

Firestone NEWS

GASTONIA

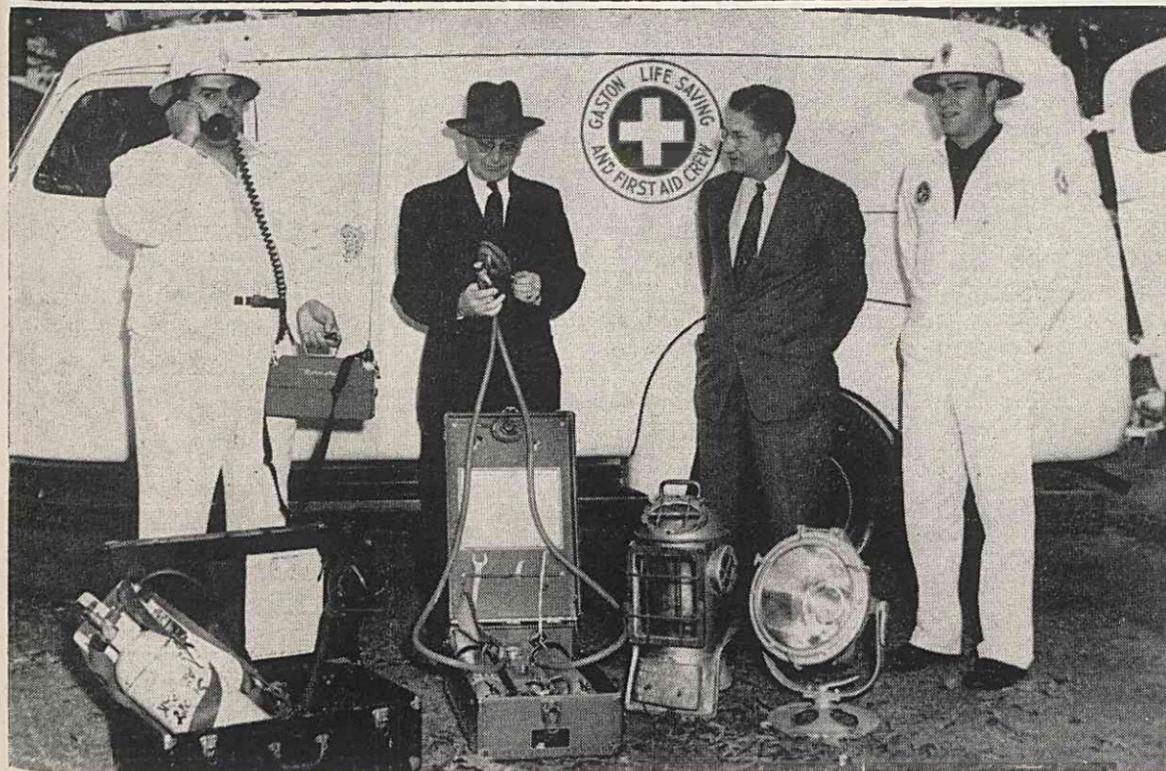
It's your United Fund and you, by your generosity, can insure its success, thereby eliminating all charity drives except this one big combined effort each year. Give once and for ALL!

Two contests being held this month merit your participation: The Safety Slogan Contest now in progress, and the Suggestion Week Contest to be conducted the last week of November.

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INSPECT EQUIPMENT—General Superintendent Nelson Kessel, second from left, examines the mask of the Emerson Resuscitator, one of the most useful instruments the Gaston Life Saving Crew possess. Other important pieces of equipment used by the Crew are the Scott Air Pack, left foreground; the walkie-talkie, being demonstrated by Crew Captain Ernest Dow; the navy diving helmet; and the mobile searchlight. T. B. Ipock, Jr., a member of the Crew's Board of Directors, and 1st Lieut. Ronald Heaffner, of the Crew, stand at right.

Added To Plant UF Cards. . . .

Gaston Life Saving Crew Included In Drive

THE Gaston Life Saving Crew has been added to the list of charitable organizations to which employees are asked to give during the United Fund drive now in progress. The Life Saving Crew is one of three groups listed on campaign cards at this plant which are not a part of the Greater Gastonia United Fund. The others are the March of Dimes and the Boy Scouts.

The Life Saving Crew was organized in 1948 by a group of skilled first aiders whose sole purpose was to make themselves available without charge in the event of accident or other emergency in which their service might save lives. Among the organizers, and now a member of the Board of Directors, was T. B. Ipock, Jr., Director of Industrial Relations.

According to Crew Captain Ernest Dow, the group has answered 360 emergency calls since its formation here. He believes that at least 12 lives have been saved by the efforts of the crew. This is due mainly to the fact that the crew can reach the scene of an accident,

drowning, etc., within minutes after it happens and can apply first aid, administer oxygen, or do whatever the situation demands on the spot. In many instances, of course, if assistance is delayed until the victim can be placed under hospital or medical treatment the results are fatal.

The Life Saving Crew at present consists of 25 volunteers, each trained in first aid. These men, some of whom are city fire fighters, are available at all times to

answer calls from any point in Gaston County. Through their system of radio communications they may maintain contact with both City and County Police Departments, and the Gastonia Fire Department. The Crew hopes soon to have centrally located housing for its equipment in which a crew member would be on duty during night hours to facilitate the round-up of other crew members when needed.

Three Prizes For Winners. . . .

Suggestion Week Featuring Big Contest To Start November 23

THE LAST WEEK of November (November 23-27) has been designated "Suggestion Week," according to an announcement by Industrial Relations Director T. B. Ipock, Jr.

Three valuable prizes, to be displayed in the plant prior to contest week, will be awarded to the three employees who show the highest total earnings from suggestions submitted during Suggestion Week. All employees are invited to participate and may submit as many suggestions as they wish.

The total number of suggestions submitted will not, however, be a factor in determining the winners. It is the total cash awards each employee receives from suggestions turned in during Suggestion Week that will decide the winners. An employee submitting one very excellent suggestion which justified a relatively high award, might win

over another employee with several suggestions which are approved for a small total amount.

As an added feature of the contest, a banquet for all suggestioners with approved suggestions (one or more) to their credit during the year 1953 will be held soon after January 1st. At this banquet the winners in the Suggestion Week Contest will be announced as well as the winner of the Suggestioner of the Year Award. The latter award was established two years ago for the employee who enters the most winning suggestions in each calendar year. Previous winners are Cramer Little, Shop; and Samuel Hill, Weaving.

To be counted in the Suggestion Week Contest, suggestions must be placed in one of the several suggestion boxes within the plant between Monday, November 23, and Friday, November 27.

United Fund Drive Off To Good Start; Payroll Deductions Used

EMPLOYEES are being given an opportunity to contribute to the United Fund in a thorough plant campaign that started November 9th and will end November 30th. Solicitors in each department are now in the process of contacting individual employees, giving them pledge cards on which they can specify how much and to which agencies they wish to contribute.

New Sales Record For Fiscal Year Set By Company

MORE than one billion dollars worth of products and services were purchased by customers of The Firestone Tire & Rubber Company during the past 12 months to establish a new sales record for the Company's fiscal year which ended October 31, Harvey S. Firestone, Jr., Chairman, announced recently.

In setting this record, Firestone becomes one of the few companies currently reporting more than one billion dollars in annual sales.

Mr. Firestone also presented an encouraging picture for the rubber industry in estimating that total demand for tires in 1953 will equal or slightly exceed the all-time record year of 1950. He also foresees 1954 in the rubber industry as a year of high employment with production being planned at normal capacity levels.

The cards list all the agencies listed in the Greater Gastonia United Fund plus The March of Dimes, Boy Scouts, and a recent addition: the Gaston Life Saving Crew. These three agencies are not included in the Greater Gastonia United Fund, but are a part of this plant's drive for funds. All money collected for these three groups will be turned over to these groups during their annual fund drives.

One feature of the first Community Fund Drive, held last January, that proved very popular was the payroll deduction plan. Under this plan, which is being used again for the current drive, an employee may have all or a part of his contribution deducted from his pay at the rate of one dollar or more per week.

ANOTHER FEATURE of the United Fund campaign that meets with general approval is the provision whereby the contributor may indicate on his United Fund card which agencies he wants to give to, and the amount each such

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"Mr. Industrial Recreation"



RECREATION DIRECTOR RALPH JOHNSON, above, was honored recently by the North Carolina Recreation Society by being named "Mr. Industrial Recreation" in North Carolina for 1953. The title was bestowed on Mr. Johnson at the annual society conference in Durham early this month. The Gastonia Gazette in an editorial Saturday, November 7, stated: "The Gazette and Gastonians generally are proud that Ralph Johnson has been added to a long list of Gastonians who have brought honor to the Spindle City, and extend greetings and best wishes to "Mr. Industrial Recreation of 1953."

Quiz

1. How many quarts make a peck?
2. Who ran for President of the United States on the same ticket that Theodore Roosevelt ran for Vice-President?
3. How old is the United States?
4. What is the birthstone for September?
5. What was Samuel Clemens' pen name?

(Answers On Page 4)