

Firestone NEWS

GASTONIA

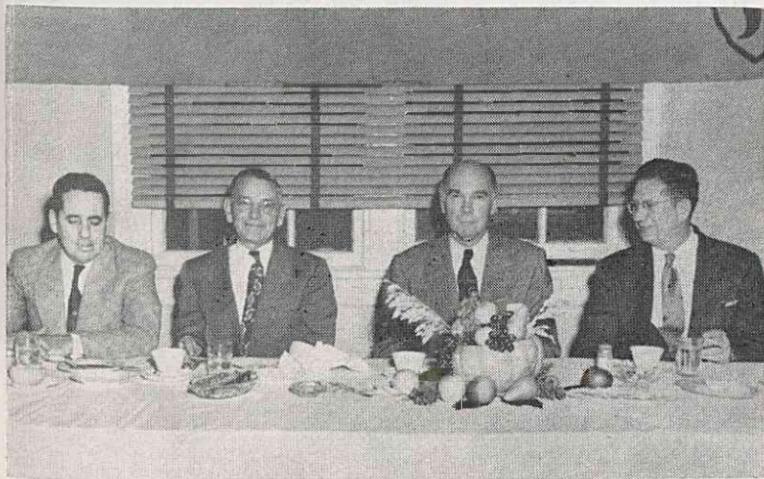
The Holiday Season is here and with it comes an increased danger of home fires. Before putting holiday decorations in use be certain there is no danger of short circuits or other dangerous fire hazards.

You can still turn in your pledge card for the United Fund if you haven't already done so. See your solicitor or your supervisor.

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NO. 21



DR. KENNETH MCFARLAND, second from right, one of the nation's outstanding speakers from Topeka, Kan., spoke to plant supervisors recently on the subject "The Human Factor in Industry." His talk, while pinpointing the major factors which contribute to success or failure, as the case may be, in industry, was punctuated with humorous anecdotes to the extent that his audience was frequently rocking with laughter. Others in the picture are, left to right, Superintendent Francis Galligan, General Superintendent Nelson Kessell, and Industrial Relations Director T. B. Ipock, Jr.

Noted Speaker Tells Supervisors Here That "Human Factors" Outweigh Skill

"The most important thing in any vocation, business, or industry is the human element," Dr. Kenneth McFarland, a vocational consultant for General Motors, told plant supervisors in a noonday address here Friday, November 20.

"Few people fail on the job because they lack skill," he declared, "but a relatively large number fail because they are lacking in such simple virtues as honesty, loyalty, and the desire to really work."

The speaker, a Ph. D., and nationally prominent authority in human relations had his audience laughing intermittently with bits of humor drawn largely from his experiences as public speaker throughout the country.

In serious vein he recounted the impressions he received as a young college student working summer months for a Midwest pipeline. There, he explained, while serving

as water boy for a pipeline crew he formed opinions about his superiors which through the years of his business and professional experience have been crystalized into a set of general observations about successful men in all walks of life.

"The marks of a 'big' man in any field are almost invariably the same," the speaker noted. "First, he is gracious; he knows how to get along with people. Next, he is the sort of person who can rise above petty and trivial things; he grows stronger rather than weaker in the face of hardships that might 'beat down' a weaker person. And lastly, he is an intensely human sort of person; he looks on everyone with whom he deals as something special; he lives by the 'Golden Rule.'"

Dr. McFarland was introduced by Industrial Relations Director T. B. Ipock, Jr.

"Voice of Firestone" Completes 25th Year On Air; Pioneering Achievements Hailed

THE "VOICE OF FIRESTONE" will observe its 25th anniversary on November 30. The oldest coast-to-coast radio program show will celebrate its silver anniversary by presenting six outstanding artists. Appearing will be Eleanor Steber, Rise Stevens, Thomas Hayward, Jerome Hines, Brian Sullivan and Thomas L. Thomas.

The radio program will be the usual one-half hour in length beginning at 8:30 p. m., E. S. T., but the television program will be a full hour except on a few stations which have other sponsors in adjoining time period whose time cannot be pre-empted.

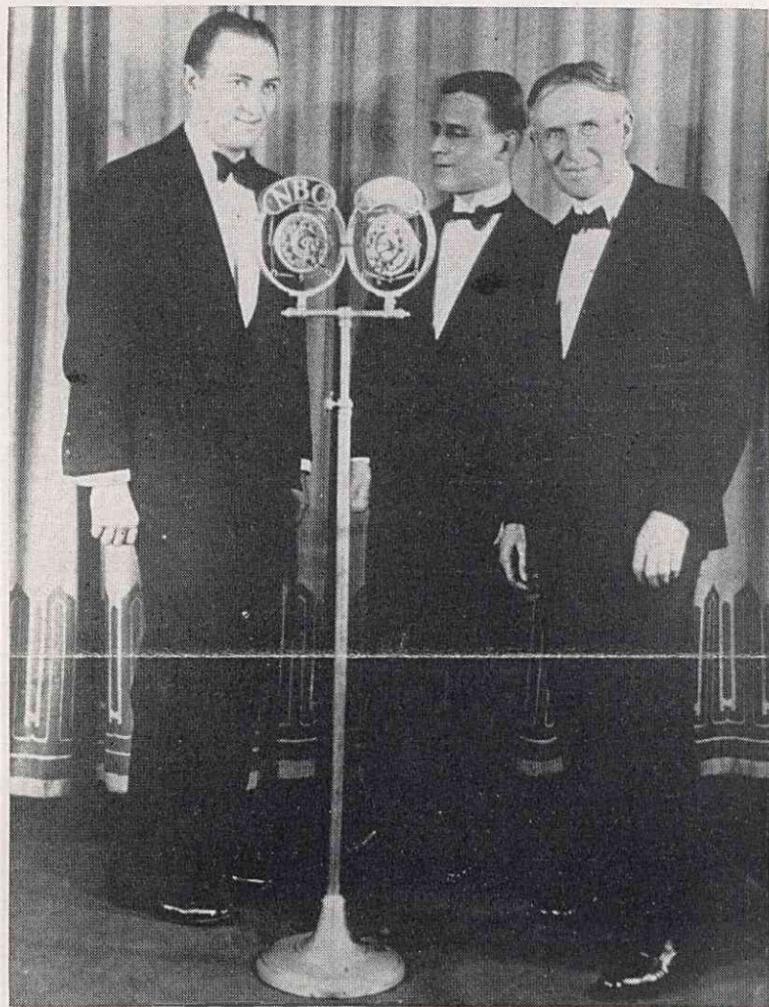
The Firestone Company has many pioneering achievements in radio and television to its credit. The first of these occurred on December 3, 1928, when the Voice of Firestone radio program was broadcast for the first time.

The decision to use radio as an advertising medium came as a result of the highly competitive conditions which prevailed in the rubber industry at that time. Harvey S. Firestone was a man who took tremendous pride in the quality of his products. Because of a competitive situation which began in 1928, he found that the major portion of his advertising appropriation would necessarily have to be spent to feature low prices in magazines, newspapers and other media. He was alarmed that the public might get the impression that he had lowered the quality of his tires to meet the low prices, and he decided that he would continue to tell the public about the high quality of his products. For this purpose he chose the lusty infant, radio.

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THE Voice of Firestone is, today, the oldest coast-to-coast radio program on the air. For 25 years it has been broadcast at the same time, over the same network and with the same format of music. During those 25 years it has featured such outstanding artists as

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HARVEY S. FIRESTONE inaugurated the "Voice of Firestone" radio program on December 3, 1928. The first commercial musical program on radio, the "Voice of Firestone" has been broadcast over NBC continuously since that day. Observing its 25th Anniversary this month, the program now also is televised, having been the first commercial musical program to be simulcast. Standing at the microphone during the first broadcast were, left to right, Franklyn Baur, tenor who was the first guest artist; Harvey S. Firestone, Jr., and Harvey S. Firestone.

