

You Can IN MAY AND ALL OTHER MONTHS Take Safety Along

Good safety practice is forged in day-to-day work on the job. Firestone people do it admirably, as evidenced by the many awards received here for industrial injury control. But to take safety along home or wherever else you go — that's another challenge.

This is why the company tries to keep building an awareness of off-job safety across the calendar, and steps up the theme twice a year, in May and December.

Because there are increased hazards to safety during these two months, the plant's safety department believes that precaution on the part of individuals will save physical injury and lives.

Many activities of the outdoor

season are stepped up by May — a fitting reason for stressing safety consciousness and practices this month and throughout the upcoming days of "sunny season" recreation, home living and all other off-job activity.

All during May special reminders for people on the job will attempt to drive home the theme that the most injuries and fatalities occur on highways, at play, in the home and other places away from work.

Youth Market: Opportunity

By 1975 about half of the United States population will be under 25 years of age. Firestone president Earl B. Hathaway made this point in a recent speech in which he spoke of "youth market," calling the group "... a completely new generation of buyers, a completely new generation of prospects and a completely new generation of opportunity."

Within five years, noted Mr. Hathaway, teenage spending power will double its present \$21 billion. His

talk suggested these further facts: Today's teenagers with 12 per cent of the population and an income of \$12 billion a year of their own, have the power to set many of our present mass-buying trends. Added Mr. Hathaway:

"Never has the opportunity been greater for economic progress in this country; never have we had more intensive training; never have we been more alert to market changes; never have the challenges to American industry been so great."

19th Award for safe production

Earning the annual North Carolina and United States Department of Labor award for industry safety at Firestone Textiles is becoming an honored tradition.

Latest one — the 19th — was presented to the plant by North Carolina State Labor Commissioner Frank Crane at the Spring Industrial Safety Awards Banquet at Hunter Huss High School, April 21. The program is sponsored by the safety committee of the Gastonia Chamber of Commerce.

The Firestone honor is represented by an engraved bar to be added to the newest plaque received here four years ago. The high mark in the history of injury control on the job at Firestone came at the same time that 173 other Gaston county

firms received awards. It was the largest number of the awards ever made for industrial safety in North Carolina.

Firestone was the first recipient of the honor when the NC State Labor Commission began making the award in 1947. The plant recognition is from both the North Carolina Department of Labor and the United States Department of Labor.

People on the job here earned the award for the plant by showing a safety performance 75 per cent above the North Carolina injury rate in the textile industry last year.

Industrial relations manager Alvin Riley, who is chairman of the C of C safety committee, was master of ceremonies for the awards meeting.



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STATE FLOWER *patterns in springtime*

North Carolina's state flower was on its parade of splendor from Coast to Piedmont foothills in April, and the Old North State high country could expect the blooms into May.

Dogwood blossoms here were photographed by Firestone News at the Millon Street home of R. L. Tompkins of purchasing, and Mrs. Tompkins of main office. They — like many other Firestone people —

plant the dogwood on their home grounds because of its showy and legendary beauty, compact size and adaptability to a variety of conditions in the Mid-South climate.

The Tompkins' dogwoods are examples of the white kind, most common in the Piedmont. The pink variety also grows over the state.

Dogwood flowers are "perfect," having both stamens and pistil in the same flower. They are borne in clusters and form the center of what commonly is considered the dogwood "flower." The large "petals" are really bracts or modified leaves surrounding clusters of the center true flowers.

Area Winners Three Scholarships; Five Merit Awards

Eight sons and daughters of Firestone Textiles families will be helped toward a college education beginning this fall, as beneficiaries of the company's 1966 Scholarship Awards Program.

Of the 33 outstanding high-school students across the nation who won college scholarships, three of them are from the Gastonia area:

Howard Michael Boyd, Judith Elaine Gaultney and Tommy Odis Todd, all seniors at Gastonia Hunter Huss High School.

Howard, son of Mr. and Mrs. Lucius H. Boyd Jr., plans a liberal arts degree in college, lead-

ing to entering law school and a career in corporate law. His mother works here in twisting (synthetics).

Judith, daughter of Mr. and Mrs. James E. Gaultney, plans a college major in English, preparatory to a career in journalism. Her father is in weaving (synthetics); her mother in quality control.

Tommy, son of Mr. and Mrs. Odis L. Todd, plans to study electrical engineering in college. His father is in twisting (synthetics).

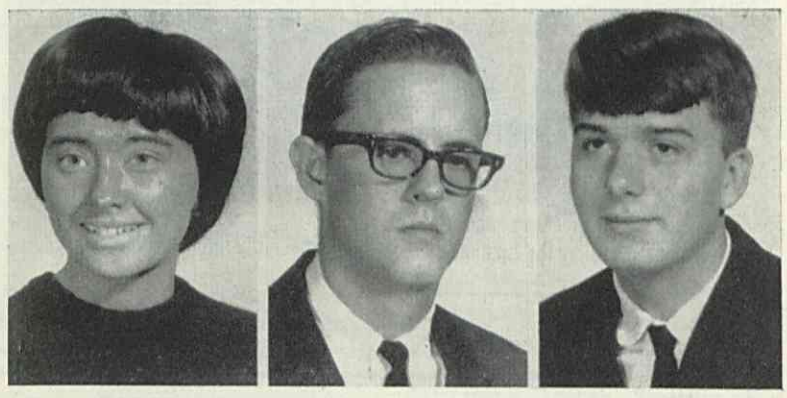
Scholarship winners may attend any accredited college of University in the United States

and pursue any desired course leading to a degree.

Besides the 33 scholarship winners, 154 sons and daughters of Firestone employees won Certificates of Merit — five of these from Firestone Textiles families. A Certificate and a U. S. Savings Bond will be presented to each of these students in recognition of outstanding high-school scholastic records.

Area Certificate Winners •

Linda Sue Allen, Hunter Huss, daughter of Mr. and Mrs. W. O. Allen, her father employed in twisting (synthetics) here; Susan Lee Davis, Ashley High School, daughter of Mr. and Mrs. Roy



Judith Gaultney Howard M. Boyd Tommy O. Todd

Davis, her father a weave-room clerk here; Carl Bruce Guffey Jr., son of Mr. and Mrs. Carl B. Guffey, his father a supervisor in quality control; Tracy T. Moore, son of Mr. and Mrs.

Tracy H. Moore, his father a truck operator; and Juanita Ann Moses, Enka High School, her mother, Bonnie Moses, an inspector in the cloth room.