

# Firestone NEWS

Your Symbol  
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and Service



COMPANY  
ANNIVERSARY



LOOKING  
AROUND From Camp Firestone

## Sidewalk Art; Spanish Village

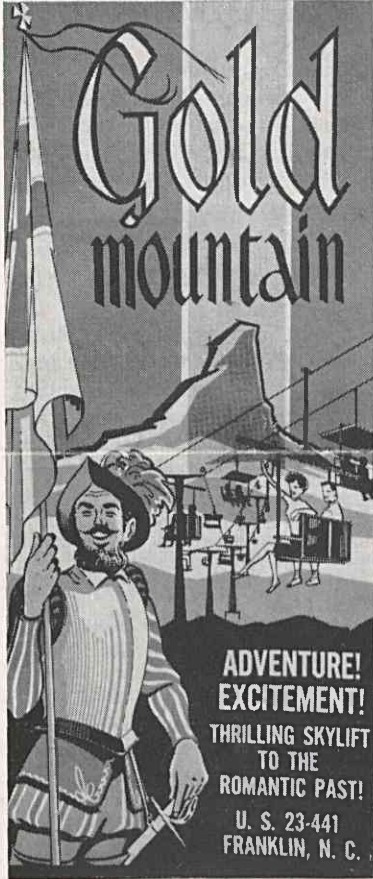
Camp Firestone in the Southern Blue Ridge is a favorite recreation playground on Lake James—the season for employees and family members now in full swing.

Camp Firestone is also gateway to adventure, fun, variety and contrasts in a far-flung empire of the Southern Appalachians.

• The sidewalk arts-crafts show is 'trademark' of the mountain resort town in summer. This Firestone News photo is of the show on Asheville's picturesque Wall Street, the next one the first week in August. Hendersonville and Burnsville are among several other towns with sidewalk arts-and-crafts shows.

• One of the mid-South's newest 'holiday packages' is Gold Mountain near Franklin, its hilltop attraction built on the exploration stories of early Spaniards in their quest for gold in Western North Carolina.

A skylift hoists visitors 4,000 feet up to an authentically-reproduced Spanish vil-



lage. Besides the village layout with its continuous Indian and Spanish skits reminiscent of the times of explorer Hernando De Soto, there are a cantina, gift shop, photo shop, gold-panning adventure and other attractions.

## 65 Years Of Progress

At the turn of the century when industrial life was gaining momentum, but when much of the transportation of the country was still hitched to 20 million horses, Harvey S. Firestone founded a new business.

With a tire-mounting patent, assets of \$20,000 and a full measure of vision, The Firestone Tire & Rubber Company was incorporated on August 3, 1900. Purpose of

the company was to sell solid-rubber tires for horse-drawn carriages and the few electric, steam and gasoline-powered automobiles then in use.

## Firestone Tires On Winning Cars

AT INDIANAPOLIS 500

For the 42nd consecutive year, winner of this year's Indianapolis 500-mile auto race was on Firestone tires. Jim Clark of Duns, Scotland, rewrote the record books as he came in first, nearly two laps ahead of Parnelli Jones.

Clark set a record for the 2½-mile track of 150.686 mph. Finishing third was rookie Mario Andretti; Al Miller was fourth and Gordon Johncock, fifth.

Eleven of the 33-car field finished the race and nine were on Firestones. Of the 11, nine drove rear-engine cars and five were rookie drivers. Firestone was the only tire manufacturer able to equip the heavier, front-engine roadsters.

For the second year in a row, the Firestone finishers went all the way without a tire change except Len Sutton who made a precautionary change after a spin caused a flat spot on a tire.

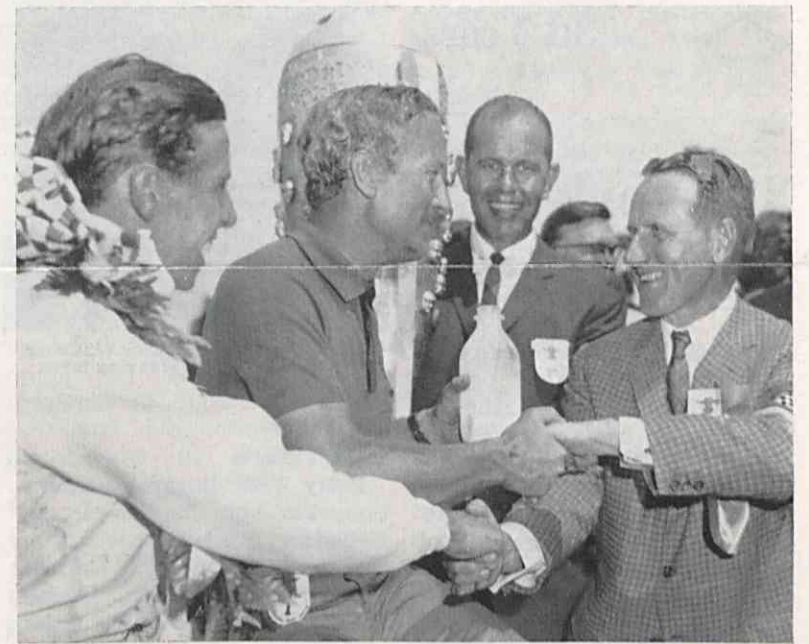
The designer of the Lotus Ford car which Clark drove to victory, said, "The tires performed great . . . they weren't even half worn at the end of the race."

Driver Clark said, "I felt secure and safe all the way on the Firestones."

Firestone fuel cells, on 25 of the Indianapolis racers, were credited with making the month of May at the Speedway the safest ever. The cells were installed inside metal tanks on cars. The rubber cells contain a

cellular material which keeps fuel from sloshing.

**WINNER'S CIRCLE** — Raymond C. Firestone (right) congratulated Jim Clark and Colin Chapman, designer of Clark's winning car.



GO TO SCHOOL AND GET...

## A Refund On Tuition

Further your formal education, and if you satisfactorily complete the study, Firestone will pay you back the tuition fees you have advanced.

This provision for employees who take college and university courses, adult education classes and approved correspondence work is another of the several aid-to-education benefits which the company offers its people.

The program is subject to certain restrictions and exceptions, says industrial relations manager Alvin Riley. His department has details on the plan, as well as information on courses available at area and state colleges and universities, adult education programs and correspondence schools.

Company training director Glenn Cross writing to plant manager Harold Mercer, noted: "With new developments taking place at an ever-increasing rate in our business, it is most important that we encourage more of our people to continue their formal education. Broaden-

ing our Tuition Refund Program to include correspondence work should allow even more of our employees to enroll for study."

In the Tuition Refund Program, courses are selected from published schedules of approved schools, and subjects are approved by the company before the student enrolls.

To meet approval, courses of study must be related directly to an employee's current work or to possible transfer or promotion, related to a college degree program which in turn is related to Firestone's business, or subjects giving a general broadening knowledge of value on any Firestone job assignment.

Classwork and study are done on the employee's own time.

According to Mr. Cross, more than 1,000 Firestone employees continue their schooling each year under the Tuition Refund Program. The recent approval of correspondence study and establishment of Gaston Community College have made the plan of added interest to Firestone Textiles people.

## Some Guiding Principles For Summer Safety

"Drive for a Safe Holiday" programs are underway this summer, being promoted nationwide by automobile and tire dealers. The plan, developed by Auto Industries Safety Committee, has been promoted twice a year since 1959. It highlights six good-driving principles.

Purpose of the program is to serve motorists with national, concrete tips that will make holiday-vacation driving safer and more enjoyable.

It stresses courteous, thoughtful driving—whether motorist is going across town or on a longer trip. Studies show that 3 out of 4 traffic deaths take place within 25 miles of home and half of all serious injuries happen at speeds of 40 mph or less.

Guiding principles of "Drive

for a Safe Holiday":

**CHECK YOUR CAR**—It carries the world's most important people. Have it safety-checked all over—brakes, tires, steering, all lights, exhaust, glass, windshield wipers and washers, rear-view mirror, horn.

**BUCKLE UP** to safeguard lives of passengers wherever you drive. Seconds will buckle a seat belt, an instant will release it.

**TAKE A BREAK** on long trips. Frequent rest stops will

help you arrive relaxed. Allow enough time so you won't feel rushed.

**ADJUST** your driving to road, traffic and weather conditions. Posted speed limits are for favorable driving conditions.

**ADOPT GOOD-DRIVING HABITS**, such as merging smoothly into traffic, keeping pace with other vehicles, signaling well in advance of your turn or change of lanes.

**PRACTICE COURTESY** everywhere—at intersections, when turning, while passing or being passed, at night when your headlights are bright . . .

Make courtesy your code of the road—it pays!