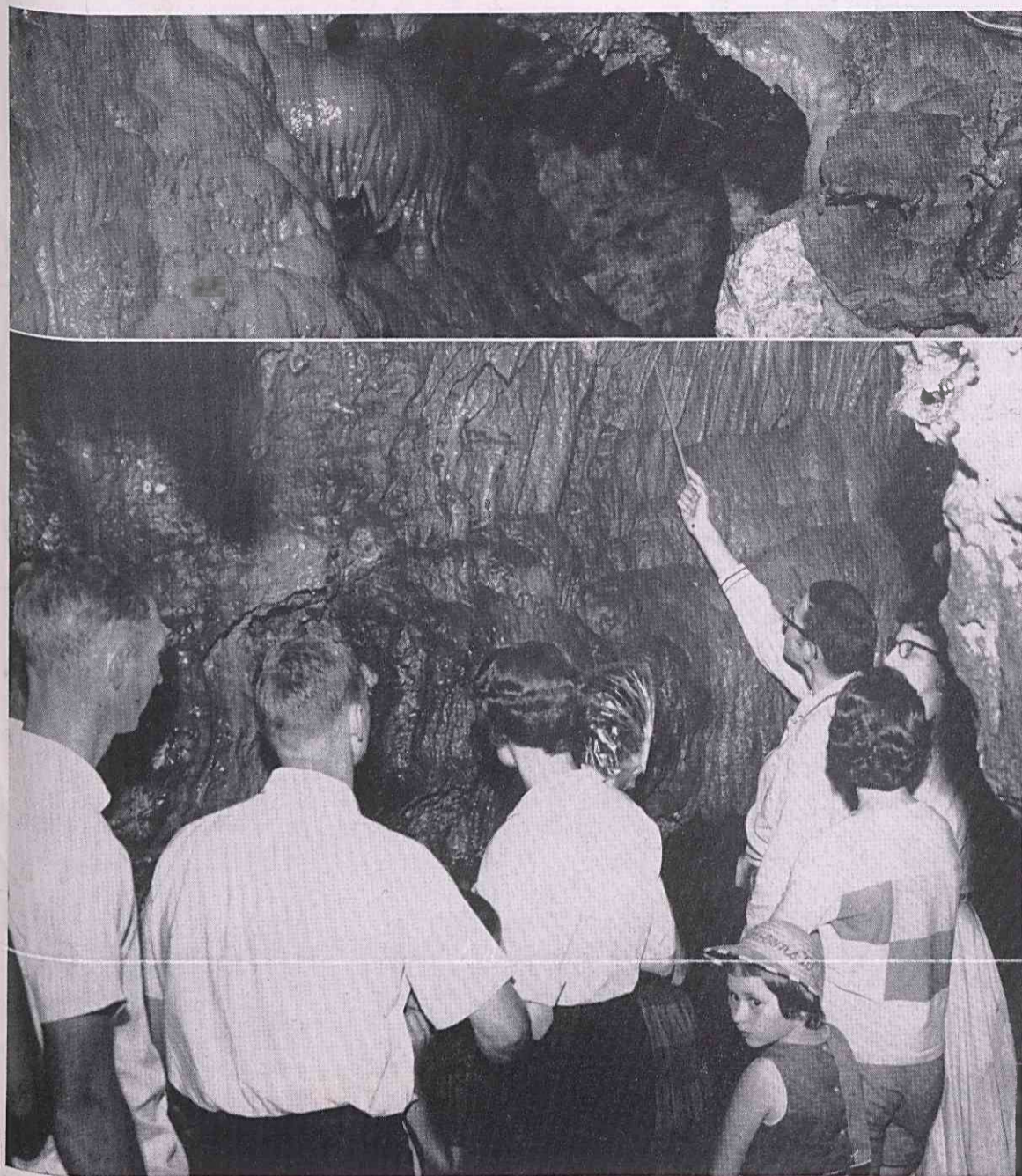


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NEWS

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SIGHTSEEING
From Camp Firestone

Subterranean Wonderland

Millions of years ago this continent creased into a smile and the Southern Appalachians came into being. Underground rivers teamed with wind and frost to begin their sculpturing. One of the results was Linville Caverns — only known underground passages of any size in North Carolina.

The Caverns are at the head of Linville Valley and Gorge in McDowell County

on US 221 and four miles south of the Blue Ridge Parkway. One of the many outstanding sightseers' attractions of the 'holiday highlands' and easily visited within a short traveling distance from Camp Firestone on Lake James near Marion, the Caverns lie deep inside Humpback Mountain.

Opened to the public in 1937, it is one of the state's year-round scenic wonders, visited annually by thousands from every state and many foreign countries.

Straight down for 1500 feet and beneath millions of tons of granite are a maze of tortuous tunnels, rooms, fantastic rock formations and "bottomless" pits carved into

the heart of the mountain by buried rivers centuries ago.

A tour takes 45 minutes. Guided parties leave every 12 minutes. Since parties must pass at wide points along the route, guides synchronize their watches and stay on schedule. Much of the walking is on paved and bridged walkways. Caverns are electrically illuminated—much of it in color to highlight the beauty of rock formations. (Photos: NC News Bureau)

New Manager At Firestone Stores

New manager of the Firestone Stores at Franklin Ave. and Marietta St. in Gastonia is Jim Moore. He replaced Charlie Moore who transferred to a Firestone Store in Spartanburg, S. C.

Jim Moore is a native of Woodruff, S. C. He has six years experience with Firestone Stores, working in Spartanburg,

Orangeburg, S. C., and Winston-Salem before transferring to Gastonia. He was a commercial salesman in Winston-Salem.

The new store manager, 32, served four years in the Marine Corps. He is a Baptist and a Mason.

Mrs. Moore is the former Betty Tippett. The Moores have two children.

Rayon accounted for 52½ per cent of all fibers used in the production of cord and fabric for tires in 1962. Nylon went into 40 per cent of the tire production, and cotton accounted for ½ of 1 per cent, says the American Textile Manufacturers Institute.

President Raymond Firestone New Company Chairman

Harvey S. Firestone Jr. has relinquished the title of company chief executive officer to his brother, Raymond C. Firestone, president of the company. Harvey S. Firestone Jr., chairman and chief executive officer since 1948, announced the responsibility change in May, after he had reached age 65.

He became actively associated with the company in Nov., 1920, having been elected a director in July of the previous year; was elected vice president in Oct., 1929 and president in Nov., 1941.

He is the eldest son of the late Harvey S. Firestone, who founded the company in 1900.

Raymond Christy Firestone, fourth son of Mr. and Mrs. Harvey S. Firestone, was born in Akron, Sept. 6, 1908. He joined the company in 1933 at Los

Angeles after completing the Firestone sales-class course. Subsequently he became a commercial salesman, store manager, district store supervisor and assistant manager of the company's southeastern sales zone.

In 1935 he was appointed Richmond (Va.) district manager, and a year later was assigned to the new Firestone plant at Memphis, Tenn. In 1937 he became president of the Firestone Tire & Rubber Company of Tennessee.

Raymond C. Firestone was elected a director of the parent company in Jan., 1942. He was transferred to Akron in early 1949, as vice president in charge of research and development. In Jan., 1954 he was elected executive vice president, and three years later was chosen president of the company.

Top Honor To Rickey Kessell

Awards To 35 Boy Scouts

Within a little less than three years in the Boy Scouts, Frederick Charles ("Ricky") Kessell has earned an outstanding record—crowned last month with the Harvey S. Firestone Jr. Scouting Award.

The son of Mr. and Mrs. A. C. ("Freddie") Kessell of 513 Beverly Dr., he received the company's highest honor for Scouting excellence at the annual awards dinner in the Recreation Center May 23.

Ricky, a member of Troop 21 sponsored by St. John's Methodist Church, joined the Scouting program in June of 1960. At 15, he is a Life Scout and holds 18 Merit Badges.

He chose to serve as junior leader for his Scout project, and is now senior patrol leader of his troop. Added to his Scout record are a list of outstanding achievements in school and church.

DURING the one-year period in which he was evaluated for

the Firestone award he made 15 advancements in Scoutcraft.

Ricky is the 18th winner of the Harvey S. Firestone Jr. Award at the Gastonia plant, and the first son of a Firestone Textiles employee to be accorded the honor. His father is a production staff assistant.

He received the traditional engraved Silver Medallion—symbol of the award named for the company chairman — and was presented a Certificate of Merit, a \$100 U.S. Savings Bond, and a check for \$15. The money was suggested for use toward expenses of a one-week stay at the Piedmont Scout Council's Camp Schiele in Transylvania County.

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Medallion Winner For 1963

Ricky Kessell receives Scout medallion from his grandfather, Nelson Kessell, retired Firestone Textiles plant superintendent. With them are (from left) the Scout's father, A. C. Kessell, Troop 21 Scoutmaster Daniel Hogan and plant general manager Harold Mercer. Ricky is the first member of an employee family here to win the top award.

