

Firestone NEWS

GASTONIA

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The ideal state is that in which an injury done to the least of its citizens is an injury done to all. —Solon

We men and women are all in the same boat upon a stormy sea. We owe each other a terrible and tragic loyalty. —Chesterton



FORETASTE OF ANOTHER SUMMER

Someone has said that faith will never die so long as there are seed catalogs. To the Firestone gardener, the month of February means signs of Nature's reawakening and the time for making preparations for another season of friendship with the Good Earth. Here, Second Hand Tracy Whitener of Cord Weaving, third shift, checks his supply of gardening materials against a catalog fresh from the publisher, for a 1957 listing of seeds, bulbs, plants and shrubs.

Revolution, Bright Outlook Seen For Textile Industry

The textile industry in America is in the midst of a "second industrial revolution." Moreover, the outlook for the industry is increasingly bright for the next ten years.

These were observations made by two speakers appearing on the program of a recent Greensboro meeting of the National Council for Textile Education.

Marion Heiss, immediate past president of the North Carolina Manufacturers Association, said that "every sign indicates clear-

ly that textile manufacturing is becoming more and more an exact science."

"It is imperative that we keep this fact in mind and prepare to measure up fully," he added.

THE SPEAKER said the student of textiles should have a better concept of merchandising, knowledge of cost, efficiency and the economics of manufacturing; should be trained in public speaking, and personnel relations, and in establishing production and quality controls; and should be kept informed of new equipment and processes.

Spencer Love, another speaker at the NCTE meeting commented on the future outlook of the industry:

"The textile industry will experience boom years within the next decade . . . it will be the greatest years the industry has ever known . . . including the good years around 1940." The textile industry will have as much to do as it can possibly handle within the coming 10 years, he predicted.

The Council for Textile Education is composed of 10 undergraduate and three graduate schools devoted entirely to educating men in the textile field.

Bloodmobile Visit Set February 18

When the Red Cross Bloodmobile visits the plant this month, Firestone employees will have the privilege of giving to save lives. The mobile unit will be at the Recreation Center on February 18 from 12 noon to 6 p.m.

Plant bulletin boards will soon carry further announcement on the Bloodmobile appearance here.

Employees contributed 97 pints of blood when the Red Cross unit last came to the plant in May of 1956.

MARCH 30

Former Harvard Grid Coach To Address Sports Banquet

Event Honors Employees For Recreation Achievement



N. V. "Swede" Nelson, one of America's sports greats, will be principal speaker at the 21st annual All-Sports Banquet at the plant on March 30. The banquet, highlighted by awards to employees for noteworthy achievement in the sports-recreation program here, is one of the outstanding events on the calendar at Firestone Textiles each year.

Besides Mr. Nelson, a number of eminent personalities of the sports and recreation world will attend the dinner meeting as special guests of the Company. Included also in this number will be civic and industrial leaders, and personnel of press, radio and television.

Following the dinner and the principal address, more than 200 employees will be honored for distinction they have won for themselves in the sports and recreation program during the past year.

THE SUPREMACY TROPHY is chief among the laurels to be handed out. This much-sought-after award will go to the department which has won the greatest number of honors during 1956. Traditionally, the Supremacy Trophy has gone to the Spinning Department. For the past nine years this department has taken the honor. In 1954 Spinning and Twisting tied for the award.

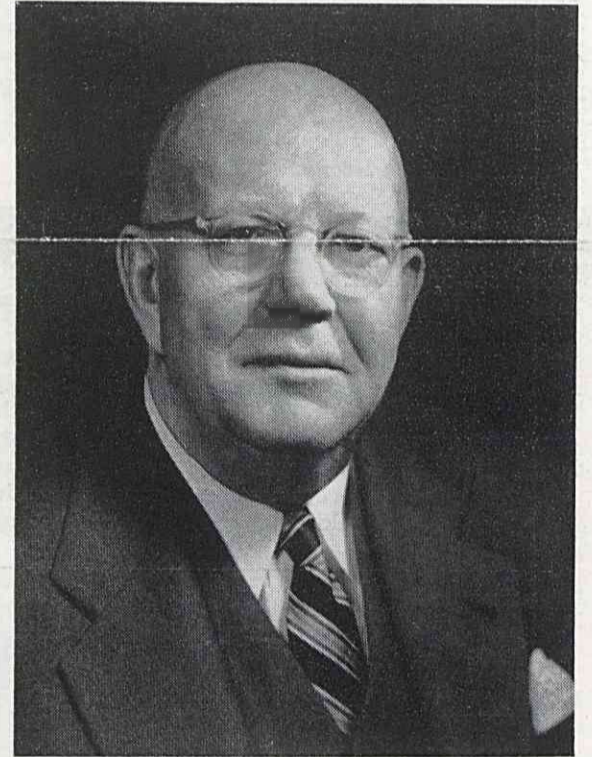
Included in the list of individuals and departments to receive awards will be four men and four women, representing all three shifts at the plant. These will be lauded as "Ideal Athletes of 1956." Those so honored are each year chosen by secret balloting of employees who take part in the recreation program. Voters are required to have participated in at least one sports and recreation activity during the preceding year. Points considered when an individual votes include the suggested Ideal Athlete's sportsmanship, participation and attainment in the sports and recreation program during the year.

N. V. "Swede" Nelson, the Sports Banquet speaker, is a graduate of Phillips Exeter Academy and Harvard University. He was a fullback on the championship Harvard football team in 1919. As backfield coach at Harvard for 15 years and head coach of the College All-Stars for three years, he distinguished himself as one of the outstanding mentors in football history.

In World War I, Nelson was commissioned in the Navy at the U.S. Naval Academy, Annapolis, Md.

A FORMER PRESIDENT of the Gridiron Club of Boston, he is Massachusetts state chairman of the National Football Hall of Fame Association.

In business for years as a cotton merchant, he is president of N. V. Nelson & Company. He is a trustee of the New Bedford Textile School, New Bedford, Mass.; the West End House, and the Crippled Children's Hospital School in Canton, Ohio.



The Nelson Award for Sportsmanship is given each year by the Gridiron Club of Boston. The recipient is a college athlete who makes the greatest sportsmanship gesture during a college football season. To select this football player each year, the Gridiron Club of Boston polls more than 1,000 coaches and newspaper sports writers throughout the country.

The Nelson Award, first presented in 1946, has gone to athletes at 10 different universities and colleges and the U. S. Military Academy. Don King of Clemson College is among those who have received the Nelson Award.

Scholarship Application Deadline Is March 1

For the 1957 College Scholarship Awards, sons and daughters of Firestone employees must have applications in the mail no later than March 1. Winners will be notified in early May. Copies of the booklet describing the 1957 program and outlining procedures for making application are available at the Industrial Relations Office.

High school seniors interested in applying for the educational grants may obtain a copy of the booklet, or parents may pick up copies on the way to or from work.

Letters and booklets explaining the program have been sent to all Firestone stores, division and district offices, retreat and appliance shops, warehouses and accounting offices throughout the country.

On Eligibility

To qualify for consideration as an applicant in the 1957 program

the student must be a senior in high school and must rank in the upper half of his or her class scholastically. The parent of an applicant must have five or more years of unbroken employment with the Company. Only children of those employees whose average base pay does not amount to more than \$700 per

month will be eligible. The figure was originally set at \$650.

The Scholarships

Each scholarship award pays the cost of full tuition, fees and books and a substantial part of living expenses at school. Now in its fourth year, the scholarship program provides that

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