

Grade School Best Time To Plan For College



What parent does not have dreams and plans for his children? And many of these plans are wrapped around a college education. In these times, college is more than a nice "extra" for a boy or girl. Advanced education is becoming more and more an essential part of most parents' dreams for their children's future.

But, alas, too often both parents and children fail to make definite plans for college—until opportunities are forever gone. As more and more students prepare to continue their education, entering and remaining in college grows increasingly important. This being so, the best time to start planning for college is while your youngster is in grade school.

This story is written for parents of children in grade school, in the hope that the suggestions will be a guide in choosing young people's high school courses that will count most for the future.

As an industry, Firestone feels a responsibility to its employees and to the future of our country. That's why the company has a broad educational program, among which is annual financial assistance to worthy sons and daughters of employees who seek a college education.

At least 60 students attend college each year under the Firestone Scholarship Program. Firestone's program is one of the most comprehensive offered: It provides full tuition, academic fees, textbooks, and a substantial portion of room and board expense at the college or university of the student's choice.

Strong Academic Background

In educational circles, experience has proved that for college work your child needs to build a strong academic background. The Firestone Scholarship Committee presents these suggestions to help you plan high school courses that will lead your son or daughter to the right preparation for college.

Putting these suggestions to work will not guarantee a student a Firestone scholarship, but it will help greatly in preparing him or her for college or university work. Of course, it will also increase the chances for winning a Firestone scholarship.

MARTIN ESSEX, immediate past president of the American Association of School Administrators, has endorsed these suggestions:

1. The student needs to have regular consultation with his high school principal and/or advisor, concerning courses of study, grades, long-range plans.
2. Parents, encourage your child to cultivate good study habits. Take an interest in your child's school program—and let him know it. Grades are especially important, with increasing competition for scholarships and strict requirements for college and university registration.
3. Be concerned with the student's personality development, character growth. Does he work up to capacity? Is he well liked, cooperative, reliable?
4. Encourage your child to think about and

plan for his future, to learn about various careers within his realm of interest and ability, and to obtain counsel and advice from school leaders.

5. In your child, promote the reading of good books during vacation from school or in other spare time. The Firestone Scholarship Committee has found that students who have cultivated good outside-of-school reading habits usually score well in sections of competitive examinations dealing with the proper use of the English language.

REMEMBER these pointers on courses of study in school:

- Recommended: Four years of "solid" English courses. No matter what field a student enters, he must be able to express himself through language.

- Strive for no less than three years of a foreign language. Two reasons for this: 1) It is desirable for a general education, 2) experience shows that students with a background in foreign language make higher grades on English examinations, than those without this background.

Remember the value of extra-curricular activities. But don't over-emphasize this at the expense of the student's scholastic standing. Most universities, as well as scholarship committees, are concerned with the use a student makes of his out-of-class hours. Activities often help a student develop leadership ability, self-confidence, creative talent.

For Firestone scholarships, student scores on the School and College Aptitude Test are an important consideration. In the past, those students following the suggestions outlined here have consistently maintained high scores on this difficult examination.

More on Company Scholarships

An applicant for a Firestone scholarship must be a high school senior and a son or daughter of an employee who has completed five years of continuous service with the company or one of its subsidiaries, by January 1 of the year in which the award is made.

The Firestone employee must be currently on the company payroll and have an average base pay not in excess of \$800 a month. Also eligible are adopted children, step-children who live with eligible Firestone employees, and children of employees who have completed five years of continuous service with the company immediately before death or retirement, and whose base pay did not amount to more than \$800 a month.

In the case of retirement, the Firestone employee must have retired after reaching age 65, or because of physical disability, and must have received a benefit under the company pension plan.

ANOTHER requirement: The applicant must have a scholastic record placing him in the upper half of the class representing the first three and one-half years of high school studies.

In the 1960 program, Firestone received 405 applications for scholarships. Of these, 29 obtained scholarships; 104 got certificates of merit, recognizing their outstanding scholastic records.

The program was started in 1953. Since then, 197 four-year scholarships have been awarded.



Fall Funfest

Cash prizes added to a heap of fun and frolic characterized the 14th annual Autumn Field Festival at the Firestone ball park on Labor Day. Through the years the event for employees and members of their families has been staged by the recreation department.

Ideal weather encouraged a whopping turnout of children and grownups who got in the fun. Among games and other

These three youngsters got a head start on rolling peanuts with their noses, while some others lagged behind.



competitive activities were the three-legged race, egg-throwing, pop-drinking, rolling-pin fling, money-tossing, pie-eating, cracker-eating, bottle-filling, field dash, ping-pong throw, bicycle race, sack race and treasure hunt.

Participants in the funfest made off with approximately 100 cash prizes.

IN DETROIT

Rubber Industry Exhibit

The Firestone company is among contributors to an elaborate Rubber Industry Exhibit October 12-23 at the 43rd National Automobile Show in Cobo Hall, Detroit's new riverfront exposition center.

Auto manufacturers simultaneously will unveil all of their 1961 models in the seven and one-half-acre showroom. "Auto Wonderland", show within a show, will demonstrate how a car is manufactured. It will have a miniature assembly line, styling studio, engineering and testing labs, and a wide variety of educational exhibits provided by producers supplying the auto industry.

Tire-Building Exhibit

An important feature of the rubber industry exhibit will be the tire-building center with its fully-manned and operational display—demonstrating how the "green" tire becomes a finished tire through the vulcanizing process.

The exhibit will also cover all phases of the tire and non-tire automotive rubber product lines, including a panel portraying on one side the skeleton of a car done in colored rubber, illustrating use of rubber components, and on the reverse side in pictures and text, the story of man-made rubber. Adjoining this will be a diorama covering natural rubber production, the manufacture of synthetic rubber and the processing of each of these raw materials into useful finished products.

Final display, under a circular plexiglass dome, will enable visitors to trace movement of crude rubber from ships, across the docks, to plants, through processing, finishing and inspection

and into consumer channels of trade.

Highlighting the Auto Show will be an address by President Eisenhower, October 17. He will speak to 2,500 business, financial, political, educational and civic leaders at a dinner in the Cobo Hall banquet room.

NSSA Promotes Travel Safety

The National Student Traffic Safety Conference at Eastern Michigan University late this summer was financed by a grant from Firestone. It was an effort to promote a wide-spread campaign among high school students to cut down on the heavy toll of highway tragedies resulting in the loss of almost 40,000 lives each year.

In a four-point resolution, the newly-formed National Student Safety Association endorsed these practices:

- Encourage installation of seat belts in all new-model cars.
- Require applicants for drivers' licenses to pass an approved driver education course before obtaining a license.
- Recommend that all license applications and renewals be accompanied by a physical examination, and
- Recommend that all license renewals be accompanied by a driving test.

... Of Profits Wages and Taxes

Two doffers, waiting for the second shift to begin, were overheard talking about their jobs—and their employer.

"I thought that profit is something left over after the costs of production are paid."

"Not according to what I read the other day," his fellow employee replied. "I learned that profit is a definite cost of production."

This conversation set the stage for some more facts on costs and production in industry—facts that are common and simple, yet ones easily overlooked. For example:

- Wages is that amount collected from the customer on behalf of the worker. . .

- Taxes is the amount collected from the customer on behalf of the government. . .

- Profit is that amount collected from the customer on behalf of those who supply the tools for the worker to produce the original goods.

When tool payments (usually called profits) are reduced in any way—except by Nature's law of supply and demand—workers are deprived of more and better tools. It works this way because tools make it possible for the worker to produce more and, therefore, get more.

Today, American workers' high standard of living is the direct result of production through use of the greatest stock of tools in the world. More and better tools come from savings—savings made possible by profits.

When you think about it, it figures down to the individual on the job. Any destruction of "profits" directly damages the material progress of the worker.