

ALMANAC

THE WEATHER

The May sun sheds an amber light.—W. C. Bryant
Among the changing months,
May stands confest/The sweet-
est, and in fairest colours drest.
—James Thompson

FLOWER: Lily of the Valley or Hawthorne

BIRTHSTONE: Agate (ancient), Emerald (modern)



A Doffer Thinks Out Loud • Now is a good time to plan some remembrances for Mother's Day . . . Remember May is off-the-job Safety Month and put its principles into practice . . . Observe Memorial Day in its original intended meaning . . . Forego a grudge . . . Appreciate the glories of Spring, as May walks the earth again.

May Is A Time Of New Life

May, the fifth month of the modern year, was the third month on the old Roman calendar. It is commonly considered the last month of spring. The name may have come from the Greek goddess Maia, mother of Hermes; or Maia Majesta, a local Italian goddess of Spring, whom the Romans believed could bless their crops.

Many ceremonies celebrated throughout the ages during May began from the month's position in the agricultural year. In the United States today, the most notable observances this month are Mother's Day and Memorial Day.

MAY DAY, celebrated in the U.S. and many other parts of the world, has been fixed by centuries of tradition for the first day of the month. In ages past, it was an occasion for rejoicing at the arrival of the season of new vegetation.

Today, ceremonies are remnants of the ancient agricultural and fertility rituals, when people paid homage to trees and leaf-covered branches, and the spirit of vegetation was symbolized by some living person. This led to the existing custom of honoring a Queen of The May.

In England of Chaucer's time, "Fetching Flowers" was a May Day ritual in which people made

It Happened This Month

May

- 1 First ad in an American newspaper, Boston News Letter, 1704
- 8 Rubber tire patented in England, 1847; first auto patent filed, Rochester, N. Y., 1879
- 11 Tubeless auto tire introduced, 1947
- 13 Capt. John Smith and settlers arrived at Jamestown, Va., to establish first permanent English colony in America
- 21 American Red Cross organized, 1881; patent application for demountable tire-carrying rim, 1906
- 30 Federal workmen's compensation insurance law enacted, 1908; first auto race on long-distance track, Indianapolis, 1911

trips to the woods to gather flowers to decorate houses and the village square. This came to be called "going a-Maying". As part of the festivities, celebrants chose the fairest maid of the village and crowned her with flowers as the Queen of May, and the people danced around her flower-braided throne.

ALONG with this custom was developed the practice of erecting a fixed staff or May Pole high as the mast of a 100-ton ship. To this the villagers suspended wreaths of flowers, danced around it and played games.

Police Cars Testing Firestone Tires

Firestone's continuing program of proving the excellence of its tubeless tires has led to a test project with the Gastonia police department.

Several cruiser cars here have been outfitted with the company's new whitewall, 2-ply Deluxe Champions in a beginning test plan which may continue over a 12-month period.

Luther Wilson, Gastonia city maintenance manager, said Firestone made the test tires available at no cost. Tires will be checked periodically, replaced according to details of the program, and kept in good running condition.

The company's extensive testing of its new 2-ply tubeless tire on taxi fleets, racing cars and elsewhere has already established a good reputation for the tires' performance, endurance and service.

Company engineers point out that the 2-ply tire's major feature is minimized heat buildup at sustained speeds, thus allowing for extended tire life.

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One thing you can still get for a penny is your incorrect weight.

FOR SAFE TRAVEL —

Check Driving, Review And Rededicate

Highway deaths in 1962 topped the 40,000 mark in the United States. Last year the highways were stained with blood of 48,000 persons. As 1965 is well along, the 50,000 mark is not far away.

Added to the deaths last year were 3,840,000 persons injured on highways, streets and roads.

Excessive speed still holds top place in the

list of injury and fatality causes, with driving on the wrong side of the road and reckless driving taking second and third places in that order. Add to driver error and bad judgment the mechanical malfunction of the vehicle as a major cause of highway tragedy.

And what can we do? For safe operation, check vehicles at the free Firestone inspection lanes this month. Review our driving habits and set out to improve them. Rededicate ourselves to practicing safe pedestrian habits and teaching them to other members of our families.

May is off-job safety month.



Ralph Johnson, manager of employee relations (second from right), presented a transistorized radio to each 4-gallon blood contributor (from left): Luther Brown, Gene Carson and Thomas Turner.

41 CHARTER MEMBERS

Optimist Club Organized

Thomas E. Gibson Jr. was elected president of the Optimist Club of Firestone which was chartered here in April. Freddie Elkins was chosen first vice president and Payton Lewis second vice president. Other officers are Luther C. Brown, secretary-treasurer, and Alfred Caskey, sergeant-at-arms.

The new organization has 41 charter members, all employees of Firestone or members of Firestone families. The club, sponsored by the Gastonia Noon Optimist Club, meets at Firestone Recreation Center the first and third Tuesday evenings of each month.

It is the first Optimist club to be organized with a trade name in its title. President Gibson points out that this was approved by Optimist International, with the stipulation that the club be operated as a project of the total plant community.

Selected as members of the board of directors were Ray Thomas, Carl Stewart Sr., Earl Redding, Ken Stephenson, Oliver Hardee and Thomas A. Grant.

Charter members other than the officers and board members are: W. B. Ward, Jesse F. Liles, Deaver Jolly, Melvin Stewart, William Barnhill, Denny Dockery, Larry Z. Thomas, James G. Burr, Ira Neil Broadway, Leroy Posey, Willard Carringer, Robert L. Ramsey.

Also J. A. Haney, J. G. Tino Jr., John Mercer, Lee Norville, W. C. McGinnis, Thomas Case, Hal Dean Crawford, Elam Kaylor, Ben T. Hanna, Milligan Ramsey, James Reel, and O'Neil Gamble, Roland Jolly, Horace R. Hughes, Cramer McDaniel, Frank E. Capps, William Collins Jr., and Ronnie Rumpfelt.

One of the club's first projects is sponsorship of a Little League baseball team.

They Gave Generously

At a Recreation Center luncheon in April the company and the local Red Cross recognized Firestone blood donors who had established 1, 2 and 4-gallon records. One-gallon donors were presented a sterling mechanical pencil engraved with name and blood contribution; the 2-gallon donors received a sterling engraved pen. Those honored (front row, from left):

Coy Bradshaw, Joe Givens, Lloyd Hope, Opal Bradley, John Fender. Second row: Deuel Redding, Horace Hughes, Lennell Keenum, Coy Davis, Hansford Wilkes, James Burr and David Smith.

Bradshaw, Givens, Redding, Hughes, Keenum, Davis and Wilkes have 2-gallon records; the others, 1 gallon. Not in picture: Dillard Palmer and C. M. Parham, both 1 gallon.

IR Manager Heads GPA

Alvin Riley is president of Gaston Personnel Association for the 1965-66 year. The Firestone industrial relations manager was chosen last month to head the organization which is made up of people in administrative personnel work or related fields.

GPA membership embraces Gaston County and portions of three adjoining counties. The Gaston unit is one of five chapters in Region 2 affiliated with the American Society of Personnel Administration.

Speaking Of Ill and Pleasing Ware . . .

As Firestone people conscious of the quality we strive to build into our company's products, we subscribe to a truth expressed by the ancient Roman poet, Plautus:

"Good merchandise finds a ready buyer." In later times, the English writer George Herbert, enlarging upon Plautus' observation, noted: "Ill ware is never cheap. Pleasing ware is already half sold when it reaches the market."

William Buchanan

Memorial services for William B. Buchanan were conducted April 14 at Beech Avenue Baptist Church and interment was in Gaston Memorial Park.

Buchanan, a Firestone employee for 30 years, was a weaver. Several years ago a photograph of his hands holding a

shuttle as the symbol of his trade won for Firestone News first award in industrial competition of the South Atlantic Council of Industrial Editors.

Buchanan was a deacon and treasurer of Beech Avenue Church. Surviving are his widow, Delia Beaver Buchanan—a Firestone retiree—a son, 2 daughters, 2 brothers, 6 sisters and 12 grandchildren.