

Begin College Planning Before High-School

There's a lot more than just disappointment for the high-school graduate whose application is turned down at a college or university. It can mean a definite reduction in the range of occupations from which he can choose. It can mean that his potential lifetime earnings may be substantially reduced.

Lack of good high-school preparation can be very costly for the person who wants to go to college.

It happens often that both parents and children neglect to make definite plans for college—until it is too late. As more and more students prepare to continue their education, getting into and staying in college becomes increasingly difficult. This being so, it's not too early to begin plans when your child is in elementary school.

THE FIRESTONE COMPANY—aware of its privilege to make another contribution to the welfare of employees and their families, and to the future of the country—provides annual financial assistance to worthy sons and daughters of employees who seek a college education.

At least 60 students attend college annually under the Firestone Scholarship Program. It provides full tuition, academic fees, textbooks and a considerable portion of expense for board and room at the school of the winner's choice. Firestone's program is considered to be one of the most comprehensive offered by any organization.

The company's Scholarship Committee offers the following guideposts to help parents and grade-school students plan courses in high school which will give the student the strong academic foundation necessary for college work.

Putting the suggestions into practice will not, of course, guarantee a student a Firestone scholarship—of any other kind, for that matter. But it will help prepare the student for college or university work

and will undoubtedly increase his possibilities of winning a scholarship.

A PAST PRESIDENT of the American Association of School Administrators has endorsed these suggestions:

1. To the student: Have regular consultations with the high-school principal and/or advisor about the course of study, your grades, and long-range plans.

2. Parents: Encourage your child to cultivate good study habits. With increased competition for scholarships and admittance to colleges and universities, grades are more important than ever. Let your child know you are serious about his school work.

3. Four years of solid English courses are recommended. In every field of work, a person must be able to express himself through language.

4. With increased emphasis on sciences, it is wise that a student take four years of mathematics and three years of physical sciences, including chemistry and physics.

5. Also recommended: A minimum of three years of a foreign language. Besides the advantages of an acquaintance with a language other than the student's own, experience indicates that those with a foreign-language background score higher on English tests than those without this preparation.

6. Extra-curricular activities are important, but not so at the expense of a student's scholastic performance. Most universities, as well as scholarship committees, are interested in the use a student makes of his out-of-class hours. Activities often help a student develop leadership ability, self-confidence, and creative talent.

7. A student's character, as well as his ability, is always considered. Does the student work up to capacity? Is he well liked, cooperative, reliable?

8. The Firestone Scholarship Committee has found

that students who have cultivated good outside-of-school reading habits usually score well in sections of examinations dealing with the proper use of the English language. Encourage your child to read good books during summers or in spare time. A librarian can suggest material to read.

9. For Firestone scholarships, student scores on the School and College Aptitude Test are considered. Experience has taught that the students following the foregoing suggestions consistently maintain high scores on this examination.

10. 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 teachers and administrators.

AN APPLICANT for a Firestone scholarship must be a high school senior and a son or daughter of an employee who has completed at least 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 \$825 per month. Also eligible are adopted children, stepchildren who reside with such Firestone employee, and children of employees who have completed five years of continuous service with the company immediately prior to death or retirement and whose base pay did not exceed \$825 a month.

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

The student applying must have a scholastic standing in the upper half of his or her class covering the first three and one-half years of high school studies.

Of the 413 applications which Firestone received in 1961, the company awarded 28 scholarships. Certificates of merit, recognizing outstanding scholastic records, went to 163 of the applicants.



'Compact' Line Of Another Day

World War I was raging fierce by the time this Model T Ford one-seater had gotten the feel of the highways and byways. The 1917 flivver, representing the "compact" breed of those turbulent times, is owned by E.

Ray Brafford, father of Mrs. Howard Baldwin who is secretary in Personnel. Mr. Brafford traded for the vehicle in South Carolina and towed it home to 1513 McFarland avenue in Gastonia, where he plans a complete restoration of the car. With him admiring the collector's item are daughters Johnnie (left) and Mrs. Baldwin.

John Mercer— Benchman To Cattleman

From an extended stint as a Shop benchman here to herdsman on a 900-acre cattle ranch in Gloucestershire County, England, was a memorable transition for John Mercer in late October.

The son of plant general manager Harold Mercer sailed on the Queen Elizabeth from New York Oct. 18 and arrived at Southampton five days later. From the seaport by rail to London, he registered at the United States Embassy, then set out on the last 200 miles of his trip which took him to Harnhill Manor at Cirencester.

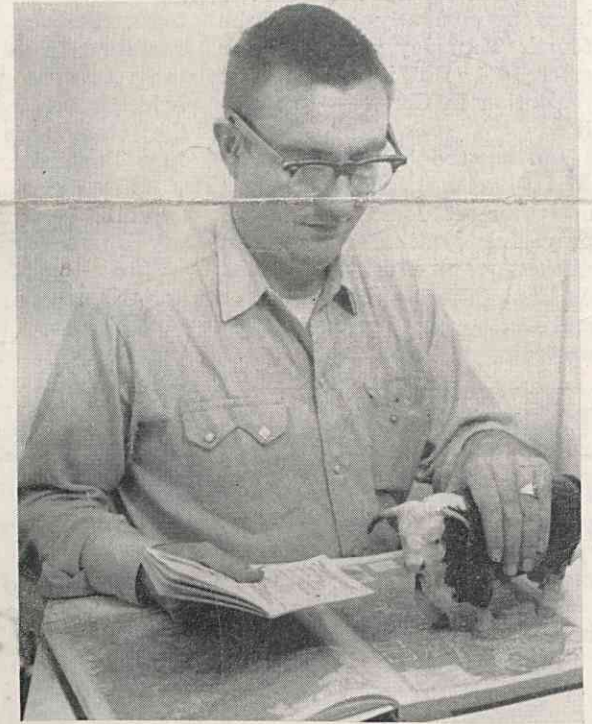
At Harnhill he is working as a herdsman, helping take care of around 200 head of polled Hereford and some 400 sheep. John expects to work on the job there for "good experience". Some of his working time will be spent taking the prized animals to cattle shows.

ENGLAND is the originating place of the Hereford breed, a fact that influenced John to seek employment there.

Cirencester, 200 miles northeast of London, is location of the Royal Agricultural College. Not far away is Oxford, with its famed university.

John's interest in cattle goes back a number of years, and his job in Britain is not the first of its kind for him. He has worked in similar assignments on cattle ranches in Indiana, Florida and Mississippi.

He is a graduate of the academy at Belmont Abbey College, and attended the agriculture division of North Carolina State College.



CATTLEMAN—John Mercer, with passport to Southampton and travel information on England. On the atlas map is a model of an "Elmer" pure-bred Hereford.

The October trip to Europe was the second one John had made to the continent. In 1958 he went by air to Copenhagen and from there made a tour of Denmark, then through Germany, England, Luxemburg, Norway, Sweden, Switzerland, Belgium, France and Scotland.

Gaston Tech Has Top Accreditation

Gaston Technical Institute received accreditation by the Engineers' Council for Professional Development in early October. The council is the top accrediting agency in the nation for schools of engineering and technical institutes.

Gaston Tech, located on property that once was the Firestone dormitories and recreation center, is one of 40 technical institutes now accredited in the country, and the only one in the Carolinas.

The Firestone company made

a gift of the present buildings and grounds to the school in 1956. The school was established at Morehead City in 1947 and was moved to Gastonia in the fall of 1952. It first offered one-year technical courses to high school graduates.

GTI is now a two-year, college-level school—a branch of NC State College—offering programs of study for technicians in the fields of radio and television; mechanical, electrical and automotive technology.

Gaston Tech director W. R. Halstead said the accreditation will add prestige to the institute, helping to get better placement for its graduates and attracting top-caliber students.

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