



PRIZE DRAWING WINNERS — Door signs, posters, bulletin board displays and a prize drawing helped to promote interest in the UF in-plant campaign. Each contributor who gave the "fair share" amount or more, received a ticket which was deposited for a drawing at the close of the drive. Above, winners are shown here with their prizes. Left—William McGinnis, Nylon Treating,

tries out his television set, the first prize. Center—Tom Fowler, Rayon Twisting, admires his rotisserie, second prize. Right — (from left), Emma Jolly, Spooling, electric mixer, third prize; William N. Laws, Carding, Firestone twin-speaker radio; Maxie Carey, SYC Weaving, steam-dry iron; C. W. Donaldson, Jr., Rayon Cable Twisting, electric toaster.

Your United Fund Gift Aids Fifteen Agencies

Because more than 1,500 Firestone Textiles people cared enough to share, 15 community and charitable agencies in the Greater Gastonia area will be better enabled to serve deserving persons during the coming year.

The total Firestone contribution of \$16,830 made to the United Fund in the annual appeal, ended November 10, represented the largest single gift to come from any plant in the Greater Gastonia area. Of this amount, employees contributed \$14,530. The Company added a corporate gift of \$2,300.

The employee giving represented 89 per cent participation and an average of \$7.85 per individual.

This year's contribution to the United Fund set a record in the history of the plant's annual fund-raising appeal, for the support of a growing list of community and charitable agencies.

When a man dies he clutches in his hands that which he has given away in his lifetime.

—Rousseau

The contributions from the plant last year totaled \$10,920.

In late November, when this issue of the plant newspaper was being prepared for publication, the Gastonia UF drive had passed its goal of \$115,000. In the history of united giving in Gastonia, the community has never failed to reach its fund goal.

COMMUNITY agencies and charities designated to share in the UF program are:

American Red Cross, Gaston

Big Brothers, Gaston Junior Police Athletic Club, Pioneer Council Girl Scouts, Gaston Life Saving Crew, Red Shield Boys Club, Salvation Army, United Cerebral Palsy Association, United Service Organization, Children's Home Society, Florence Crittenton Home, United Medical Research Foundation, National Travelers Aid Society, United Medical Research Foundation of North Carolina, and United Fund and Council, Inc.

The fund-gathering procedure this year allowed employees to give on a "fair share" basis to the total list of organizations approved in the Gastonia Fund.

General Superintendent Nelson Kessell, for the sixth consecutive year chairman of the drive, expressed his thanks for the "unusually fine response, for the help of our neighbors in need." He added: "I wish to thank each volunteer solicitor and every other person who contributed to the success of this year's drive."

Francis Galligan, Superintendent of the Cotton Division and Mr. Kessell's co-chairman this year, noted that the generous contribution to the fund "indicates that Firestone Textiles people are convinced that the united way of giving is the best way."

General Manager Harold Mercer, a past-president of the Greater Gastonia United Fund, said:

"It is indeed gratifying that our people have shown their unselfish concern for others, through their response to the United Fund appeal."

The business of being a good neighbor and citizen goes farther than just looking in the mirror and smiling every now and then.



'...Choose For Me, Dear Santa Claus, What You Think Is Right...'

Visions of reindeer and sleigh and a Jolly Visitor down across housetops on Christmas eve . . . These fancies play across the minds of five-year-old Cathy Diane Branham and Robert Reid Parks, eight, as the youngsters browse through the large selection of toys in the Firestone Store at Franklin and Marietta. Cathy's grandmother, Mrs. M. B. Prince, is a winder tender in Winding. Robert is the grandson of J. L. Parks, Sr., second hand in Spooling, and Mrs. Parks, creeler in Spooling.



UF CONTRIBUTION—General Superintendent Nelson Kessell (center), hands to UF vice chairman Charles Zeigler a check for \$16,830, representing the combined gift of Firestone and its Gastonia employees to the United Fund. UF drive chairman Harry Mann looks on.

Citation

FOR COMMUNITY SERVICE

AWARDED TO
FIRESTONE TEXTILES, INC. & EMPLOYEES

IN RECOGNITION OF OUTSTANDING
ACHIEVEMENT IN SERVING THE
HUMAN NEEDS OF OUR COMMUNITY.



J. Harry Mann
J. HARRY MANN
CAMPAIGN CHAIRMAN

This Citation of Service recognizes the Firestone Textile contribution to the 1957 UF appeal.

'Modern' Dwelling Adds Fire Danger

In event of fire, it would take an acrobat to escape from many of the homes being built today, a spokesman for the National Fire Protection Association said recently.

"Many so-called 'modern designs' of dwellings have greatly increased the life hazard to occupants from fires," NFPA general manager Percy Bugbee pointed out.

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December is Off-the-Job Safety Month at Firestone Textiles.

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He described as particularly dangerous the "tendency toward removal of certain doors and ceiling-height partitions in the dwelling and the tendency to provide small, high windows in bedrooms from which it would be impossible to escape in case

of fire."

Other observations which Mr. Bugbee made were:

The greatest challenge by far to fire preventionists today is the large numbers of fires in small one and two-family dwellings which are caused by simple and very well-understood hazards. Most common of these are:

- * Thoughtless disposal of matches and cigarettes
- * Overloaded or defective electrical wiring
- * Overheated stoves and furnaces
- * Needless accumulations of rubbish

Home fires can be blamed for the majority of this country's fire deaths and fire injuries. Of the estimated 825,000 building fires in this country last year, 573,000 were dwelling fires.