. Noble,

President of the fibers/textiles division, with a pen & ink drawing of the Firestone-Gastonia plant tower. The drawing, a gift to Mr. Call upon his retirement, was done by freelance artist Keith Hart of Roanoke Rapids, N.C. Keith's father, Lewis Hart, is a lead frame mechanic in TC Twisting.

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Mr. Call, holding a "Best Wishes in Retirement" message prepared by the Gastonia Data Processing and Personnel and bearing the names of hundreds of employees. It, along with his 35-years service award, was presented at a retirement dinner in February. Other plants of the division sent similar greetings.

With Mr. Call (from left): Jay H. Rosenson, Group Vice President, Firestone Corporate Development; George W. Aucott, Vice President, Group Vice President, North American Tire Group; Ronald E. Noble, President, Firestone Fibers & Textiles Company; Leon R. Brodeur, Group Vice President, North American Tire; Ralph L. King, General Factory Manager, Firestone Fibers & Textiles.



\$44.5 m. energy savings

All Firestone operating groups improved their energy savings in fiscal 1981, making a 3.8% gain over the previous year. The North American Tire group and its raw materials operations improved savings by 6.37% and 3.57% respectively.

These savings had a major impact, since North American Tire and Raw Materials use 73% of the total corporate energy, said Donald Kline, manager of energy-utilization engineering. Both of these operations had an increase in production last year.

(The Gastonia plant — in the textiles division and belonging to North American Tire group — had an energy savings of almost \$60,000. This came about mostly from saving in water-use, refinements in pro-

duction processes, heat recovery in fabric-treating, and changes in lighting.)

Firestone's worldwide energy-conservation program saved the company \$44.5 million in operating costs during fiscal 1981. That's an annual savings of about 2.4 million barrels of oil.

Savings were realized despite a 16% annual inflation rate in energy prices. Firestone's total fuel bill for '81 was \$139.4 million.

The '81 savings, together with

OUR PRODUCTS

Steelex RTH

Firestone is supplying a radial tire for the fast-growing market of pickup trucks. The Steelex Radial Transport Highway (RTH) tire, introduced in late 1981, equips ¾-ton and 1-ton pickups.

First available in one metric size (LT 235/85R16), it will be produced

in other sizes by June 1982, when the RTH will be offered in the replacement market.

The company's general product planning department says the demand for radial light-truck tires is expected to increase steadily during the next 5 years. While the tire industry shipped some 3 million tires to this market last year, shipments are expected to reach 12 million units by 1986.

Mercer UW Award

Charles D. Massey, retiring president of United Way of Gaston County, NC (1981), received the Harold Mercer Memorial Award at an annual UW awards luncheon earlier this year.

The Award commemorates the longtime Firestone/Gastonia general manager, who was a founder and once president of United Fund, later United Way.

The Firestone manager, a native of Seymour, Ind., came to Gastonia in 1935 from Akron, Ohio, headquarters. Associated with the company's textiles for more than 35 years, he retired as president of the Division.

The Award is presented each year to the outgoing president of the county United Way. It was established after Mr. Mercer's death in 1969.

those for the 1976-80 period brings the savings for the 6 years the program has been in effect to \$162.5 million.

SP&S Plan improvements

A revised Stock Purchase & Savings Plan, effective March 1, has such improvements as:

- Liberalizing the withdrawal provisions
- Shortening the vesting period from 5 to 2 years
- Changing employee contribution rate in relation to service, to allow 6% of earnings for those with less than 20 years service, and 8% for employees with 20 or more years.

DETAILS of changes and improvements are in the new SP&S booklet, dated March 1. Through the SP&S Plan, the company adds \$1 to every \$2 an employee invests.

Personnel departments at all plants have the enrollment packet 55977. It contains an enrollment blank, and for those already participating, a form for changing contribution amounts.

As of the latest report (January), Firestone common stock for employees in SP&S was bought at an average \$12.48. At that time, 6,293 employees were participating in the Plan.



Firestone Fibers & Textile Company

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EMPLOYMENT
OPPORTUNITY
Representatives

Gastonia
S. E. Crawford

Bennettsville
Clifton O. Logsdon

Bowling Green
Sal Costanza