

AT RECREATION CENTER

# Reading Class Offers Adventure In Learning

The only person who grows old is the one who fails to keep on learning. Truth of this adage is no better appreciated than by the three women and two men who are enrolled in a 25-week course of "Streamlined Reading" at the Firestone Recreation Center.

An outgrowth of the famed World Literacy method of teaching, the TV-Workshop class here was beginning its third month in March, with Miss Myrtle Bradley of Main Office as instructor.

Sponsored in this area by the Gastonia Junior Chamber of Commerce, the learn-to-read program here is a part of a vast adventure in learning, scene of which is laid across the far-flung region serviced by station WBTV in Charlotte. An extension project of John C. Campbell Folk School at Brasstown,

N. C., it is underwritten by a number of business and industrial organizations. It has the sanction and backing of hundreds of service clubs, civic groups, and educational programs in the Carolinas. WBTV gives free air time for the filmed lessons.

**FIRESTONE** is one of two reading centers in West Gastonia. The other is at the Optimist Clubhouse on West Second avenue.

Miss Bradley, a leader in the Gastonia Pilot Club, is typical of hundreds of volunteer in-

structors in the reading program of both Carolinas.

When the class began meeting in the conference room of the Recreation Center here in early January, there were six enrolled. One man discontinued the course because of his job transfer.

Sessions each weekday Monday through Friday are from 6:15 to 7:15 a.m. Every morning except Wednesdays, lessons center around the TV instruction, 6:30-7 o'clock. For a few minutes after that, there are explanations, discussions, and an opportunity to practice what has been learned. Wednesday sessions afford review, personal counseling and more writing practice.

The Firestone reading class had its origin in the World Literacy program and the work of Dr. Frank C. Laubach, "apostle of literacy" known to millions the world over. Techniques of the Laubach "each-one-teach-one" system were adapted for television use and presented for the first time in the United States over a Memphis, Tennessee station. Results were so encouraging that the lessons on film were made available to other stations. WBTV is a pace-maker of the literacy effort in the Mid-South.

**INSTRUCTION** is free of charge. A fee of \$3.50 provides the learners study and activity materials, supplied through John C. Campbell Folk School.

When at the end of February, the class here had met for 35 sessions, Miss Bradley could point to almost unbelievable progress in her students. Remarked one of the class, "Maybe before long, I'll be ready for high school."

"To watch these people learn the use of written communication is the greatest thrill of my life," says the instructor. "I have a feeling that there are many others among our employees and in the community who also should know the joy of learning to read," she added.

The experience of one employee-student most likely suggests others who should be in the class, Miss Bradley pointed out. For this member of the class, plant bulletin board announcements and newspaper stories of the reading program did not communicate at all. Had not someone told this employee about the class, he might have missed out altogether.

Commented Miss Bradley: "Just as Dr. Laubach's reading method emphasizes the 'each-one-teach-one' principle, Firestone people ought to start a campaign of 'each-one-tell-one.' As a result, perhaps the company would be able to make this a repeating course that could bring the light of reading and writing into the lives of many who might otherwise never learn."



Jane Morehead of Main Office (center), checks the map location of St. Gall, with Swiss visitors Jurge Nef (left), and Mr. and Mrs. Patrick Stoffel.

## Visitors From Switzerland Left A Lesson In Quality

Three members of textile families in Europe visited the plant here recently. They compared tire-cord production methods with those of making products of silk, cotton and man-made fibres in their home canton of St. Gall, Switzerland.

Firestone was the largest textile mill and the only tire cord factory that Mr. and Mrs. Patrick Stoffel and Jurge Nef had visited since they came to this country several months ago.

At N.C. State College, Raleigh, Mr. Nef and Mr. Stoffel are taking advanced courses in textile manufacturing, while Mrs. Stoffel is studying history, psychology and English. They plan to be at the school for at least another semester of study, before returning to the textile mills they operate in mountainous northeast Switzerland.

Mr. Stoffel and Mr. Nef both "inherited" their life profession through family ownership of textile mills, a tradition that harks back to Medieval times, and the beginning of trade guilds in Europe.

In Switzerland today, the textile industry operates trade schools. Mr. Nef and Mr. Stoffel attended the same trade school and lived on the same street in St. Gall, but for a number of months had not seen each other until they arrived at State College, thousands of miles away.

Mrs. Stoffel, who studied art, textile weaving and designing in her hometown of Zurich, will put her talents to work when back at the family mill.

**THE VISITORS'** German-speaking canton of Switzerland is the hub of textile manufacturing of that part of Europe. Mills, usually small, turn out products of cotton, silk, and synthetics. Much of the embroidered and brocaded goods of Europe come from St. Gall. Some factories, such as the Stoffel family plant, produce materials from start-to-finish, like fancily-embroidered handkerchiefs. Other mills, like the one operated by the Nef family, specialize in spinning only. Mills import the greater volume of materials they process.

With few natural resources and a largely barren soil, Switzerland has achieved prosperity through technological skill and high standards of manufacturing.

"In a country such as ours, a manufacturer is most keenly aware of competition and the customer's demand for a high-quality product," said Mr. Stoffel.

"If we cannot produce quality, we cannot sell our wares," added Mr. Nef.

- Winston-Salem.
- 8. Fort Raleigh National Historical Site, Roanoke Island.
- 9. Fontana Dam (480 feet high) Western North Carolina.
- 10. Nowhere. All State roads and bridges and ferries in North Carolina are free.

\* \* \*

Charles Absher shows two pieces from the students' kit of materials supplied by John C. Campbell Folk School. One of the books here, "Streamlined English," was written by Dr. Frank C. Laubach, who has pioneered the teaching of reading to millions around the world.



Miss Myrtle Bradley, Firestone class instructor, clarifies points of a reading lesson for Miss Mae Wells, former employee; and Walter Dover, first shift mechanical lift operator.

## A Dying Ember And A Lesson On Faith

A minister went into the home of one of his members who had boasted, "I can worship God by myself as well as I can with others in church."

The visitor sat in silence with his friend. At length the preacher walked over to the fireplace and with the tongs he lifted a single coal from the embers and put it on the hearth.

He waited in silence as the coal lost its glow and blackened, while the fire in the fireplace kept on burning brightly.

"You needn't say a word," ventured the man of the house, "I see what you mean. I cannot keep the fire of faith burning alone. Look for me in my place at church next Sunday."

You can have the faith that burns steadily and bright, all the days of your life.

There is a place where God breathes new life and new faith for everyone. That place is your own church or synagogue. Plan to be there this week . . . next week . . . every week.

There you'll find the strength for your life.

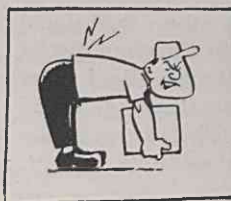
Fred Waring and the Pennsylvanians will be featured on The Voice of Firestone's Easter Holy Week program for Monday, March 23. The traditional Easter format is one of several special seasonal presentations of the company's television program.

The Voice of Firestone is telecast in the Gastonia area Mondays at 9-9:30 p.m., EST, from WLOS-TV, Channel 13, Asheville.

## Quiz Answers

—From page 3

1. Mount Mitchell—elevation 6,684 feet.
2. Great Smoky Mountains National Park.
3. Wright Brothers National Memorial near Kitty Hawk and Kill Devil Hills.
4. Cape Hatteras National Seashore, Bodie, Hatteras and Ocracoke Islands.
5. Cape Hatteras Lighthouse, Hatteras Island.
6. Mile-High Swinging Bridge on Grandfather Mountain.
7. Salem Tavern, Old Salem,



# SAFETY makes SENSE

