

Company Honored For Safety And Safety Information Achievements



THE Firestone Tire & Rubber Company has received the National Safety Council's Award of Honor, highest honor in industrial safety, for the eighth time in nine years. The plaque which commemorates the award was presented by J. E. Trainer, Executive Vice-President of the Firestone Company, to division managers of the Company. Mr. Trainer is shown here (center) looking at the plaque with J. A. Meek (right), Director of Industrial Relations, and Glen D. Cross (left), Director of Safety and Supervisory Training. The plaque reads: "National Safety Council Award of Honor. Presented to The Firestone Tire & Rubber Company. All Plants in the United States. For an outstanding safety performance. 1954." It is signed by Ned H. Dearborn, President of the National Safety Council.



FOR the third time in four years The Firestone Tire & Rubber Company has been honored with a "Certificate of Outstanding Public Relations Achievement" award by the American Public Relations Association. The award for 1953, received during the association's tenth annual convention in New York City, was awarded to Firestone for its employee safety information program. Here, Glen D. Cross, Director of Safety and Supervisory Training for Firestone (center), accepts the award from J. E. Drew, chairman of the award judges (second from left), as Paul H. Bolton (second from right), chairman of the awards committee, looks on with Stephen James (left) of the Automotive Safety Foundation, retiring APRA president, and David C. Mearns (right), Assistant Librarian of Congress. The programs receiving awards in various categories were placed in the Library of Congress following the convention. Other awards received by Firestone were: For 1952, in the Labor Relations category, for the Company's employee publication program, and for 1950, in the Manufacturing category, for the Company's Fiftieth Anniversary program.

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A Division of
The Firestone Tire & Rubber Company
Department of Industrial Relations
R. H. HOOD, Editor

- Department Reporters
CARDING—Edna Harris, Jessie Westmoreland.
SPINNING—Mary Turner, Maude Johnson.
SPOOLING—Nell Bolick, Helen Reel, Rosalee Burger.
TWISTING—Hazel Foy, Grace Stowe, Annie Cosey, Dean Haun, Corrie Johnson.
SALES YARN TWISTING—Fannie Humphries.
SYC WEAVING—Sarah Davis, Nina Milton, Vivian Bumgardner.
CORD WEAVING—Margaret Rhyne, Irene Burroughs, Mary Johnson.
QUALITY CONTROL—Dealva Jacobs, Leila Rape, Catherine Isham, Margaret Tate.
WINDING—Mazelle Lewis, Ann Stevenson, Christine Stroupe.
CLOTH ROOM—Margie Waldrop.
SHOP—Rosa Francum.
WAREHOUSE—George Harper, Albert Meeks.
PLASTIC DIP—Frances Huffman, Helen Guffey.
MAIN OFFICE—Mozelle Brockman.
SUPERINTENDENT'S OFFICE—Sue Van Dyke.
PERSONNEL OFFICE—Barbara Abernathy.

Company Chairman Takes Optimistic Business Outlook Prior To Sailing

HARVEY S. FIRESTONE, JR., Chairman of The Firestone Tire & Rubber Company has sailed for Europe aboard the "Queen Mary" to participate in the Second International Conference of Manufacturers in Paris. He was accompanied by Mrs. Firestone.

While abroad, Mr. Firestone will make an inspection tour of Firestone factories in England, Spain, Switzerland, Germany and Sweden.

Speaking of business conditions in Europe and in the United States before sailing, Mr. Firestone said:

"Business is on an upward trend in Western European countries. The steady rise of production and the strengthening of the economies of these nations are encouraging and are testimony to the success of the long-range efforts of those who have worked to restore the individual free enterprise economies of Western Europe.

"Personal and commercial transportation in European countries is being expanded. This is being reflected by substantial increases this year over last year in the production of tires in our European factories.

"The outlook for 1954 in the rubber industry in the United States appears to be more encouraging than first-quarter production figures indicate. The annual seasonal surge in tire buying by motorists is strong and inventories of tires in manufacturers' and dealers' hands are regarded as normal in relation to industry sales estimates.

"This situation, coupled with our product diversification and the stability of raw material prices, further contributes to the optimistic appraisal we now hold for our business through the rest of 1954.

"It is encouraging to note at this time the many indications that the present mild recession in this country is abating. To me, this situation holds for American business not only hope and encouragement, but a challenge and an opportunity.

"An essential ingredient in an early resumption of our country's long-term rising trend of business activity is confidence both by consumers and by business. We in the business community have the opportunity for leadership in this regard. Aggressive plans for new productive facilities, new and improved products, expanded distribution and stronger selling will contribute both directly and indirectly toward the business upsurge which is so clearly indicated in the future."

L. B. McAbee Elected NCSSE Vice-President At Conference

L. B. McAbee, safety director, has been elected vice-president of the North Carolina Society of Safety Engineering. He was elected by the society during the annual North Carolina Safety Conference in Raleigh, May 4-6.

Mr. McAbee headed a delegation of supervisors from this plant to the conference which included J. H. Brooks, Trenton Ginn, and Mrs. Lois Wooley. The conference was held at the Sir Walter Hotel and was highlighted by a speech from North Carolina's Governor William Umstead.



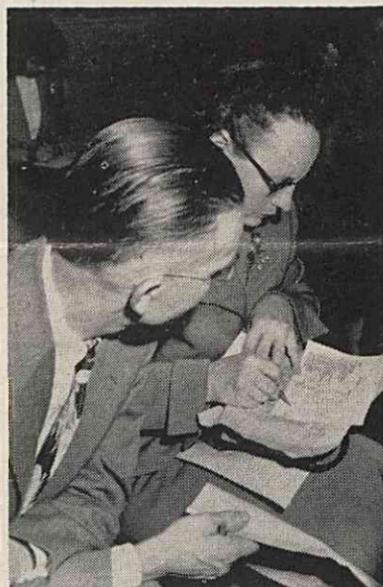
MRS. HAZEL FOY, above, holds a bag with reporters' names inside as Sonny Brockman draws out names of door prize winners at the picnic for reporters at Rankin Lake. Winners were Jane Francum and Claude Queen.

Reporters And Families Picnic At Rankin Lake; Play Let's-Get-Acquainted Bingo

A group of 40 reporters and family members enjoyed an old fashioned picnic at Rankin Lake, Saturday afternoon, May 15. Using the indoor facilities there because of recent rains, the group howled in laughter at the parlor games and stunts introduced by Chairwoman Hazel Foy and her committee in charge of the event.

Starting with a bingo game that required picnickers to get the names of 24 others on their blank bingo cards before they could play, the fun continued without letup for an hour prior to the picnic supper.

Mrs. Foy's committee made all the arrangements for the picnic including the making of a delicious fruit punch for the group. On the committee in addition to Mrs. Foy were: Mrs. William Cosey, Mrs. Rosalee Burger, Mrs. Corrie Johnson, and Miss Sue Van Dyke.



MRS. WILLIAM COSEY concentrates on a get-acquainted game of bingo at the picnic as her husband looks on. The idea in the game was for everyone to get their blank bingo cards filled in with names of people attending the picnic. Following this, an ordinary bingo game was played—ordinary except that names were substituted for numbers.

Employees' Children Participate In BTU Memory Contest

A number of employees and employees' children figured in the Regional Baptist Training Union Eliminations in Shelby, May 15.

Winning second place in the speaker's contest was Carl Stewart, Jr., recent winner of a Firestone College Scholarship. He, like all other participants in the May 15th event, had won previously in district and associational contests.

Of the 75 boys and girls who advanced to the finals in the memory work contest, to be held in June at the Baptist Assembly in Caswell, N. C., were the following children of employees:

Jane Francum, Ruby Givens, James Givens, Neal Tate, Gail McCoig, Eddie Givens, and Dorothy Givens. All of these boys and girls are from Loray Church except Miss Francum who is from the East Baptist Church.

Another phase of the May 15th event in Shelby was the choir contest in which the Loray and Marietta Street Church Choirs, respectively, received "B" ratings. The Loray Choir is directed by James Moss, junior time study engineer; the Marietta Street Choir by Clyde Moss, assistant to the superintendent. Both choirs will participate in the state contest at the Fruitland Baptist Assembly Grounds sometime in June.

Opens Baseball Season



PITCHING out the first ball to open Firestone's Little League baseball season is Mrs. Helen Bolick, above, of the Twisting Department. The game, played against Gastonia Combed Yarn at Todd Field, was won by Firestone.