

Firestone NEWS

GASTONIA

Looking for somewhere to go, something to do? Some North Carolina attractions are listed on page 4.

In this issue a women's column begins as a regular feature of the Firestone News. See Page 2.

VOLUME IV

GASTONIA, N. C., MARCH 25, 1955

NUMBER 6

Village Ministers Will Lead Easter Sunrise Service Here

The Rev. G. W. Bumgarner, pastor of West End Methodist Church, will deliver the resurrection message at the annual Easter Sunrise Service on the lawn of the Girls' Club at 7 a. m., April 10.

The Firestone Community singers will provide the Easter music at the program presided over by the Rev. W. C. Neel, minister of West Avenue Presbyterian Church.

Other village ministers who will participate in the service are the Rev. C. E. Hedgepath, minister of Firestone Wesleyan Methodist Church; Dr. Frank Malone, minister of Loray Baptist Church; and the Rev. Ronald Holland, minister of Beech Avenue Baptist Church.

The following is a tentative schedule of the service:

Remarks of Welcome: Mr. Neel; Song: The Firestone Community

Singers; Prayer: Mr. Hedgepath; Reading of the Scripture Lesson: Dr. Malone; Song: The Firestone Community Singers; The Resurrection Message: Mr. Bumgarner; Benedictary Prayer: Mr. Holland.

At the conclusion of the service, coffee and do-nuts will be served.

The annual service is sponsored by the Firestone Recreation Council in cooperation with Loray Baptist Church, West Avenue Presbyterian Church, Firestone Wesleyan Methodist Church, West End Methodist Church, and Beech Avenue Baptist Church.

City League Trophy Goes To Firestone Basketeers

Victory in 26 successive games in the City League during the past two seasons has won for the Firestone Men's Basketball Team the coveted City League Trophy. This is the second year that the team has won the honor—making it holder of the trophy throughout the two-year history of the League.

During the past season the City League was made up of six teams, all representing manufacturing establishments, with the exception of Gaston Technical Institute. Games were played at the Armory and at Groves Gymnasium.

The Firestone team established a record the past season of an average of 70 points, and at several games piled up a score of more than 100 points.

The trophy, approximately 28 inches high, is plated bronze, mounted on an ivory base. A permanent addition to the growing number of departmental laurels, it has been placed in the case at the plant's main entrance.



CITY LEAGUE TROPHY

Sports Banquet Set For April 9



USC Coach Will Speak

Many To Be Honored On Program

Rex Enright, head football coach at the University of South Carolina, will address the 19th annual All-Sports Banquet of Firestone Textiles in the Recreation Center here, April 9, at 7 p. m.

Included among those attending will be eminent personalities of the sporting and recreation world.

An outstanding feature of the evening's program will be the honoring of more than 200 sports champions who have won distinction at the plant in the sports and recreation program during 1954.

Of the sports awards, the Supremacy Trophy will go to the department which has won the greatest number of honors during 1954. Included in the Special Awards will be four men and four women representing all three shifts at the plant, who will be announced as the "Ideal Athletes of 1954." These individuals were elected by employees of the plant by a secret balloting held February 21-26.

The Johnson Award Cups will go to the one man and one woman adjudged the most competitive athletes during 1954.

RALPH JOHNSON, Director of Recreation here, and toastmaster for the banquet, has announced the following program highlights:

The dinner at 7 p. m.

Invocation: L. B. McAbee, Director of Safety

Message of Welcome: Harold Mercer, General Manager

Response: Miss Llew Adams, secretary to F. B. Galligan, Superintendent of the Cotton Division

Introduction of Guests and Awarding of Departmental and Individual Trophies: Ralph Johnson

Awarding of Supremacy Trophies: Nelson Kessell, General Superintendent

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REX ENRIGHT

Successful Year Predicted For Foamed Rubber Industry

Foamed rubber, which a few years ago was a new 'miracle product' has now come of age, P. P. Crisp, President of Firestone Industrial Products Company, Fall River, Mass., noted recently. "Many furniture manufacturers no longer identify their products as upholstered with foamed rubber. The public has come to accept foamed rubber in medium and high-grade furniture lines," he said.

Total foamed rubber production from natural and synthetic latex will exceed 205,000,000 pounds during 1955—approximately 12 per cent more than in 1954, Mr. Crisp noted. Besides mattresses, he pointed out, those products that will register greatest gains are transportation seat cushions and foamed rubber stock that is used by do-it-yourself homemakers. Mr. Crisp expects that in 1955, for the first time, half of the volume of pillows sold in America will be made of foamed rubber.

pect that the industry can sell more than 1,000,000 foamed rubber mattresses during 1955."

The Industrial Products Company President noted that in 1954 consumption of rubber in the United States was less than in the preceding year, except for natural latex for foamed rubber which continued its rapid growth and reached an all-time record of 12,645,360 pounds used in last October.

Further signs that point toward a successful year in the foamed rubber industry for 1955, according to Mr. Crisp, are:

A plentiful supply of natural rubber, new and efficient production equipment, new uses for foamed rubber that are being discovered almost every day, and the public's awareness that foamed rubber is no longer a specialty product that is taken for granted in fine furniture and mattresses.

COMMENTING further on the foamed rubber industry outlook for 1955, Mr. Crisp said:

"Our market research studies show greatly increased demand for building and slab stock, transportation seating, furniture cushions, pillows and mattresses for the year of 1955.

"These studies lead us to ex-

TAX ASSISTANCE BEGINS APRIL 4

Do you need help on filing your income tax? If you do, take your problems to the Special Income Tax Department. Trained personnel will be on the job in the Girls Club, from 1 to 5 p. m., Monday through Friday, April 4-15—which is the new deadline for filing your returns.

Those persons who will operate the free service for employees make this reminder:

Bring with you the W-2 Income Tax form and the tax return form supplied you by the State and Federal Governments.

If you plan to fill in the long form, please have with you all information necessary for completing the form. This will include all allowable deductions such as interest, contributions, taxes, etc.

YOUR FRIEND IN NEED...

ARC Seeks 30 Million New Members In March

Employees of Firestone Textiles who contributed to the American Red Cross through the Employees' United Fund for 1955, assumed a vital role in helping to carry on the great American tradition of humanitarian service to neighbors in distress.

In some 121 chapters covering every community in North Carolina, more than 14,000 volunteer workers are giving consistently of their time, training, and talents toward accomplishing this service.

Nationwide the Red Cross is seeking \$85,000,000, and 30,000,000 new members in its March emphasis campaign. A total of \$5,127,000 is budgeted for disaster

preparedness and relief. Besides the traditional aid in natural disasters an intensified mass feeding training program was begun recently, at the request of the Federal Civil Defense Administration.

Persons so trained will serve in regular Red Cross programs during natural disasters, and with Civil Defense "during an enemy action emergency."

TO HELP TRAIN Americans in methods of health and safety to protect themselves and others, the Red Cross will spend an estimated \$6,135,000 through its first aid, water safety, and nursing programs.

Operation of the Red Cross Blood Program, which supplies 40 per cent of the blood used in the nation's hospitals, will require an estimated \$14,287,000 to assure prompt and certain delivery of blood and its derivatives, to thousands of sick and injured.

Red Cross services to the armed forces and veterans will again claim a major portion of the Red Cross budget, with \$36,640,000 scheduled for that purpose.

OF INTEREST TO employees here who contributed to the Red Cross during the plant's United Fund Drive, and who will welcome

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