



"Miss Optimist for 1955" poses with the orchid which Optimist Governor Fred Frick pinned on her at a luncheon meeting November 7.

## Safety, Time Study Typist Is 'Miss Optimist For 1955'

Beatrice Bradshaw, 22-year-old typist in the Safety and Time Study departments, was official hostess for National Optimist Week observance here, November 6-12, and is serving as "Miss Optimist for 1955" until her successor is named during Optimist Week next year.

Miss Bradshaw was selected as "Miss Optimist for 1955" by a committee of Optimist Club members here, which included Roland Bradley, president of the club; Bill Long and George Lewis.

**THE DAUGHTER** of Mr. and Mrs. E. O. Bradshaw, 1705 East Ozark Avenue, she was chosen "Miss East Gastonia" in 1953.

She has light brown hair and hazel eyes. Her favorite pastimes are bowling and dancing. Miss Bradshaw attends Adams Memorial Presbyterian Church where she takes part in young people's activities.

On Monday, November 7, Miss Bradshaw was special guest at the Optimist Club meeting and luncheon when Fred Frick, Optimist Governor in North Carolina spoke to the club. The appearance of Governor Frick, titular head of the 18th North Carolina district, highlighted National Optimist Week for the local club. At the meeting were Gastonia's mayor, Leon Schneider and several city councilmen.

## Communications a 'Two-Way Street', Supervisors Told

The complex structure of modern industry demands effective communications to promote good employer - employee relations, James Young of the Company's Akron Training Division told supervisors at a dinner meeting in the Girl's Club recently.

Speaking on the subject of the broad aspects of communications in industry, Mr. Young emphasized that communications in any industry—if effective—must be a continuous process of keeping channels of information open between management and the employee.

"It is a two-way street," he said.

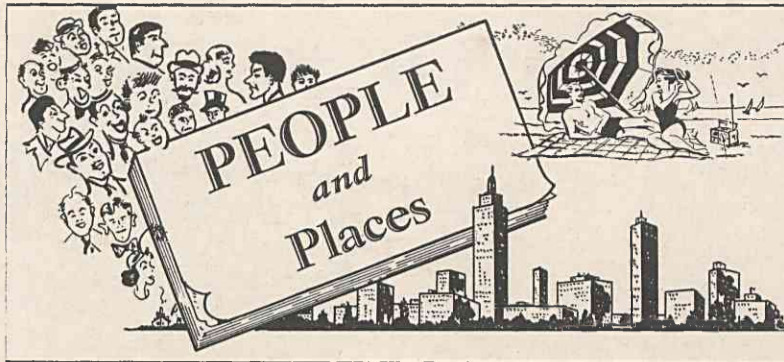
**HE POINTED** out that no method of "mass" communication could equal the effectiveness of the personal touch, and recalled that when the Firestone Company was founded, good in-

dustrial relations were largely the result of personal contact between worker and employer.

As the company grows, he said, it is not humanly possible to carry on the man-to-man relationship with every worker. So the personal touch has to be replaced by such means of communication as letters, directives, bulletin boards, lectures, announcements, the plant newspaper and other forms of printed media.

### THE COVER

On this month's cover, James Barnett, Charlotte artist, depicts the age-old story of the Nativity. The cover painting sets a fitting mood for General Manager Harold Mercer's Christmas greeting to all Firestone Textiles employees and their families.



## Main Office

Eula Wilson, Payroll Supervisor, and Evelyn Mayfield, Laboratory, recently visited Mr. and Mrs. Donald Horne in Norfolk, Va. Mrs. Horne is a niece of Mrs. Wilson.

Delores Turner, Main Office, was a recent guest of Mr. and Mrs. M. L. Patterson of Oak Ridge, Tenn., and Mr. and Mrs. Fred Whitesides of Knoxville, Tenn.

Pauline Harbin, Main Office, her husband, James Harbin, and their daughter, Gail, visited their son, J. G. Harbin, at Georgia Military Academy. Gail is a student at Wingate Junior College. The son was a Shop employee before entering school.

Sgt. and Mrs. Ben Boheler and son of Spokane, Wash., and Mr. and Mrs. O. G. Collins of Laramie, Wyo., were recent guests of Beatrice McCarter, Main Office, and Howard McCarter, Spinning Department.

Myrtle Bradley, Main Office, recently visited relatives in Aniston, Ala.

## Personnel

Miss Barbara Abernathy spent the week end in Baltimore, Md., recently attending the Redskins-Colts football game. Mrs. Kay Cooper and Mrs. Odell Richie of Drexel, N. C., accompanied Miss Abernathy to Baltimore.

Mrs. Minnie Kilby, Insurance Office, and Robert Kilby, Main Office, have moved into their new home on Springdale Lane.

Mrs. Grace Bell of Horse Cave, Ky., spent several days recently with Mrs. Zula Eisenhower. Mrs. Eisenhower, Mrs. Bell and Mrs. Nellie Stowe attended the Garden Council Flower Show which was held at the Firemen's Hall in Charlotte. Mrs. Stowe entertained Mrs. Bell and Mrs. Eisenhower at dinner at the Ming Tree in Charlotte.

Mrs. Bobbie Baldwin, Personnel Office, and Mrs. J. P. Baldwin recently spent a week visiting Mr. and Mrs. Evan Baldwin and family in Baltimore, Md.

Mrs. Julia Rosdahl, daughter of Mrs. Carl Stowe, Girls' Club Hostess, and children visited Mrs. Rosdahl's husband, Swede, who is working in New Bedford, Mass., for several months.

## Plastic Dip

Miss Betty Bradley visited recently with her parents, A. C. Bradley, Refreshment; and Mrs. Bradley of Plastic Dip. Betty is completing a two-year nursing course at Montreat College. After completion of the course there, she will enter Mission Memorial Hospital, Asheville, for three years of nursing study.

## Quality Control

Miss Pattie Ledford spent November 12-13 with her mother Bonnie Ledford, inspector. Miss Ledford was accompanied home by Misses Clara and Alice Turk, twin sisters, who are classmates of Miss Ledford at Mars Hill College.

Inspector George Hager visited recently with a friend, Jack Embler, of the Marine Corps, Thomasville, N. C.

Inspector Easter Green and members of his family have moved into their new home at 1026 Woodhill Drive, Gastonia.

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## Betty Little Has Scholarship

Miss Betty F. Little, daughter of Lathe Operator Cramer L. Little, Shop, and Mrs. Little, has been awarded a March of Dimes scholarship by the National Foundation for Infantile Paralysis. The announcement came recently from Julius Sanders, Gaston County Chapter chairman.

**THE SCHOLARSHIP** awarded Miss Little was conferred upon recommendation of a national committee of leaders in the Medical social work profession, and affords opportunity for graduate study in the field. She



will study at Tulane University School of Social Work, New Orleans. Miss Little is now a graduate student at Tulane, where she will receive the masters degree in social work in the spring.

March of Dimes scholarships are part of a comprehensive professional education program which today ranks as the largest ever undertaken by a volunteer agency. Since 1938, when the National Foundation was established, \$20,250,000 has been authorized to train the minds and hands of professional personnel for service in fields relating to poliomyelitis and other diseases.

**MEDICAL** social workers, according to Mr. Sanders, play an important role in providing assistance to polio-stricken patients and their families. At the time Miss Little received the scholarship, a total of 675 awards in this field had been made.

In announcing this award, Mr. Sanders pointed out that the National Foundation's educational program also provides grants enabling schools and professional associations concerned with medical and associate medical personnel to maintain and improve their educational standards and services.

## Firestone NEWS

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### DEPARTMENT REPORTERS

**CARDING**—Edna Harris, Jim Ballew, Jessie Westmoreland.

**SPINNING**—Lillie Brown, Mary Turner, Maude Johnson.

**SPOOLING**—Nell Bolick, Ophelia Wallace, Rosalee Burger.

**TWISTING**—Elease Cole, Pearl Aldridge, Corrie Johnson, Lorene Owensby, Dorothy Baber, Dean Haun, and Vera Carswell.

**SALES YARN TWISTING**—Elmina Bradshaw.

**SYC WEAVING**—Lucille Davis, Sara Davis, Nina Milton, Juanita McDonald.

**CORD WEAVING**—Roy Davis, Irene Odell, Mary Johnson.

**QUALITY CONTROL**—Sally Crawford, Leila Rape, and Louella Queen.

**WINDING**—Mayzelle Lewis, Ann Stevenson, Elizabeth Harris.

**CLOTH ROOM**—Margie Waldrop.

**SHOP**—Rosie Francum.

**WAREHOUSE**—Patsy Haynes, George Harper, Albert Meeks, Roosevelt Rainey.

**PLASTIC DIP**—Jennie Bradley.

**MAIN OFFICE**—Mozelle Brockman.

**SUPERINTENDENT'S OFFICE**—Sue Van Dyke.

**PERSONNEL OFFICE**—Bea Bradshaw

Claude Callaway, Editor