

# And Thereby Hangs A Name

Some of the most common surnames in the English language had their origin in the textile industry, and describe the work done by early bearers of those names.

Take these examples; The name Shepard or Shepherd may be traced to the shepherd or sheepherd, who tended the flocks, while Shearer, Sheerman, Shurman and Sherman originated in the men who sheared or clipped the sheep.

Stapler, Wool, Wooler, Woolman or Wollsey were derived from the mer-

chant to whom the wool was sold, while the carrying it from place to place gave rise to the names Carter, Packer or Carrier.

Wool was turned over to Carders and Combers, Kempers or Kemsters, then passed on to Spinners and Weavers, Weevers, Webbs, Webbers or Websters.

The Teasers, Tosers, Teasers or Taylors brought out the nap of fabric by "teasing", and the wool was dyed by the Dyers, Litters, Listers, and Lesters.

Special work or skills brought about other names. The fulling or shrinking process was done by the Fullers, Fullertons or Fullmans, all helped out by the Walkers who trod it with their feet, while the fabric was beaten with bats and mallets by the Beaters, Teatermans, Bates and Batternans.

Thus, some of the romance and color of textiles in the long ago will be carried from generation to generation by the people whose names grew out of one of mankind's oldest industries.

## Plant Publication Has A Birthday

The machinery of Time has ground out a good volume of history for Firestone in Gastonia during the past ten years, and the plant newspaper has been on hand to record some of the highlights and shades in between.

This month marks the tenth anniversary of Firestone News. The first issue, dated May 5, 1952, chronicled a review of Firestone's milestones of progress for the first 17 years in Gastonia. It indulged in some nostalgia of the "old days", and posted readers with what was going on with employees, their community, and the Firestone company at large.

The "charter" issue had a generous offering of news pictures that told of the plant's big safety award that year, the first John W. Thomas Scouting Award for a Gastonia boy, construction of Main Office, completion of Firestone Wesleyan Methodist Church; recreation and other employee activities, community affairs, company benefits, and production operations.

A FRONT-PAGE message from general manager Harold Mercer introduced the new publication as "Your Paper". It was to be published "for the purpose of bringing you interesting news of your fellow employees and of the Firestone community. Its columns will also seek to inform you of company activities, products and processes, safety achievements, recreation, and other matters of general interest and importance.

"This is your paper," Mr. Mercer concluded, "and your wholehearted cooperation will aid its success in bringing a measure of enjoyment and benefit to you and your fellow employees. The Management pledges its best efforts in this direction."

In the years since 1952, the plant newspaper has tried to operate on the formula set by the general manager. The publication has attempted to present balanced material about em-

ployees and their community, the textile and rubber industries and the other four major fields in which the Firestone company operates.

In addition, there has been a variety of other subject matter of interest and benefit to the personal lives of the people who make up the Firestone family.

The company publication here was issued twice monthly from its beginning to late 1955, when it began a monthly schedule. At that time the paper adopted a "new look" when Dowd Press of Charlotte was awarded the printing contract.

THE FIRST editor was R. H. Hood. When he left in late 1954, he was followed by Claude Calaway.

Significant highlights through the years were a special 8-page edition at the plant's 20th anniversary celebration here in May of 1955, and a 10-page community-service issue in July, 1957.

Firestone News is produced under direction of the Industrial Relations department, with general oversight from the company's Department of Public Relations in Akron, Ohio. The Gastonia paper is one of a family of 10 currently published by Firestone plants in the United States and Canada.

Firestone News of Gastonia has several times shared with other Firestone employee publications in the Freedoms Foundation Award for outstanding contributions to the American Way of life.

Other honors for the plant newspaper here include: "Best newspaper-type publication" in membership of South Atlantic Council of Industrial Editors, 1959; and the SACIE Award of Excellence for distinguished achievement in photography, 1961.

**MILESTONE—**  
Page 1 of plant newspaper's first issue presented a progress review of the years 1935-1952, a message to employees, a picture of management team and old photo of the plant.

One "dogear" on the nameplate quoted company founder Harvey S. Firestone: "The happiest men in the world are those who are making their jobs mean more than simply an endless routine of work and wages." The other "dogear" called attention to a list of volunteer news reporters, listed on an inside page.

## 'Voice Of Firestone' Returns In September

The American public's increasing interest in fine music and a lingering popularity of a pioneering radio-telecast are bringing "The Voice of Firestone" back to TV in September.

Company chairman Harvey S. Firestone Jr. and Leonard H. Goldenson, president of American Broadcasting, Paramount Theaters, Inc., have announced return of the outstanding cultural program.

It returns to the ABC Television Network weekly on Sundays at 9-9:30 p.m., EST, start-

ing Sept. 30. With Firestone sponsorship, the program will be on the air 52 weeks a year.

THE NEW "Voice of Firestone" will be a TV concert featuring music from the popular operas, operettas and the music America loves best; outstanding solo instrumentalists and singers; and leading dancers in the field of ballet and the contemporary dance.

Chairman Firestone said, "This new 'Voice of Firestone' will be somewhat different in format and scope from the program that made its debut on

radio back in 1928. Our aim in presenting it is still the same: To bring into the households of America the finest of music and the greatest of artists. We look forward with great anticipation to resuming and continuing our generation-long association with the music-loving homes of America."

"The Voice of Firestone" had a loyal following in the 31 years it was on the air. It began on radio in December of 1928 and on ABC-TV in June, 1954. It was the first commercial program to be simulcast on both TV and radio.

The program left the air in June of 1954. In the interim, the Firestone company sponsored an extended series of "Eyewitness to History" news reports weekly.

ABC Television was associated with the "Voice of Firestone" during the last five years of its 31-year run," said Mr. Goldenson. "We are honored to bring back to television this outstanding program of the best in music performed by top-ranking artists."

ABC Television vice president Thomas W. Moore noted that "the 'Voice of Firestone' was one of the shows that always came up when discussing superior programs of the past."

### At Greenville

## Textile Trade Exhibit In October

More than 400 exhibitors from 178 cities in 30 states and nine foreign countries will participate in the 22nd Southern Textile Exposition at Textile Hall in Greenville, S. C., Oct. 15-19.

Both the number of exhibitors (416) and total space for the exposition (123,000 square feet) set new records for the show. The number of live exhibits—machinery and equipment in operation—also is expected to be at a new high, according to Bertha M. Green, Exposition director.

A number of manufacturers have indicated they will show

for the first time significant technological break-throughs made in recent months.

The list of exhibitors demonstrates both the continuing growth of the textile machinery-equipment-supply industry in the Southeast, and the national-international character of the Greenville show.

Members of management and supervisory personnel in production and administration at Firestone's Gastonia plant attend the Greenville exposition when it is held every two years.

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