

## Company Sales Territories Now In Seven Divisions

Division sales territories of the Company have been realigned to comprise seven divisions. There used to be six divisions.

The changes were made to permit division managers to direct their organizations more effectively and to give greater help to district managers in producing maximum sales and profits, explains H. D. Tompkins, Vice-President in Charge of Trade Sales.

### ARRIVALS

Mr. and Mrs. Norman Price announce the birth of a daughter, Shirley Patricia, on December 17. Mr. Price is a yarn packer in the Spooling Department.

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The daughter, born January 4 to Mr. and Mrs. Bobby L. Setzer, has been named Carol Ann Setzer.

The father is a knot puller in Rayon Weaving.

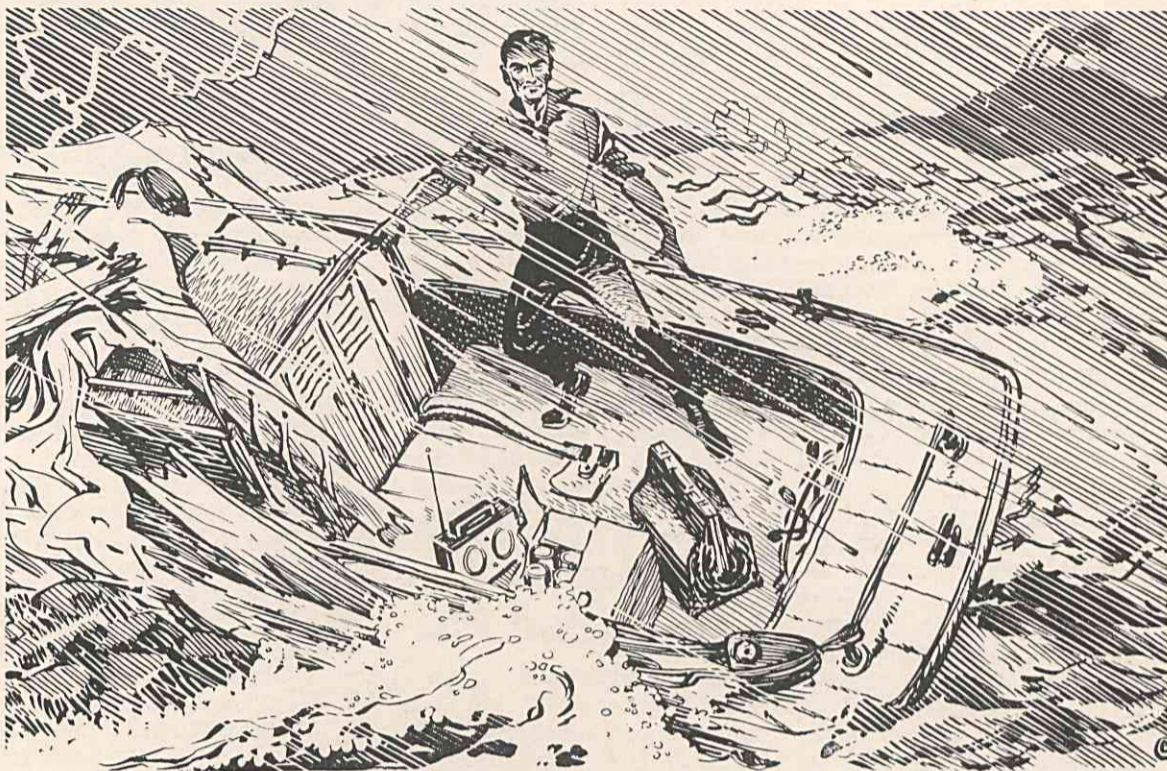
Two new divisions, the Southeast and Southwest, replaces the Company's former Southern Division. J. E. Davis, formerly Manager of the Southern Division, has been appointed Manager of the new Southwest Division, with offices in Houston.

W. S. McGilvray, until recently District Manager in Los Angeles, has been named Manager of the Southeast Division, with headquarters in Atlanta.

A NEW district office has been established in San Antonio as part of the Southwest Division. District Manager there is W. H. Olivarri who formerly held a similar position in Houston. Replacing him as Houston District Manager is G. G. Shelton, former District Store Supervisor there.

The present Southwest Division includes these districts: Dallas, Houston, Memphis, New Orleans, Oklahoma City, and San Antonio.

In the Southeast Division are Atlanta, Birmingham, Charlotte, Jacksonville, and Richmond.



## Just Be Sure You Take The Axe

You're a 20th century Robinson Crusoe. The only survivor of a shipwreck. The vessel is about to break up on a reef. You can carry something ashore; not much. At hand are canned foods, a radio, an axe, clothing.

What to take? The decision will mean life or death on the desert island.

You could take the canned foods. But shortly you'd have nothing but empty tins. The portable radio—for the sound of human voices in your loneliness? But you can't build a shelter with run-down batteries. Clothing? It would soon rot away.

### You take the axe.

Now you have a tool. With the axe you can build shelter . . . defend yourself . . . kill animals for food . . . chop firewood. The axe multiplies your strength and skills.

Man, by himself, is a pretty puny fellow. But give him an axe and he's a world-beater. Better yet, give him an assembly line, machine tools, horsepower—and he'll provide the luxuries of peace or if need be, the sinews for defense.

There's a problem, though. No one gives away assembly lines or machine tools, And it takes a \$12,000 investment in tools and materials for the average job.

Where do these tools come from? From ordinary private citizens who plunked their savings into shares of company ownership—in the hope of earning a profit.

We in America have chosen to take the axe, the tool. This choice of tools to produce more has helped us to live better. Better than any people, anywhere, at any time in history.

## Firestone 'Guide Grip' Tractor Tire Features Body Of Gum-Dipped Cord

Provided by the Firestone safety-tensioned, gum-dipped cord body, greater resistance to impact breaks is an outstanding feature of a new farm tire for front wheels of tractors. Development of the Firestone Guide Grip tire which will give up to 60 per cent longer wear than any other front tractor tire, has been announced by H. D. Tompkins, Vice-President in Charge of Trade Sales of the Company.

The new tire has undergone extensive field and road tests and now is available through Firestone dealers and stores.

Besides its qualities of long wear and resistance to impact breaks, the tire has advantages which feature:

Better steering and shorter turn-

ing than conventional tires.

Better cleaning in all types of soil conditions.

A built-in mud guard, or deflector strip, which protects the sidewall and beads.

A mud guard, or deflector strip, was the answer of Firestone engineers to the problem of earth, stubble and other field debris injuring the tire bead and sidewall. Extending above the rim flange, the mud guard deflects mud, earth and stubble.

In exhaustive tests in laboratories and on Firestone Homestead Farms in Columbiana, Ohio, the new tire has proved to be a superior front wheel tire under all operating conditions.

## NSC Gives Safe-Driving Hints

Recommendations for safe winter driving, made by the National Safety Council, call for the urgent attention of all motorists. The vital rules suggested by the Council may be summarized as follows:

Adjust speed to road and weather conditions after getting the "feel" of the road.

Follow at a safe distance.

Pump brakes for stopping on snow or ice.

Make sure that tires are in good condition.

Use tire chains when necessary.

Keep windshield and windows clean at all times.

Accept personal responsibility for keeping your car safe for driving under all winter conditions.

Injury and loss of life on the highways may be prevented by a careful observance of these simple and sound suggestions.

## Guessing Contest

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In the rivalry which consisted in guessing winners and scores in the traditional New Year's Day games, only four out of 620 entries from employees picked all game winners correctly.

Upsets in most major bowl games appeared to account for the large number of incorrect guessed among entries turned

in to the Recreation Department, sponsor of the contest.

In the contests in 1954 and 1955 Catherine Fletcher, Rayon Twisting, was first-place winner. With an unusual streak of fortune, she picked all team winners correctly both years. In addition, she predicted the actual total score amassed by the teams which played in major sports bowls in 1955.

## Plant Publicized In Magazine Article

An article in the December 31 issue of The State, magazine of Raleigh, published the well-known fact that Firestone Textiles is "the world's largest textile plant in the world under one roof." The article, a review of industry in North Carolina, was part of an entire issue devoted to a comprehensive review of opportunities in the North State, its resources, industry, educa-

tional system, agriculture, people, and other important phases of life in the state.

Also in the special edition of

the magazine, an electrical company illustrated its full-page advertisement with two pictures taken in the revolutionary electronically-controlled tire cord dipping and tensioning unit at the plant here.

## Houser-Brooks

Miss Betty Ann Brooks of Shelby and Karl Edward Houser of Fallston exchanged vows in a double ring ceremony on Christmas day at high noon in Beaver Dam Baptist Church, near Shelby.

Mr. and Mrs. Flay Brooks of Shelby are the parents of Mrs. Houser. Mr. Houser's parents are Mr. and Mrs. Rochell Houser of Fallston. Karl Houser is employed in the Cloth Room here.

Right: Mr. and Mrs. Houser



age of Bradley Memorial Methodist Church, December 23. The pastor, J. Walter Kelly officiated.

The bride is the daughter of Mrs. W. W. Moss and the late Mr. Moss. Mr. Galloway is the son of Frank Galloway, yarn man in Rayon Weaving, and Mrs. Galloway, tie-in hand in Rayon Weaving.

Mr. and Mrs. Harold Galloway live at 813 West Davidson avenue.

**WHY TAKE UNNECESSARY CHANCES?**

Accidents happen when you least expect them, when you're in a hurry, when you pass up using safety precautions for small jobs that take only a little time and effort to do. The following are unnecessary chances you should never take

- Oiling or adjusting moving machinery
- Grinding without goggles
- Welding without goggles or face shield
- Lifting heavy loads without help
- Removing or failing to replace guards on dangerous machines

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