



NEIGHBORLY—Mrs. D. L. Friday (left), mother of Dr. William Friday, president of the University of North Carolina, visits with Mrs. J. L. Rhyne of Twisting. They are in front of the Friday home, built in the early 1800s.



MARK OF THE PAST — Mildred McClure, (left) and her aunt Letha G. Mahaffey of Spinning, at the old watering trough on the court house lawn. This relic of hewn stone was a standard fixture in the horse-transportation era.

Dallas, N. C.

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Diversified Industry

When textiles came to the county almost a hundred years ago, the industry was established in the Dallas area. One mill operates today. There is a plant manufacturing knitted sportswear. Other industries are sheet metal works, bakeries and machine shops.

Dallas was an educational center before the turn of the century. The Lutheran Church operated Gaston College here for several years. The closing commencement was in the early 1900s.

Today, Dallas boasts an outstanding school system, with some 1,800 enrolled through high school grades.

Firestone people who are citizens of Dallas contribute to programs of the numerous churches there.

Besides the churches, schools and other features in which her residents take pride, Dallas people would have you remember the area's many points of his-



HOUSES OF GOD—The many Dallas-area churches range from historic ones like Philadelphia Lutheran and Long Creek Baptist—both dating to the 1700s—to this modern home of Our Saviour Lutheran Church on the New Dallas-Gastonia highway.

torical significance. In addition to those already referred to, these are of special interest:

1. Paysour House, 1850. Extends to sidewalk, as do houses in Old Salem and Williamsburg.
2. Matthew White Hotel, 1849, a residence.
3. Ephraim Holland House, 1850. Has steps built by a Union

soldier and molded after Statehouse steps in Raleigh.

4. Revolutionary cemetery at Long Creek Baptist Church.
5. Jesse Holland House, 1848, first brick house in Dallas, site of first court in Gaston County.
6. Old Jail, 1847. Hand-wrought bars still on upper windows.

September Report Indicates Sales, Income Highest Ever

Both sales and net income were the highest ever attained by the company for a first nine-months period, a September 10 report to Firestone stockholders revealed.

The statement submitted by chairman Harvey S. Firestone Jr., and president Raymond C. Firestone showed net sales of the company and its subsidiaries amounted to \$847,453,946 for the nine-month period ending July 31, 1959.

This was an increase of 11.5 per cent over the \$759,719,839 for the same period of 1958.

ESTIMATED net income for

the period was \$44,675,914, compared with \$35,118,046 last year, an increase of 27.2 per cent. Earnings on the common stock were equivalent to \$5.18 per share this year, compared with \$4.16 per share last year. Provision for domestic and foreign taxes on income increased from \$34,400,000 last year to \$43,500,000 for this year—or 26.5 per cent.

The report pointed out that the record sales and net income for the nine-month period were attained in the face of domestic tire and rubber products plants being closed by strike for almost two months.

	Nine Months Ended July 31 1959	1958
Net Sales	\$847,453,946	\$759,719,839
Other Income	4,062,345	2,521,208
Total Income	\$851,516,291	\$762,241,047
Deduct:		
Cost of Goods Sold, Depreciation, Selling, Administrative and General Expenses and Interest	\$763,340,377	\$692,723,001
Domestic and Foreign Taxes on Income	43,500,000	34,400,000
	\$806,840,377	\$727,123,001
Estimated Net Income	\$ 44,675,914	\$ 35,118,046
Ped Share of Common Stock	\$ 5.18	\$ 4.16

'Eyewitness' Program Wrote History

Firestone wrote a great chapter in the history of mass communications, when it sponsored the recent "Eyewitness to History" TV series over CBS.

The epochal project of reporting President Eisenhower's summer visits to heads of allied governments, and Soviet Premier Khrushchev's visit to the United States began in late summer.

Chairman Harvey S. Firestone Jr. said of the series: "Our company presented these telecasts to enable millions of Americans to see and better understand highlights of history in the mak-

ing; to hear words of principal characters in this great world drama, and to learn from outstanding news correspondents their interpretations of actions which took place.

"These programs marked a new era in global communications. We were glad to report the events pertaining to what may well have been the most critical period in world history. Outcome of these historic meetings may be the turning point toward better international relations."

OUR RED RIVALS

Russia:

Wise To Her Faults

Fifth in a series of six articles by Harold Mansfield, author of *Vision and The Challenge (United Kingdom)*. The author visited the USSR recently, with a delegation sponsored by the International Council of Industrial Editors. Before his trip, he learned the Russian language, so he could better evaluate his experience in the Land of the Red Star, and the people's aim at excelling America industrially. Copyright: Harold Mansfield.

The Russian savings bank is an institution growing in popularity. A typical one you visit reminds you of a small U. S. postoffice. There is a writing counter and two or three attendants' windows, and beyond a partition some women are sorting deposit slips in a wooden box. They add on Chinese abacus counting frames, clicking the beads of the ancient devices that you have also seen used in the stores.

The manager invites you to the bank office where a government interpreter explains the system of Soviet banking, the six types of institutions: Agricultural, state, communal, industrial, foreign trade, and savings. He describes a crude approach to the use of checks—a sort of personal note from the depositor, asking for a transfer of money to a bank in another city, to pay for purchases there.

Goal for Tomorrow in Russia: Plenty of Things for All

"Russians hope to produce plenty of things for everyone some day," you say. "Won't you then need things like personal accounts at banks and credit accounts at stores, and checks to pay for goods and services?" The interpreter steps in, laughs a little

without answering, then turns to another man's question.

You try again and the manager replies: "We don't have need for these things now. (Russians speak of communism as something in the future rather than the present.) "We will need neither checks nor money."

The contradiction is plain to see. The trend in Russia is going opposite to the trend planned toward pure communism. A large state bank further confirms this observation. The manager asks about banking in America.

Business methods—even in government—have just begun to make the improvements that Russian science and production have been making in recent years. The distance between the Chinese counting frame at the bank and the electronic computer in the Soviet science laboratory is typical of the glaring inconsistency between the country's forward drive and the cumbersome methods of communism that are dragging it back. Clumsy office methods and procedures; the bureaucratic ladder that must be climbed for policy decisions; delay, dogma and dictation, are fetters to progress.

"Prove Communism to the World By 'Peaceful Competition'"

But Russia is getting wise to these faults. Trade with the outside world will open her eyes and sharpen her practices. Americans have often wrongly assumed that Russia could never do what she says. But streamlining is already showing itself.

Meanwhile, America has her own trend to "big government." Even now—you reflect—there isn't too much difference between the length of the list of ministers and policy-forming institutes in Moscow and the list of agencies and committees in Washington. Just different names.

So Russia is pushing Khrushchev's program to "prove communism to the world" through peaceful competition.

Viewed from the distance of Soviet Russia, you can see the danger in America's own success. The spoil of success is indulgence, you remember. And it is hard to see how America can long keep her world leadership in "peaceful competition" if she indulges the luxuries of waste, half-hearted effort, paying tribute to any group which can exact it through power, and the bitterly-illusory inflation.

Not when Russia is living and breathing cost control.