



Firestone Textiles President William A. Karl, down from Akron for a plant visit in July, congratulated Mildred Redding for her 20 years of service. Here he presents her with a gold watch, the company's compliment for two-decade record holders. Looking on are General Manager Harold Mercer, left, and T. B. Ipock, director of Industrial Relations.

## 280th Name Is Entered On 20-Year Slate

When Mildred W. Redding of Spooling received her 20-year lapel pin and gold wrist watch in July, she became the 280th employee to reach this service milestone at the Gastonia plant. On hand to help her mark the occasion was W. A. Karl, president of Firestone Textiles.

At the same time Mrs. Redding completed two decades of service, there were several others who marked up 15, 10 and 5-year records. The roll call:

### Fifteen Years

Rayon Twisting: William O. Allen, Orbie A. Chastain, Bonnie E. Marsh.

Rayon Weaving: Anthony Holden, William C. Smith.

**Rolls-Royce and Bentley cars have selected Firestone tires 100 per cent on exports for all countries, exclusive of France, the Firestone International Company announced in mid-summer.**

## Hiring A Baby Sitter? Check Rules Of Children's Fire Safety

An estimated 11,000 persons die as a result of fire each year in the United States. Of that number, children up to five years of age account for at least 20 per cent of the total, according to information from the National Board of Fire Underwriters.

Against these grim facts, the NBFU provides timely reminders on fire safety for parents who leave children in the care of baby sitters. Children's helplessness, their inquisitiveness and lack of fear of fire account for many of the fire tragedies.

Because preparedness can mean the difference between safety and tragedy as a result of fire, you, as a parent or other responsible adult, ought to take every precaution to protect youngsters from fire. If you leave children with a baby sitter, it is best to know the person you employ. Inquire into her training and family background. Be reasonably sure she can meet emergencies, such as fire. Only those who have a sense of responsibility and like children should be trusted with youngsters in the five-and-under age group.

**OTHER** suggestions from the Fire Underwriters are:

1. Try to have a regular baby sitter. A girl in your neighborhood is usually best.

2. Brief the sitter. Acquaint her with children and pets, especially the watch-dog. Instruct her orally, then write down your important reminders. Make an emergency list, including the telephone number of the fire department, family doctor, and place to which you, the parent (or other adult responsible for the children) are going. Maybe include the name and telephone number of a trusted neighbor as an extra precaution.

3. Caution the sitter against allowing child to play with matches, electric cords, or other electric appliances. Also tell her to keep the child out of the kitchen, if possible.

4. If sitter is to bathe youngster, make sure she has had some experience.

5. Provide a first aid kit and explain its use, including how to take care of simple burns, cuts and bruises. Have flashlight handy in case the electric power goes out.

6. Be sure the sitter understands that in a fire emergency she should get the child out of the house, call the fire department, then notify her employer.

7. Return home at the hour agreed upon. Telephone, if delayed.

8. Make suitable and safe arrangements for accompanying the sitter home.

Industrial Relations: Thomas B. Ipock, Jr.

### Ten Years

Spooling: Wilma M. Cline, Rayon Twisting: Jessie J. Gible, Corrie H. Johnson, Pansy L. Ledford. Cotton Weaving: Emilee T. Goble.

### Five Years

Rayon Twisting: Leonard M. Hodge, Roy Marr, James L. Donaldson, Edith P. Colvard. Warehouse: Clarence Alexander.

Rayon Weaving: James M. Marlowe, Joe G. Adams, James E. Allmon, James R. Nix.

Each of these persons has received a service pin.

## Chairman Sees European Tire Sales Increase

Standards of living throughout the free countries of Europe are constantly improving, according to observations made by Harvey S. Firestone, Jr., who, with Mrs. Firestone, returned to the United States in early July. The Company chairman attended the meeting of the International Rubber Study Group in Hamburg, addressed a conference of his company's technical personnel in London, and inspected the company's European factories.

"While there is still spotty unemployment in some parts of Europe, the general economic health of all the countries I visited was good," reported Mr. Firestone.

He said that the phenomenal growth of the automobile industry in Western Europe reflects the increase in living standards of European peoples, as compared to the years before World War II, when few families could afford to own motor vehicles.

"Between 1950 and 1957," said Mr. Firestone, "the number of vehicles on the road in Great Britain, France, Western Germany, Italy and Spain increased 107 per cent, compared with an increase of 37 per cent in the United States. As a result, the demand for tires and other rubber automotive products has shown a marked increase.

"**LAST YEAR**, the total consumption of rubber—both synthetic and natural—in Western Europe and Great Britain was more than 857,000 long tons, compared with about 555,000 long tons in 1950, an increase of 54 per cent. In the United States, during the same period, the increase was only 16 per cent, from 1,258,557 long tons to 1,464,640.

"This increase in car ownership," he said, "has had a direct effect on the economies of many nations through the establishment of thousands of small businesses to service motor vehicles and to serve motorists. Throughout Europe, motels and service stations are springing up at a rapid pace."

Mr. Firestone pointed out that the estimated production of natural rubber will equal consumption, and that the productive capacity for synthetic rubber is estimated to be more than sufficient to meet world requirements. He said that European nations were becoming more aware of the fact that the stable price and high production of synthetic rubber in the United States have been important factors in stabilizing the price of natural rubber. He also said that the increasing use of synthetic rubber in Europe is having a

very favorable effect on the economies of many countries of Europe.

**IN THE** past seven years, the consumption of synthetic rubber in the free countries of Europe has increased eleven times; from 18,800 long tons in 1950 to 211,000 long tons last year, said Mr. Firestone. Furthermore, it is estimated that in these same countries synthetic rubber consumption will be nearly 255,000 long tons in 1958, an increase of 21 per cent over 1957 and about 28 per cent of all the rubber used in this area this year.

## The Wrays Live In New York

Mr. and Mrs. Peter G. Wray are at home in New York City, where he is attending Columbia University as a graduate student. Mrs. Wray is the former Gay Idabelle Firestone, daughter of Mr. and Mrs. Roger S. Firestone of Pottstown, Pa.

The Wrays were married in St. Christopher's Church, Gladwyn, Pa., June 14. Her father-in-law is president of Firestone Plastics Company of Pottstown, and a director of the Firestone Tire & Rubber Company.

## Late Summer Is Time To Hit Nature Trails

Variety for out-of-doors enjoyment is almost unlimited year-round in North Carolina, but especially so in August, when summer has turned mellow and the travel season is reaching its height.

To call attention to the opportunities for enjoying what the North State has to offer the traveler, Governor Hodges has proclaimed this August as "See North Carolina Month."

From east to west across the State's 500-mile length there are the grandeur of mountains and the romantic charm of lighthouses, shipwrecks and historic fortifications to explore. Golf, riding, hiking, water skiing, boating, swimming and fishing—these are but a few on the long list of attractions.

Enjoyment of the outdoors, including wilderness areas little changed from the days when they were first explored by the white man, need not mean discomfort or isolation in North Carolina. You can see rugged countryside from good roads and from hiking trails within a few minutes drive of good inns and motor courts.

**THIS REMINDER**, along with the other travel suggestions here, comes from the travel information service of Plant Recreation. Advice from that department is: "When off the job, get out and go somewhere. You'll appreciate life more and come back ready to do your work a little better. And since August is 'See North Carolina Month,' there's excitement in store for you in your own home state."

Of open-air attractions there are picnic and camping areas in the Great Smoky Mountains National Park, along the Blue Ridge Parkway, and in National Forests and State Parks from coast to mountains. The Cape Hatteras National Seashore Recreational Area on the Outer Banks Islands has new day-use areas for swimming and picnicking. Statewide along main highways, there are over 400 roadside picnic tables and 15 roadside parks.

Swimming areas and refreshment stands are open in State Parks through September 4.

**THE SEASON** of fairs and fall festivals is underway with the Drexel Community Fair, at Drexel, August 26-30; and the 12th annual North Carolina Apple Festival at Hendersonville, August 27-September 1. If you're in town on the 27th

—oldtimers' day—a straw hat on the head will avert a "jail sentence." No rustic garb needed to attend the beauty pageant, folk dance jamboree, coronation ball and fireworks display.

Also in the mountain country, there are other special events, among which are the 5th annual Horse Show at Waynesville, August 15-16; The Antique Fair at Asheville, 10-15; the 19th annual Flower Show, 17-19.

**DOWN EAST**, a highlight of the summer calendar is the Virginia Dare Birthday Celebration at Manteo on August 18, in conjunction with a performance of The Lost Colony, famed drama of the ill-fated Sir Walter Raleigh colony.

For a deeper appreciation of your home state, Plant Recreation suggests that during "See North Carolina Month" you visit some historic buildings and shrines. Of the hundreds of them, ranging from pre-Revolutionary mansions and Colonial capitals to rustic cabins in the hill country, these are but a sampling:

: Smokemont, pioneer farmstead at entrance to Great Smoky Mountains National Park on US 441. Here original structures, reproduced, form a typical frontier farm. Adjoining is the Pioneer Museum, featuring a group of early settlers' buildings complete with farmhouse, barns, smokehouse and tool shed. A collection of household and farm tools is housed in the museum proper. It is open through October.

: Manteo and the Fort Raleigh National Historical Site on Roanoke Island. Reconstructed earthworks on foundations of fort which guarded first English settlement in America, 1585-90, and thatched huts of type which housed settlers.

: Tryon Palace, New Bern, built 1767-70 by Royal Governor William Tryon. Permanent historical shrine open to visitors all year.

: State Capitol at Raleigh, built 1833-40. Also Andrew Johnson birthplace.

: Buildings of restored Moravian settlement at Old Salem, Winston-Salem, dating back to late 1700s.

An abbreviated list of historic houses and other shrines in the State may be had by writing for Information Bulletin 108, Advertising Division, Department of Conservation and Development, Raleigh.

Also available free in single copies: the latest NC highway map from the State Travel Bureau, Department of Conservation and Development.

## TRAVEL NOTES