

# Firestone NEWS

GASTONIA

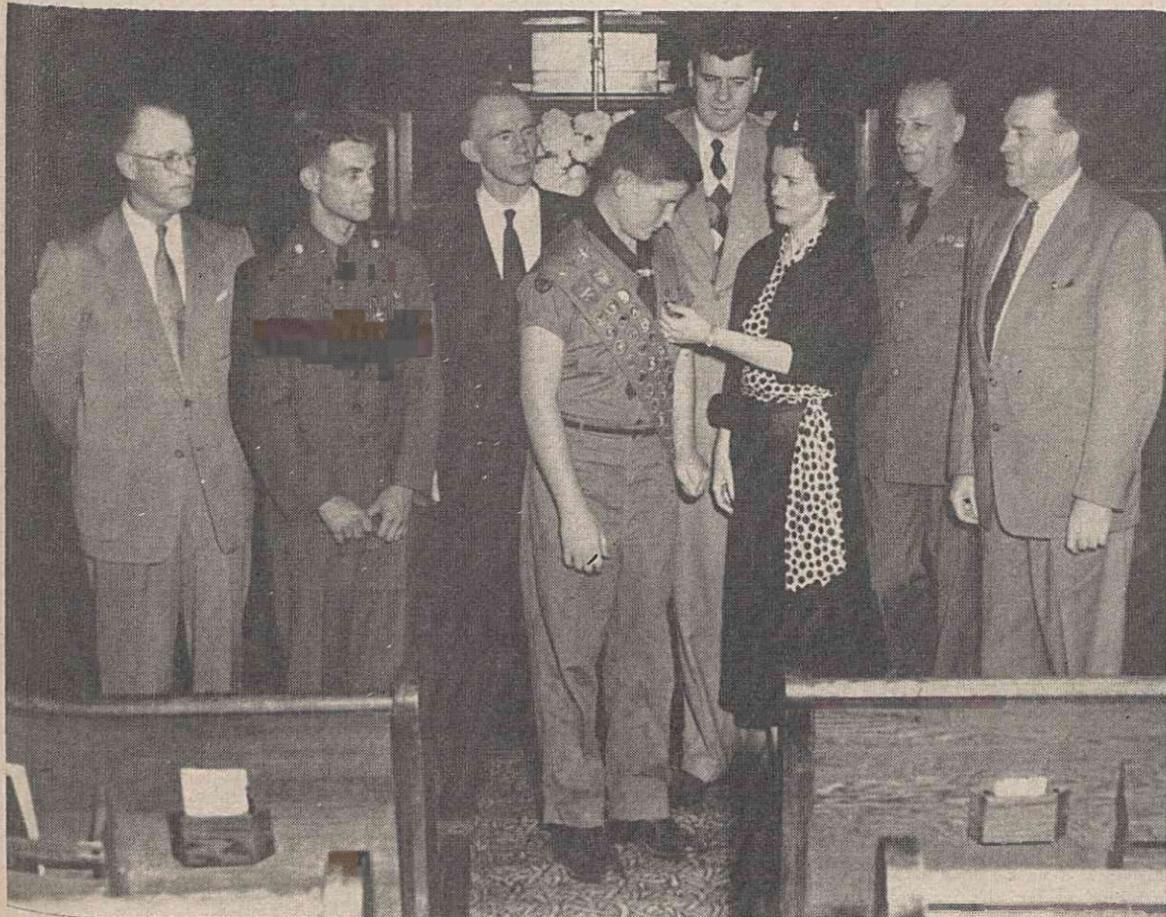
Miss Claudette Taylor was the first, but certainly not the last Firestone Scholarship winner from this area. Inquire now at the Industrial Relations Office for information and applications covering the 1954 contest.

A potential fire hazard in your home can easily become a destructive force that can snuff out lives and cause extreme economic hardship. With Fire Prevention Week approaching (October 4-10) let's do our part to "Stop fires and save lives."

VOLUME II

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NO. 17



**BORDEN HALLOWES**, son of General Manager and Mrs. Harold Mercer, received the first "God and Country" scout award ever presented in Main Street Methodist Church, Gastonia, on Sunday, September 20. The highly significant award has been given to only two scouts in the Gastonia District of the Piedmont Boy Scout Council in the history of the council. With 14-year old Borden for this re-inactment of the award ceremony which took place during morning worship are, left to right, C. K. Bryant, Chairman Piedmont Council; George Anderson, Jr., Scoutmaster Gastonia Troop 2 (Borden's troop); Dr. Wilson O. Weldon, pastor of the church; Borden Hallows; Harold Sumner, Chairman of Youth Activities for the church; Mrs. Mercer; R. M. Schiele, Boy Scout Executive; and Mr. Mercer. Young Hallows, who spent 200 hours over a year's period in preparation for the award, was no more pleased about the award than Mr. Mercer, who is Chairman of the Official Board of the church and Chairman of the Gastonia Boy Scout District.

At Utah's Salt Flats . . . .

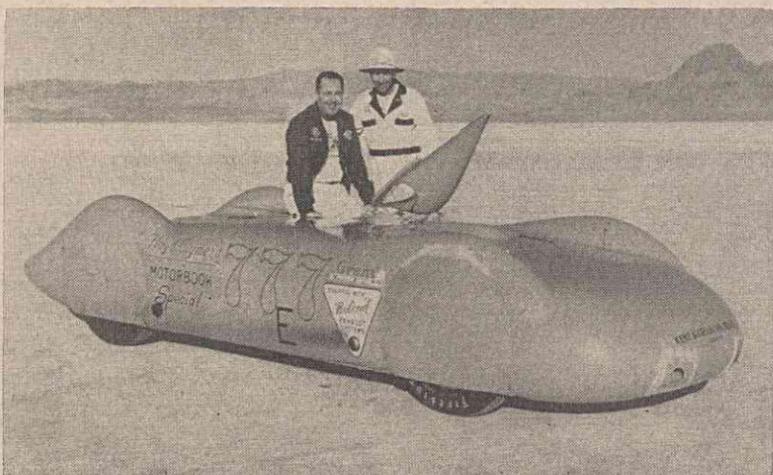
## Land Speed Records Broken On Firestone Tires

A NEW Firestone high-speed tire helped to rewrite the racing record book at the National Speed Trials over the sun-baked salt flats at Bonneville, Utah, August 31-September 6, 1953, as 16 speed records were shattered in practically every class of American-built race cars.

In previous years, the searing heat of the Utah salt desert, combined with the centrifugal force of flying wheels, literally threw rubber over the entire raceway. Like the cars which are built in back-yard garages from American stock motor parts, most of the tires used were recapped, shaved on emery wheels and worked over by the owners in the hope that they would hold together at record-breaking speeds.

To make the speed runs safer, Firestone combined its know-how from the development of jet aircraft tires and Indianapolis racing tires to produce a tire that can run safely under extreme heat conditions at speeds over 300 mph.

DRIVING his 600-horsepower, twin-engine streamliner over the North Course on September 4 at 256.045 mph., and returning over the South Course at 254.777, Willie Young shattered his old record,



**VICTORY SMILES** are flashed by Willie Young, driver (left) and Bill Kenz, owner (right), after they established a new American land speed record of 255.411 miles per hour at the National Speed Trials September 4, 1953, over the sun-baked salt beds at Bonneville, Utah. The old record of 244.660, established in 1952, was shattered by more than 10 mph. with the sleek streamlined, twin-engine, 600-horsepowered racer. Giving a lion's share of credit for his sensational record to tires, Young said, "My Firestone tires performed beautifully on my record run today. I had no worry whatsoever about the rubber on my wheels."

established in 1952, by more than 10 mph., with his average speed of 255.411 mph. to become the fastest American driver in history and sensation of the 1953 National Speed Trials.

Immediately after his record-breaking performance, Young said, "My Firestone tires performed beautifully on my record run today. I had no worry whatsoever

(Continued on Page 4)

## 1954 Scholarship Information Available; 15 Awards Offered

**BOOKLETS DESCRIBING** the Firestone College Scholarship Award Program for sons and daughters of employees of The Firestone Tire & Rubber Company have been published for the year 1954 and are now available in Firestone plants and division and district sales offices.

## Kessells' 4-Month European Tour Ends

**GENERAL Superintendent** and Mrs. Nelson Kessell have returned to Gastonia after a 4-month visit to Spain with stops in England and France. While in Spain Mr. Kessell was assigned to the Textile Division of Firestone-Histapana, S. A., located in Bilbao.

As is expected of all tourists of Spain, the Kessells saw the country's national pastime, the bull fights. More impressive, however, for Mr. and Mrs. Kessell were the frequent festivals complete with street dancing and colorful costumes in the traditionally gay Spanish manner.

The trip to Europe gave Firestone Textiles' veteran general superintendent an opportunity to compare American and continental textile machinery and methods. As a consultant for the Company his extensive experience in Firestone's domestic textile operations was of significant value to the supervision of the Textile Division of Firestone-Histapana.

The trip to and from Europe was made aboard the SS United States, largest ocean liner afloat flying the American flag.

At the Plant the booklets may be obtained in the Industrial Relations Office by parents or by high school seniors who may be interested in applying for scholarships. Application forms also are available.

Each scholarship award will pay the cost of full tuition, fees and books and a substantial part of living expenses. Started last year, the award program provides that Scholarships will be awarded each year to high school seniors so that, after the first four years, the college education of 60 students annually will be financed.

To be eligible for the 1953 College Scholarship Awards, the applicant must be a senior in the upper half of his or her high school class scholastically. The parent of an applicant must have five or more years of service as a Firestone employee. Only children of those employees whose average base pay does not exceed \$625 per month will be eligible.

Applications must be mailed before March 1, 1954, and winners will be announced early in May.

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**WINNERS** of Firestone Scholarships may attend any accredited college or university and will be given financial aid until they receive a college degree, providing they maintain a satisfactory record. In the booklet, published at

(Continued on Page 2)

For Night Students . . . .

## Technical Institute To Start Industrial Management Courses

A NEW SERIES of courses in Industrial Management will be offered by the Gaston Technical Institute on Tuesday and Thursday nights beginning October 6. The classes, which will run from 7 to 10 p. m., are being offered to anyone with an interest in learning the latest developments in management and engineering practices.

To complete requirements for the Basic Certificate in Industrial Management, the student must take six courses, which are: Motion and Time Study, Industrial Relations, Industrial Management, Industrial Safety, Job Evaluation, and Introduction to Quality Control. Of these courses, Motion and Time Study and Industrial Relations will be offered during the first quarter on Tuesday and Thursday nights respectively. If sufficient interest is shown in these first two courses the Institute plans to offer the other courses during the remaining quarters of the school year. Applicants may register for either or both courses.

being supervised (and in some instances taught) by faculty and staff members of N. C. State College of Raleigh. Upon completion of the work each student will receive the basic certificate in industrial management from State College, Extension Division. The instructors for these classes will in each case be outstanding experts in their fields, whether they are teachers at State College or not, it is understood from J. I. Mason, director of the Gaston Technical Institute.

Mr. Mason has announced that Dr. Herbert A. Lynch, of the Her-

(Continued on Page 4)

The entire series of studies are