

Bennettsville, South Carolina • Bowling Green, Kentucky • Hopewell, Virginia

LET'S ALL KEEP  
**SAFETY IN MIND**

SAFE JOB PROCEDURES   SAFETY RULES   TEAMWORK   KNOW-HOW

**SAFETY is a year 'round job**

## Group C: 1st

Firestone Fibers & Textiles Gastonia plant remained in first place (late March) in its group among participating companies in the American Textile Manufacturers Institute's "Let's Make Textiles First in Safety" competition.

Firestone had moved from second place to first place in February. The plant is in Group C — plants or

firms having 1,000-3,099 employees. More than 100 companies or plants are participating in the ATMI safety promotion. It began in late 1981 and continues indefinitely. Awards are made annually.

ATMI is the industry's national trade association.

Firestone reports its safety figures to ATMI quarterly, to be entered with those of other participating firms in the same grouping.

The best safety record will win a First in Safety award in late 1982. Also in each group there will be an award for Best Improvement in Safety.

## Private Secondary Schools

**MATCHING GIFTS**

Although the Firestone Matching Gifts Program has been going almost 15 years, there may be some employees who are not aware that private secondary schools can benefit through the plan. It's more common to think of 'higher education' — colleges and universities — receiving the help.

Matching Gifts are intended to encourage employees to join in the financial support of needs and objectives of educational institutions and independent private secondary schools.

The Matching Gifts Plan has helped colleges, universities and schools receive upwards of \$3 million since the company started it in 1967.

THROUGH the program, an employee, retiree or director can contribute to any accredited tax-supported college or university in the U.S. and to any accredited private college, university or secondary school.

The Firestone Trust Fund matches each contribution, when applied for on a completed form accompanying the gift. Application blanks and copies of the revised Matching Gifts booklet are available at plant Personnel offices.

Matching gifts are made directly to the institution the giver designates. The beginning amount for matching is \$50; maximum is \$5,000 in any one year.

## 'Energy Turns The World'

•• "An International Adventure": The 1982 World's Fair, Knoxville, Tenn., May 1 - October 31. It will give you a glimpse of faraway lands and lots more with events and features planned around the theme "Energy Turns The World."

It is the first international exposition to be staged in the Southeastern U.S. since 1895, when Cotton States International Exhibition was held in Atlanta.

Major industries, nations and associations from all over the world will be represented. Daily events will include parades, celebrity appearances, games and arcades, amusements and a World Festival series of sporting events.

You can "Taste the World's Fare" — food from around the world: sidewalk cafes, specialty restaurants and many quick-service locations.

THE SUNSPHERE theme tower, with a restaurant on top, is the anchor attraction. The Fair, focusing on development of energy technology at the University of Tennessee, Oak Ridge and other nearby research facilities, is on a 72-acre site between downtown Knoxville and the University. Eleven million visitors are expected during the 6-months schedule.

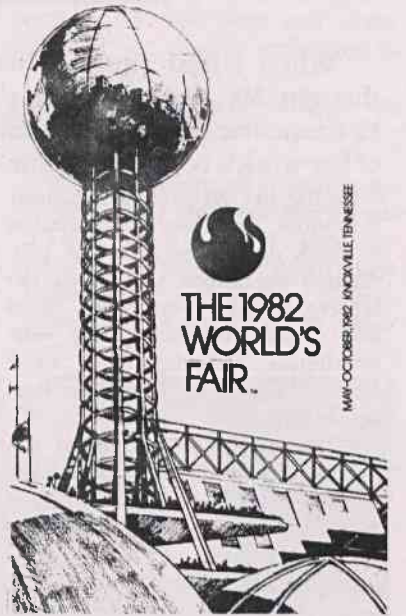
The Fair promoters report "ade-

quate" lodging facilities within a 200-mile radius of Knoxville, But demand will be great. If the Fair is in your travel schedule, here are some sources of information that will be useful for planning:

Accommodations: Knoxville-Official Hotel/Motel Housing Bureau. Call 615-971-1030. Lodging in private homes, apartments, condos, dormitories, call Lodging Services at 615-971-4000. Additional information: Write or call World's Fair Group Sales, P.O. Box 1982, Knoxville, TN 37901. Call 615-971-1600.

Campsites in Great Smoky Mountains National Park in NC-Tenn. can be reserved for Fair-goers. Make reservations through Tickertron, Box 2715, San Francisco, CA 94126.

Tennessee State Parks north of Knoxville offering camping facilities are Cove Lake, Big Ridge and Norris Dam (also has cabins). Reserve cabins by contacting park directly. For more information on these and other Tenn. State



Parks, write Parks Division, 2611 West End Ave., Room 103, Nashville, TN 37202.

For a free copy of "Camping in Tennessee" booklet (lists national forests, state and private campgrounds and facilities near Knoxville and across the State) write Tourist Development, Box 23171, Nashville, TN 37202.

Information and list of locations and facilities at several campsites in Western NC's Pisgah and Nantahala National Forests, write Box 2750, Asheville, NC 28802.

This "license" was displayed 74 years ago. It urged correct tire inflation for motorists on Firestone tires.

*OUR token of good will toward all Motorists who, in their loyalty to the Kingly Sport, are moved to heed the following Laws of Tiredom:*

Tires shall be kept properly inflated. A violation of this Law not only invites rim-cuts and blow-outs, but forfeits the tire manufacturer's guarantee as well.

## TIRE CARE Then & now

Firestone's continuing interest in tire "Air Care" has been going on for most of the life of the company. That interest has a message that bears repeating all along. . .

Back in 1908, Company Founder Harvey S. Firestone sent a "license" to "pleasure-car dealers and garages," outlining the "Laws of Tiredom." The poster was designed for prominent display, so the most customers could take note of it. The first "law" proclaimed:

• Tires shall be kept properly inflated. A violation of this law not only invites rim-cuts and blow-outs, but forfeits the tire

manufacturer's guarantee as well." Said another one:

• Rounding corners under speed, or slamming on the brakes too hard not only dazzles the eyes of spectators but is also destructive to the tires. The set of "laws" concluded with this promotional note:

• "The best protection against tire troubles which the Laws can give to Motorists is a set of Firestone Pneumatic Tires."

TIRE CARE then — and maybe even more so today — Any tire, no matter how well constructed and how good the material, may fail in use — from punctures, impact damage, the wrong inflation or other conditions resulting from use.