

Firestone NEWS

GASTONIA

See next issue for an article setting forth the requirements under the Safety Responsibility Law which goes into effect in North Carolina, January 1.

At Christmas, as at any time, a U. S. Savings Bond is an ideal gift. Buy an extra one for yourself, too, this Christmas.

VOLUME II

GASTONIA, N. C., DECEMBER 10, 1953

NO. 22

Plant Drive Nets \$10,775.25; Helps U. F. Reach Goal



UNITED FUND WORKERS—The employees above are largely responsible for the success of the United Fund Drive here. They are, left to right in the picture on the left, Mesdames Nell Pursley, Sarah Scruggs, Bonnie Dockery, Sallie Crawford, Inez Rhyne, and Beatrice Carver. Second row: Mesdames Christine Clark, Rosie Francum, Catherine Davis, Annie Cosey, and Marie Fogle. Third row: Hobart Aldridge, O. K. Forrester, Nelson Kessell (drive chairman), A. A. Gaddis, Clyde Moss, Sr., and E. P. McArver. Fourth row: R. E. Conrad, Claude Taylor, Hugh Wright, Ernest Bagwell, and Vernon Lovinggood. Fifth row: James Piercy, Fred Morrow, and Sam Guffey.

SECOND AND THIRD SHIFT workers, in the picture on the right, are, left to right, Mesdames Edna Queen, Kathleen Clark, Dorothy Baber, Ethel Robinson, Irene Burroughs, and Fannie Humphries. Second row: Mrs. Beatrice McCarter, Mrs. Frances Douth, Miss Helen Spencer, Mrs. Naomi Hodge, Mrs. Edna Harris, and Mrs. Mildred Smith. Third row: Wade Stiles, Trenton Ginn, J. L. Parks, Belon Hanna, and Carl Rape. Fourth row: Charles M. Parham, W. H. Dilling, and Mrs. Barbara Howe.

Employees Complimented For Their Work And Generosity

A TOTAL OF \$10,775.25 was contributed to the United Fund including the three agencies listed at this plant which were not a part of the Greater Gastonia Fund Drive. Plant officials were pleased with the results of the drive which ended November 30.

W. A. Karl Elected Institute Trustee

WILLIAM A. KARL, President of Firestone Textiles, has been named a member of the Board of Trustees of the Textiles Research Institute.

Mr. Karl was among 30 representatives of the textile industry who were inducted as trustees during the annual meeting of the Institute in New York November 12 and 13.

At the two-day meeting, held at the Hotel Commodore, reports on basic research and applied work were given and scientists from consumer, industrial and basic research organizations participated.

The Institute, of which hundreds of companies and individuals in the textile industry are members, has its headquarters in Princeton, New Jersey. Dr. J. H. Dillon, former Assistant Director of Physical and Chemical Research for The Firestone Tire & Rubber Company, is director of the Institute.

The Textile Research Institute is a non-profit organization textile mills, suppliers and research organizations formed to conduct long-range research, fundamental and engineering, for the benefit of the textile industry.

The Institute also trains research men, both for advanced work in industry and to teach the science of textiles in colleges and universities, and disseminates research information obtained in the Institute Laboratories and in other laboratories throughout the world, through the publication of the "Textile Research Journal."

The graduate educational program of the Institute is set up as a joint function with Princeton University.

Quality

What Am I . . . ?

I am oft-times unseen, but of most importance.

I assure acceptance of your work. I am your responsibility.

I create friendship and goodwill. I inspire respect and confidence.

. . . . Everybody wants me. I attract buyers.

I build sales. I cost nothing—and I should be a part of

everyone's handiwork. I provide for job security.

I am an integral part of fine craftsmanship.

I am Quality.

General Manager Harold Mercer expressed extreme satisfaction over the results of the plant-wide campaign. "I wish to commend," says he, "all contributions to the Greater Gastonia United Fund." Mr. Mercer feels that the united way of giving has been accepted permanently here and sees the tremendous response to this first Greater Gastonia effort as a sure indication of the public's acceptance of this method of giving.

The chairman of the plant drive, General Superintendent Nelson Kessell was equally satisfied with the drive. "Our plant employees are convinced," says Mr. Kessell, "that the single one-a-year drive for funds is the best way to get the very necessary job of supporting the various worthy agencies and charities done, and done successfully."

After recalling that this is the second successful united drive for this plant, counting the Community Fund Drive of last January, he stated, "the solicitors and workers and all contributors are to be congratulated for their cooperation in helping this first Greater Gastonia Fund Drive reach its goal."

Firestone News Reporters Entertained At Square Dance

Firestone News Reporters were entertained on Saturday night, November 28, at a square dance in the Recreation Center.

Featured entertainment of the evening was furnished by the Rex No. 1 Square Dance Team under the direction of Troy McDaniel. The team of approximately 20 members has attracted considerable attention locally by their precision and lively executed square dancing.

Refreshments consisting of sandwiches and soft drinks or coffee were served during intermissions. Music was provided by the Southern Playboys orchestra.

Scout Leaders From Plant Attend BSA Fall Roundup

A group of local Boy Scout leaders headed by Superintendent Francis Galligan attended the "Fall Roundup of Scouters" at Gardner Webb College, Boiling Springs, N. C., on November 17th. Taking part in the roundup with Mr. Galligan were employees: W. E. Brockman, Oscar Jacobs, Lee Johnson, Kenneth Barker, Otho Chambers, John Smith, D. A. Hawkins, Glenn Treadway, John Long, Earnest Givens, W. A. Gaddis, and Virgil Collette.

Celebrate USO Pal Day



IN CELEBRATION of USO Pal Day, November 12, the President and Mrs. Eisenhower entertained 12 servicemen and women at a White House luncheon with Harvey S. Firestone, Jr., National Chairman of the USO. Representatives from the amusement industry also were guests at the luncheon. Left to right are: Staff Sgt. Sarah C. White, WAF, Norwelt, Pennsylvania; 1st Sgt. Edna M. Steinbach, WAC, Toledo, Ohio; Mr. Firestone; President Eisenhower; Mrs. Eisenhower; Pfc. Richard C. Meyer, U. S. Army, Chagrin Falls, Ohio; Emil Schram, President of USO. At the left of each row are: second, Keenan Wynn; third, George Murphy; fourth, Walter Pidgeon. Throughout the nation, luncheons and home programs are being planned for the second annual observance of USO Pal Day.