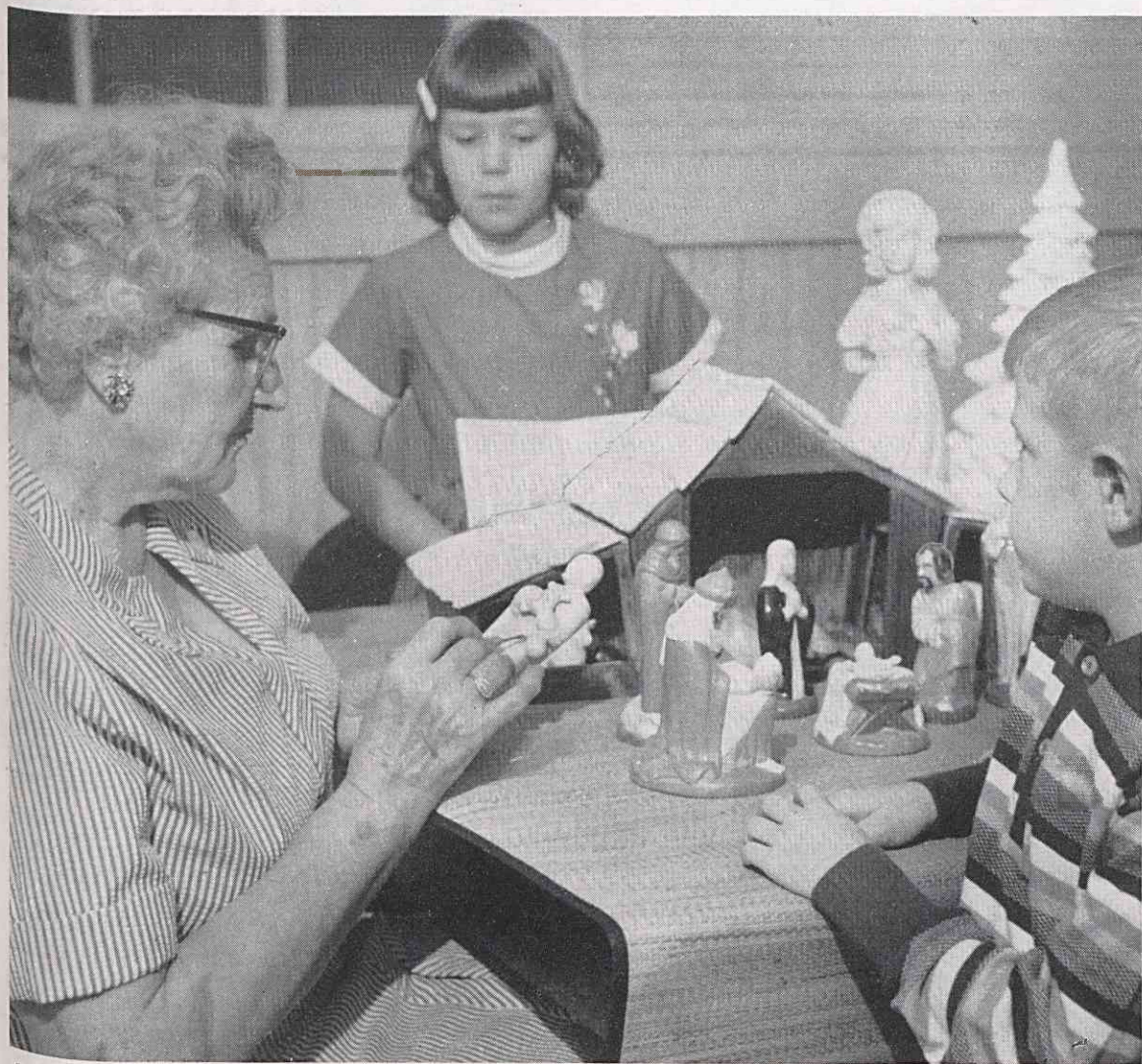


Firestone NEWS



Best Today
Still Better
Tomorrow

Rubber • Chemicals • Textiles
Synthetics • Metals • Plastics



Among wares in the ceramics workshop — an old, old story told in an ancient art

IN BETHLEHEM'S LOWLY MANGER

Carols, the lighted tree, tinsel and holly, gifts and greetings, and Yuletide bells are among the rich traditions associated with the observance of the birth of Christ. The Nativity scene is one of the most meaningful and universal of symbols that speak of the true, original significance of that First Christmas.

Retired Firestone employee Mrs. Marie Fogle works on a figurine for an all-ceramic manger scene for use at the Recreation Center. Watching the skilled hands of her grandmother is

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The manger scene came into use under the influence of St. Francis of Assisi, who used it at Christmas 1223 A.D. Living in a cave above the town of Greccio, Italy, he placed a life-size image of the Christ Child in a manger.

Ruth Lee (Cissy) Fogle, daughter of Mr. and Mrs. Glenn Fogle of 800 Springdale Lane; with Lee Carver, son of Mr. and Mrs. L. L. Carver, 607 North Glenn street. Lee's grandfather, W. L. Carver, is in Main Office.

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A wealthy nobleman provided a donkey and an ox, and neighbors scattered straw on the floor. Illuminated by candles, it attracted the worshiping crowds. This simple act grew into a worldwide custom.

Off-the-Job Safety December Emphasis

Safety—like charity—begins at home. There is no better time to remember this truth than during the month of December. Not that you shouldn't remember—and practice—this every month in the year, but this is the time of year when the long holiday season means a greater threat to safety, especially off the job.

These are facts being stressed as the Gastonia plant joins other Firestone installations across the country in observing December as Off-the-Job Safety Month.

"What we're trying to do is to get people to remember to 'take safety home with them' at the end of the work shift," says plant safety supervisor Raymond Mack.

Each year the Firestone factories of this country set aside May and December for emphasis on away-from-the-job injury control. Within or near these two months are five major holidays—all of which take a heavy toll of injury and death each year,

and most of them occurring at home, play, on the highways or other places away from the job.

Mr. Mack points out that off-job injuries among the working population in the United States total about 2½ million each year, and these injuries cause a staggering 55 million days of disability. Deaths among this segment of the population resulting from off-job injuries reach 40,000.

"We seldom stop to think who bears the tremendous burden of these injuries. Not only the person who is hurt or killed, but their families, the industry and society itself are all vitally affected," the safety manager said.

"And just think of the injuries to members of the family," he continued. "Of children alone, some 350 of every 1,000 under 15 years of age are injured each year. Mishaps in the home are the major causes of injury to children, with most causes being falls, cuts and burns, and careless poisonings."

For many years the Firestone company has concentrated its efforts on control of injuries at

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Children's Yule Parties Planned

Word received here from Santa's Northland headquarters confirms his plans for a Southland stopover in Gastonia for his 23rd annual pre-Christmas visit with children of Firestone Textiles households.

What's more, the Firestone Yule parties will go according to traditional schedule—this year, on Saturday, Dec. 15. Parties are for children through 13 years of age who are members of Firestone households.

As in past years, parties will be staged in three "shifts." At the Webb Theatre downtown, performances will begin at 9 and 11 a.m. The other one will be at 10 a.m. in Highland Elementary School auditorium.

At all three programs, Santa's appearance with gifts will come after a session of entertainment—movie cartoons, short-length comedy and other features.

Company To Produce M-W Tires

FIVE-YEAR
CONTRACT

A five-year contract for the manufacture of Montgomery Ward Riverside tires adds the mailorder company to Firestone's list of major customers.

Montgomery Ward president Robert E. Brooker said the arrangement negotiated in November with Firestone "offers many advantages in the manufacture of Ward Riverside brand of tires.

We expect our customers to benefit from continued improvement in tire quality, safety, reliability and economy because of the outstanding and extensive research, development, testing and modern manufacturing facilities of Firestone.

"Geographical location of Firestone's factories and service facilities also will enable us to assure our customers of prompt and efficient service in all parts of the country."

"We are proud to add Montgomery Ward as a major customer," said company president Raymond C. Firestone.

Harold Mercer, Gastonia plant general manager, noted that the Firestone-Montgomery Ward agreement covers a full line of passenger, truck and farm tires to be made to Ward's specifications in molds owned by that company. First deliveries to Montgomery Ward stores

throughout the United States will be made early in 1963.

Mr. Mercer pointed out that work apportionment by the company's plants for the Ward order is not yet known, but it can be assumed that it will follow the general distribution pattern of Montgomery Ward. He added, "The Gastonia plant likely will be called on to produce some of the requirements for the contract, thus benefiting production and employment here."

President Brooker of Montgomery Ward said that in making the decision to award the contract, "strong consideration was given to the fine reputation for leadership and quality that Firestone has built up over the past 62 years in all phases of tire development and manufacturing."

Do you know how to turn in an alarm in event of fire?

Mack Appointed To NSC Committee

Plant safety supervisor Raymond Mack is serving as a member of the committee on engineering and health of the textile section, National Safety Council.

His election to this committee came recently at the National Safety Congress in Chicago.

FIRESTONE FOR CHRISTMAS

Brenda Williams, secretary in methods and time study, has some merchandise from the company stores at Franklin avenue and Marietta street. It's all to remind you: "Make It A Firestone Gift For Christmas."

The company's network of retail stores and dealer outlets across the country are featuring Christmas merchandise with Firestone's famous promise of Quality, Service, and Convenience.

