

SERVICE MILESTONES

Nine Join 20-Year Ranks; Other October Records

There were several people who came to work here for the first time in October of 1938. Of that number, today there are nine whose names have been entered on the roll of 20 years' service. Each of the following were honored with a lapel service pin and a gold watch, presented in the general manager's office last month:

Luell E. Thomas and Fred B. Walker, Carding; Arthur H. Robinson, Spinning; Ella M. Whitaker and Verdie M. Smith, Spooling; Walser R. Polston, Twisting (rayon); Annie B. Chastain, Weaving (cotton); Gentry V. Tindall and James N. Crawford, Shop.

At the time these congratulations were being made, 26 others were also receiving honors for completion of 15, 10 and 5-year periods of loyal service to the company at its Gastonia plant. The October list:

Fifteen Years

James V. Lewis, Carding; Vama O. Deal, Twisting (rayon); Jessie M. Hardwick, Weaving (cotton); Rudolph Calhoun, Shop; Nellie M. Stowe, Industrial Relations.

Ten Years

Cleveland Mason, Carding; Robert C. Jones, Spooling; Lillie B. Rollins, Weaving (rayon); Sarah W. Ward, Weaving (cotton).

Five Years

Mamie L. Bell, Beaming-Quill-

ing; Noah P. Watts, Willard H. Ammons and Claude A. Turner, Carding; Fred J. Davis and Jimmy G. Owens, Quality Control; Howard Dellinger, Nylon Treating; Lee R. Sims and Jerry J. Railey, Twisting (rayon).

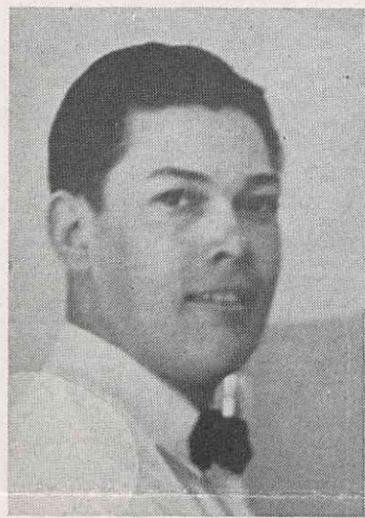
Broadus Jackson, Joseph C. Hice, Grady G. Wylie and Irene J. Barton, Weaving (cotton); Betty Crisp, John T. Brown, Jr., and Christy A. Huffstetler, Weaving (rayon); Mary Prince, Winding.

Each of these employees has received the lapel pin commemorative of their long-time service to the company.



Each person who marked 20 years of employment here in October received a watch and service pin. Seated, from left: Verdie M. Smith, Annie Chastain; general manager Harold Mercer (presenting pin); and Ella M. Whitaker. Stand-

ing, from left: Cotton division superintendent F. B. Galligan (on hand to add congratulations); Walser R. Polston, James Crawford, Gentry V. Tindall, Luell E. Thomas, Arthur H. Robinson and Fred B. Walker.



H. T. Aldridge Stars In 'The Sunfish's Cook'

A recent newspaper story from Hollywood, Calif., told of a nationwide search for the son of a Firestone employee, to appear on the TV show "The Silent Service."

Teddy Eugene Aldridge, son of William H. Aldridge of Twisting,

← **T. E. Aldridge: Hard - to - find submarine hero almost disrupted the show. . .**

was located to appear on the TV show based on a film titled "The Sunfish's Cook." The news feature related the story this way:

Locating the only cook in the submarine service ever decorated for bravery looked like a routine matter to producer of "The Silent Service" television show.

But it turned out to be a six-week nationwide manhunt before Teddy Eugene Aldridge, winner of the Bronze Star as a cook aboard the Sunfish in World War II, was found.

HIS STORY was chosen for an episode in the film series, based on true experiences of the

Navy's submariners. And he had to be found, since the program's format called for the subject to appear in person at the close of the show.

But the producers had had tough ones before. So they started filming "The Sunfish's Cook."

It was the tale of how Aldridge, then 23 in 1944, was practically a one-man gang aboard the sub when she attacked 14 Japanese trawlers. Aldridge was assigned a Browning Automatic Rifle for use in surface engagements.

During the two-hour battle he roamed the deck, blasting away with his BAR. And he saved his ship when he poured lead into an enemy's wheelhouse to prevent him from ramming Aldridge's craft.

The filming sailed along, but

the search was another matter. The Navy had no record of the former cook, who had left the Navy in 1945. Bakers unions, Social Security and Veterans Administration all were checked without result.

The American Legion was able to find Aldridge's VA claim number. From this, the ex-sailor's grandmother, Mrs. C. D. Pangle of Englewood, Tenn., was found. She gave them the name of Aldridge's father in Gastonia.

From him the producers traced the heroic cook to Seattle, where he was ashore for a few days from cruises to the Orient as cook on a Merchant Marine vessel.

He was then flown to Hollywood to appear on the program, which finally went off on schedule.

Company Building Portugal Plant

Another Firestone plant—this one in Europe—is scheduled to go into production of tires and tubes in late 1959. The plant, under construction since September, is located in Alcochete, Portugal. It is on a 93-acre tract of land, about 10 miles east of Lisbon, capital and chief city of the west European republic. The new company factory is across the River Tejo and within a short distance of Portugal's chief seaport and center of commerce.

Annual production at the Portugal factory is planned at 120,000 truck and passenger tires, including tubes, company chair-

man Harvey S. Firestone, Jr., said.

Under her first "six-year plan"—to be completed this year—Portugal has undergone a substantial industrial expansion, adding several new industries to the country's roster of businesses, Mr. Firestone pointed out.

As an indication of her advance, Portugal and Portuguese possessions have more than doubled their registration of cars, trucks and buses from about 112,500 in 1951 to around 227,000 in 1958.

RECKONING WITH COMPETITION

The Consumer Has Many Choices Before Him

Even in the best of times, when consumers are in a buying mood, competition is a force to be reckoned with, because in America the consumer always has many choices before him. But he can't buy everything.

In a period of business recession, the customer thinks long and hard before making a choice. The search for value becomes longer and more thorough. Value is a combination of quality and price—and is created not by the salesman and the advertising department, but in the production departments.

* * *

Good workmanship, the proper use of tools and machines, and the avoidance of the "little mistakes" that can be so serious, all contribute to the quality of our products. The prices of our products are determined by the costs of production. Waste of ma-

terials, an excessive amount of scrap or faulty items that must be rejected, the waste of time, and the misuse of tools, all enter into the price of the finished products. They may force the price to be higher than the customer wants to pay.

Every employee, whether he knows it or not, is in competition every working day of his life. If his work is done carelessly a sale may be lost, or a customer may be turned away. If he wastes time or materials, the added cost will ultimately become a part of the price of the company's product.

It is a human tendency to put the blame for conditions on the other fellow, and to think that it is up to others to produce the remedy. But in a free economy it is best not to wait for "the other fellow" to do something. A free economy works well, or works badly, according to the actions of all of us—as employees, managers, investors, consumers. Our day-to-day decisions on buying, saving, investing and producing have far more to do with our prosperity than any actions that possibly could be taken by the government.

None of us, single-handed, can solve the nation's problems. But that does not mean that we need to wait for a miracle. Each of us, working to the best of his ability, can help to weigh the scales on the side of a better cost-price balance, better sales and a better future.

Mountain Railroad

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points borders the Jefferson National Forest.

Conductor Wohlford and others of the crew wouldn't admit it, but you somehow get the feeling that what they really like best about the Virginia Creeper is this:

When they pull out of Abingdon they leave the main line behind them, and they're on their own to take you on an unforgettable, sentimental journey into time.

Christmas Seals Fight Tuberculosis

The 1958 sale of Christmas Seals will begin in Gaston County November 14. In making the announcement, Gaston County Tuberculosis Association secretary Mrs. Blanche Gray Hamner pointed out that this will be the 52nd year that Christmas Seals have been mailed to the homes of American citizens, waging fight against a deadly enemy—tuberculosis.

"Much has been accomplished in these 51 years, and fewer deaths are occurring from tuberculosis today because of the wonderful discoveries through research," Mrs. Hamner said. She added:

"We are still working on a vaccine to prevent tuberculosis. This is one of the examples of research for which money is needed. Please buy as many Seals as you can."

Firestone's Cotton Division superintendent F. B. Galligan is treasurer of the Gaston County Tuberculosis Association.

October 20-26 was National Bible Week, sponsored by the Laymen's National Committee, Inc. It was the 18th annual reminder to re-read the enduring truths of "The Bible—The Word of Life." From Thanksgiving Day to Christmas again this year, millions of people in some 50 countries will unite in daily reading from the Bible. Why not join them? For a bookmark with a list of readings, write to: **The American Bible Society** 450 Park Avenue New York 22, New York