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# Firestone NEWS

Your Symbol  
of Quality  
and Service



**SIGHTSEEING**  
From Camp Firestone

## Oconaluftee

Camp Firestone on Lake James at Bridgewater in the Blue Ridge Mountains is now in its 28th season. The company-operated lakeside retreat is in business until October, offering play and relaxation to Firestone em-

ployees and members of their families.

Located in McDowell County in the "holiday highlands", the camp is headquarters for aquatic sports and leisure living. Besides, it is a departure point for sightseeing tours in a vast mountain empire.

The above Firestone News photo of the Oconaluftee River bridge at Cherokee suggests a wide range of interesting sightseeing at the Qualla Indian Reservation

and other points in the Great Smokies and surrounding areas.

An example is the Oconaluftee Indian Village, open May-October, where visitors can take a trip 5,000 years into history, when an ancient people lived and worked without the wheel, alphabet, or even iron tools of prehistoric Europe. In this Village is an 18th-century reproduction of community life before the white man settled the wilderness.

## 16th Award For Production Safety

For its high mark in production safety during 1962 the Gastonia Firestone plant has received a top award, presented jointly by the North Carolina Department of Labor and the United States Department of Labor.

The citation is the 16th honor the plant has won in consecutive years.

Symbolic of the achievement is an engraved bar which has been added to the series of bars attached to the display plaque awarded when the plant reach-

ed its ten-year record six years ago.

Safety supervisor Raymond Mack points out that if the outstanding program of injury control can be maintained, a second plaque will be forthcoming four years from now.

**FOR ITS** safety performance last year, Firestone earned distinction among North Carolina industries. The plant is one of only three industries in the State to achieve the 16-year record.

North Carolina Labor Commissioner Frank Crane made the presentation to plant general

manager Harold Mercer at the Eagles Club April 23. It was the annual Chamber of Commerce Safety Awards dinner meeting for business and industry.

At the meeting, Mr. Mercer was cited as being instrumental in bringing about this program that has advanced industrial safety in North Carolina.

Firestone qualified for the award on the basis of its low frequency rate of on-job injuries during 1962. Based on an averaged number of persons at work here during the year, the plant recorded more than two million production hours with just one injury that resulted in lost time. This put the plant far ahead of the Labor Commission's qualifying requirement (having an injury-frequency rate of 75 per cent or more below the statewide average for a given industry). The other ways to qualify for the award: By having a perfect safety record during the year, and by reducing lost-time injury frequency rate 40 per cent or more for a given plant or business below the rate for the year previous to the one for which award is made.

## AUTO DRIVERS | Steps To Better Performance

Traffic wrecks and resulting injuries to people are caused by many factors, safety leaders point out. From its accident-prevention research, Northwestern University's Traffic Institute staff recommends these steps to improve driver performance:

1. Aim high in steering. Glance well ahead at the center of the path your car should follow.  
2. Get the big picture. See all objects in the scene, and the ground around them. Don't try

to see everything in sharp detail, unless necessary.

3. Keep eyes moving. Move eyes to the rear, near, far ahead, and to both sides.

4. Leave yourself an out. Adjust pace to allow a stopping margin ahead, or a place to escape.

5. Try to make sure that other drivers, and pedestrians, see you and know that you are on the scene.

## Off-Job Safety Emphasis In May

"Away from the job—make safety pay" is the foundation idea of the traditional emphasis in Firestone U. S. and Canadian plants two months of each year—May and December. Because there are added hazards which can lead to physical injury during the "sunny months", May is set aside as the first off-job-safety month of the year.

Since May is the early part of the outdoor season in most areas, it is an appropriate time to stress safety consciousness and practices throughout the ensuing months of outdoor and other off-job activity.

Water sports, home projects and traveling are associated with the majority of injuries and fatalities every summer.

### Motor Vehicle Safety

Highlighting the May safety emphasis again this year is the motor-vehicle safety check operated at Firestone plants in states where local laws do not provide for auto safety inspection.

Dates for operation of the free safety-check lanes at the Gastonia plant are May 13-17. As in the past, lanes will be set up in the employee parking area off Firestone Blvd., in front of the plant. Hours daily will be 9 a.m.-

5 p.m., with no time out at lunch.

This is the sixth year the company will have sponsored the plant safety checks. In this service to employees and others of the several Firestone plant communities, the company works in cooperation with Auto Industries Highway Safety Committee, the Association of State and Provincial Safety Coordinators and Look Magazine.

Especially timely are the dates for the auto checks, just before the long Memorial Day week end. The free auto inspection is offered to all motorists in the community, as well as to Firestone people.

### Points of Emphasis

Stickers will be placed on windshields of vehicles that meet the required standards of

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## A TREE'S PERENNIAL STORY

Frank Montgomery is a man who believes in the Principle of Enduring Life. Every springtime, the stirrings in the roots and in the white beauty of his dogwood tree at 1022 West Seventh Ave. reaffirm his faith in the Renewal of Things. He planted four of the "tree of many legends" at his house in 1957; just this one survived. Frank retired from his job in the shop in Feb., 1958, after 40 years in a textile mill—23 of them with Firestone.