

February: Gateway To The Outdoor Season

Spring with the call of the outdoors arrives in February—ahead of the calendar — along the southeast coast of the Carolinas and at mid-South resort areas. This reminder from Plant Recreation is in the interest of worthwhile travel and recreational activities for Firestone employees and their families.

For the period of February through mid-March, Firestone travelers will note that festivals, garden tours and flower shows highlight the spring pattern, as the green-up season moves across the North State from sea-level to mile-high mountain crests.

BEGINNING with the Christmas season, pink, red and white camellias have brightened the Eastern Carolinas, and the Sandhills of the North State. Outstanding points to visit are Orton Plantation near Wilmington and Clarendon Gardens at Pinehurst. February 27 and 28 are dates of the 17th annual Camellia Show at Wilmington, sponsored by the Men's Tidewater Garden Club there.

By mid-March, Azaleas begin to appear, with dogwood, wisteria and other flowering shrubs brightening the wayside until late April. Firestone people traveling US 17 in March, have a treat in store in such beauty spots as the plantations and gardens near Southport, and the former Colonial capitals of Edenton and New Bern, with their stately homes and public buildings surrounded by spring blossoms.

Waldensian Festival Has Old World Touch

Of outstanding February events, Plant Recreation suggests a trip to Valdese on US 70, where in the Blue Ridge foothills you can visit one of the South's most unusual communities.

Bloodmobile

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qualify for a six-month period, when 15 or more per cent of employees donate blood.

Under the same system, departments can qualify separately, each donating 25 pints, or 20 per cent for total employees — whichever is larger — within the period covered by the six-month agreement.

In recent years at Firestone, the Mechanical department and

Valdese in Burke county is a little more than an hour's drive from Gastonia. It was settled in 1893 by people who came there from around Turin in the Alps of northwestern Italy. Having come from near the French border, they speak both Italian and French.

When the Waldensians came to Valdese they set out to build a New World community as much like the old one as possible. So they erected stone houses and planted vineyards. Most of the stone houses are still there and the vineyards are still tended.

Here on February 17, you can share in the 112th annual Waldensian Independence Day program.

This enterprising town of almost 3,000 population has become the end of the Waldensians' search for freedom of worship. They are said to be the world's oldest continuing group of evangelical Christians, dating from the 12th century. Peter Waldo, a wealthy merchant of Lyons, France, first gathered a following after he had given his money to the poor and vowed a life of strict religious devotion.

Then came more than seven centuries of difficult history for these people. In 1898, a number of Waldensian families settled on 3,000 acres of land they bought around Valdese, and set about to build a community that today bears many marks of the Old World. There is the church with the lancet windows, and its second-floor museum which is open to visitors.

But if you want the rich story of Valdese, attend the Independence Day program there February 17. Admission is by ticket.

Offices and Supervision have qualified under this program.

The group system allows a credit card to each employee of a qualifying department. It entitles the card holder and certain members of his or her household to receive all blood they might need — provided blood is available at the time needed.

As always, persons who donate blood but are not included in a group plan, have individual eligibility through the Red Cross blood program.

Some More Variety In Travel Picture

Additional entries on the February travel calendar in North Carolina which may be of interest to Firestone travelers:

Raleigh: NC State College Fine Arts Festival, February 11-23; Hoffman: Gun Dog Classics, NC Field Trial Association, 18-20; Tryon: Bird Dog Field Trials, 27; Chapel Hill: "New Heavens", Morehead Planetarium, 16-March 14; Whiteville: Camellia Society Show, 27-28. And into March—

Asheville: Better Living Exposition, sponsored by Citizen-Times newspaper, March 1-4; Charlotte: Sportsman's Motor Boat and Vacation Show of the Carolinas, 1-6; Raleigh: seventh annual Atlantic Coast Basketball Tournament, 3-5; Fayetteville: Garden Club Camellia Show, 5-6; Greensboro: Arts Festival, 8-12; Ringling Brothers Barnum and Bailey Circus, 11-13; Elizabeth City: Albemarle Camellia Show, 12-13.

Science Promises Wonders For Home

The march of progress in America touches almost every aspect of people's lives. You hear quite a bit of comment these days on progress in industry which enables manufacturing to keep pace with the advancing demand for goods.

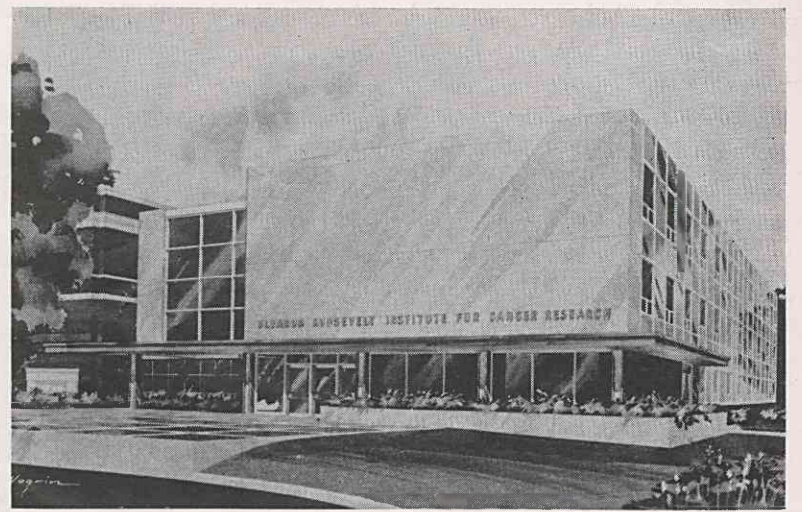
As the future unfolds, the home itself will be the scene of drastic changes for better living—all possible through progress, and change.

An Indiana University professor recently envisioned electronics and ultrasonics as making our home workloads remarkably easier in another 15 years—maybe less time than that.

By 1967, he said, "Those household appliances which are now in the semi-luxury class, will be standard equipment in most homes.

"There will be appliances unbelievably new, and new developments in old ones. Examples: Ultrasonic machines for washing clothes, and dishes; electronic dust filters . . . electronic methods of sound reproduction which will render today's hi-fi and stereo out-of-date . . . electronic stoves that will prepare a meal in seconds. . ."

Four employees with two-gallon blood donors records have each been awarded a sterling ball-point pen. Luther Brown of Methods and Standards (right center), receives his pen from L. B. McAbee, assistant Cotton production manager. Looking on at extreme left is general manager Harold Mercer; at right, chief production manager F. B. Galligan. Others besides Mr. Brown who received pens (from left): James Cooper, Methods and Standards; Ray Thomas, Spinning; John Verdery, cotton office.



ARTIST'S SKETCH of Eleanor Roosevelt Institute for Cancer Research, being built near Denver, Colo. Construction began last November 16, on the 75th birthday of Mrs. Roosevelt. Mail address of this humanitarian project is 801 Second avenue, New York 17, N. Y.

ADVENTURE IN BROTHERHOOD

Cancer Research Institute Progresses

In the Rocky Mountain foothills near Denver a few weeks ago, a spade of upturned earth marked the beginning of new hope in the struggle against one of man's greatest enemies.

On hand were people of good will, whose love for others had involved them in this drama of life and hope. And all who had a part in this beginning rejoiced, as a research center was on its way to reality.

The Eleanor Roosevelt Institute for Cancer Research, named in honor of the former First Lady's dedication to the health and welfare of the world's peoples, is on the grounds of the American Medical Center, and near the hospital it maintains for patients in all stages of cancer.

THE HOSPITAL is one of the few in the country where cancer patients in advanced stages can be cared for indefinitely.

FOR FIRESTONE

Auto Racing In 51st Year

Firestone's outstanding record in auto racing during 1959 was a glowing introduction to the company's second half-century in this field.

Winning the top four places in the first international race of compact cars in December brought the company's 50th anniversary of racing to a dramatic close. At the race in Sebring, Fla., Firestone was in direct competition with major tire manufacturers the world over.

Seven of the cars placing in the top ten at Sebring were rolling on Firestone tires; and winner Walt Hansgen — who also was awarded the 1959 National Class C modified crown—had used Firestone tires exclusively during the year.

Record Set At Daytona

The company's winning record last year began when Lee Petty of Randleman, N. C. won at the new Daytona International Speedway in February with a new world record speed for stock cars: 135.521 mph for the 500 miles.

Five months later, Glen "Fireball" Roberts set a 250-mile world stock car record in averaging 140.581 mph at the Daytona Firecracker 250.

Championship races broke

The open-door policy means treatment and care without charge to all who can be admitted. Already, this hospitalization has resulted in restoring to their families many cancer patients considered "hopeless" and "incurable."

Success of this hospital encouraged the establishment of the research center in which doctor, research specialist and patient will form a partnership in the fight to banish a disease that has killed more Americans than all our wars.

Working in laboratories made possible by contributions of Americans from all the States, research scientists will be waging a battle against time, to solve the age-old riddles of cancer.

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