



TODAY'S PRODUCTS
—Examples are Firestone's newest passenger tires, the Safety Champion (left) & the Champion, shown by an Akron secretary. Company engineers say inside-outside improvements are latest features of these two tires which have been favorites of replacement-tire buyers for years.

What's Your HOBBY?

Firearms and related weaponry—hobby grist the world over—hold a special place in the history of America as an advancing nation. Historians associate guns with the country's story, from the first-planted colonies through Westward expansion, military struggles, social ups and downs, on into the jet-atomic era.

So, for the hobbyist and others with an interest in the subject, museum collections of firearms are of particular appeal. Three notable collections in the Carolinas you may want to visit:

NC Department of Archives and History • Hall of History Collection, Raleigh. Open daily

and afternoons Sundays and holidays. Large general collection of hand and shoulder arms of all periods, including flintlocks used by the Fayetteville Light Infantry of NC during the War for Independence. No admission charge.

Museum at Old Salem • Weekdays and short hours on Sundays. Large collection of gunmaking machinery and equipment; miscellaneous collection of Wachovia Historical Society and Collection of Dr. George Waynick Jr., and a growing collection of NC-made guns. Small admission charge.

Confederate Museum • Charleston, Market & Meeting Streets. Select collection of Confederate hand and shoulder arms. Open daily Oct. 1-June 1. Small admission charge.

JOIN THE **'BUY-FIRESTONE'** TEAM

Continuing growth

of our company depends upon the support of employees and their friends

Design, Quality and Performance

then
and
now

Whether in the long-ago of early 1900 or on this day, Firestone lives up to its striving to be a pacemaker in product design, quality and performance—also at doing well in advertising.

A bygone example is an ad for the famous Non-Skid tire (portion reproduced here). The sheet, with no date and no magazine name, is a bit of history owned by C. E. Moss, manager of process refinement and development at the Gastonia plant.

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OLD MAGAZINE AD in color presented the Firestone Non-Skid tire with red sidewall refinement. Tread design was the manufacturer's first major step toward safety for the increasing speed of early motor vehicles.

Mr. Moss believes the ad to date to 1909 or 1910, and as the full-page size indicates, may have been in Century or Harper's magazine.

The ad may have been a pioneer in color reproduction—black, red, pale blue and umber.

HISTORICALLY, it was in 1908 that a Firestone man came up with the Non-Skid tread design and a patent was applied for in September of the same year. The angular tread pattern of the word NON-SKID provided traction in all directions—greatest anti-skid advancement up to that time.

The ad copy itself is an example of well-chosen words:

"The expert who builds a bridge and the specialist who builds a tire are alike in this—they cancel distance and they greatly increase the comforts of travel. They are alike, too, in

this—that when service has reached the possible limit of excellence the builder turns his attention to outward ornament.

"This double refinement in building is shown in the color combination of this Firestone Tire with its impressive trade mark—Red Side Wall and Black Tread. This versatile efficiency is also applied in specialized factory methods which, with unapproached distribution, gives you the 'good measure' of Firestone service at average cost."

The ad called the Firestone company "America's Largest Exclusive Tire and Rim Makers . . . with branches and dealers everywhere".

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The eleven supervisory staff members who in February received certificates for completion of Industrial Management Club courses, already had certificates for other studies previously finished.

Front, from left: Alvin Riley, management trends; T. E. Gibson Jr., manpower; E. D. Bag-

well, management trends; Carl Rape, management trends. Second row: James Burr, new math; Robert Spencer, applied psychology; Ralph Johnson, manpower; William Gamble, applied psychology; and back row: Roy L. Davis, language; Leroy Posey, language. Not in picture: Cramer Little, basic metallurgy.

SOME RECREATION TRAVEL NOTES

March: The High Road to Adventure

March is the crossing on the Sun-Fun Season's High Road to Adventure. Festivals, pageants, flowers, sports events and other special listings on the "go-enjoy" calendar make March ideal for traveling in the South Atlantic States and as far beyond as you care to venture.

In the Carolinas coastal area, azaleas and camellias are already blooming to set the stage for the spring flower parade which reaches "top glory" in May and June, westward in the two states.

This is travel-planning time for many Firestone families. For the "go" months ahead, consider at-home attractions in NC. Write NC Dept. Conservation & Development at Raleigh for a free copy of "North Carolina—Variety Vacationland."

Fire On The Bow • March 24-25 are dates for the 43rd annual Old-Time Fiddlers Convention at Union Grove above Statesville. One of the largest of its kind, the gathering this year offers the two days of "cream" folk-music talent from the U. S. and Canada.

Easter is March 26. North Carolina is known for its traditional Easter Sunrise Services, the most renowned being the Moravian observance at Old Salem, Winston-Salem. Other sunrise services which draw a large attendance are at Wayah Bald near Franklin, Boone, Charlotte, Murphy, and Cherokee.

A few more NC events this month: Greensboro: Holiday on ice, 14-19; Carolina dog show, 22. Goldsboro: NC health fair, 16-18. Winston-Salem: Grand NASCAR race, 22. Tryon: Block-house steeplechase, 25.

Go Abroad At Home • Visit a South Sea island without leaving the Carolinas? Then enjoy the Old World charm of Charleston, go on to relax in the 'jungle' atmosphere of Hilton Head Island across Royal Sound below Beaufort, S. C.

Speaking of Charleston, note the following events for March, along with others in . . .

South Carolina—Charleston: Daily bus tours of historic points, now through Aug. 31, historic harbor tours daily through Sept. 30; daily Fort Sumter tour by boat through May 31. Sidewalk art show, March 17-18; walking tour of private gardens, 19; museum planetarium show, 20, Easter home tours and "Miss Charleston" contest, 25; concert of spirituals, 27; touchlight band concert at Fort Sumter, 30; annual tours of gardens and homes, 31-April 9.

And in Georgia—Augusta: Spring flower show, March 17-18. Stone Mountain, Callaway Gardens, Jekyll Island: Easter sunrise services, 26. Savannah: Arts festival-home tour, 30-April 2.

Alabama—Moundville: Road to Calvary Easter re-enactment at Mound State Monument, March 26. Mobile: Flea market (auction-fair), 27-April 1.

Florida—Jacksonville: Palm Sunday Pageant of Crosses, March 18-19. St. Augustine: Palm Sunday blessing of fishing and shrimp, 19; Easter parade and festival week, 26-April 2. St. Petersburg: International Aviation Exposition, 24-26.

NC And SC Preview Of April • NC azalea festival at Wilmington, April 6-9. SC spring festival at Columbia, 6-8; tours of plantation homes, townhouses, churches and Belle Isle Gardens, all Georgetown, April 6-8.