

Peabody Award To Voice Of Firestone

The George Foster Peabody Radio-Television Music Award for 1955, one of the highest honors in the field of entertainment, was presented in mid-April to the "Voice of Firestone," the nation's oldest coast-to-coast program.

The award cited the "Voice of Firestone" for "the exclusive beauty and high quality of its program structure" and the Company for "highest sensitivity not only in the matter of superb program standards but also in its understanding of advertising properties."

Bennett Cerf, author and panelist who is Chairman of the Peabody Awards Committee, read the award citation at a meeting of the Radio and Television Executives Society of New York at the Grand Ballroom of the Hotel Roosevelt.

George Foster Peabody, whose name the award bears, was a native of Georgia who became a New York banker and philanthropist. The Peabody Awards are administered by the Henry W. Grady School of Journalism of the University of Georgia and a national advisory board.



HONORED IN MARCH—Roland E. Conrad second from left, received a watch from General Manager Harold Mercer in recognition of 20 years service completed in March. Also honored with a watch and service pin was Lewis Compton,

third from left. Looking on at right, Thomas B. Ipock, Jr., Industrial Relations Director. Addition of two names in March to the 20-year roll brought the total to 213.

Thirteen Play Golf In Industrial League

Thirteen men from Firestone are playing in the Industrial Golf League during the season which opens April 2 and will continue through September 30.

Sixteen firms are participating in the Industrial Golf League.

During the season there will be at least one match a week. Last year I. S. Bull, assistant

plant engineer won the Firestone championship in a double-elimination tournament.

Those playing in the league this year are: A. C. Kessell, Ernest Bagwell, James Cooper, I. S. Bull, B. J. Bungardner, Fred Morrow, Sam Guffey, M. J. Nichols, Sonny Morrow, Mack Ellis, T. B. Ipock, Jr., Ralph Johnson, Bob Purkey.

IN MEMORIAM

William Boyce Morrow, brother of Fred Morrow, Warehouse supervisor died suddenly at the home of his daughter in Jacksonville, Fla., April 15.

He and Mrs. Morrow sold their home on Linwood Road and moved to Jacksonville, Fla., early in April of this year.

The funeral was held April 18 at Pisgah ARP Church, Gastonia, and burial was in Gaston Memorial Park.

Mr. Morrow was for 7 years a superintendent of the Loray Mill, now Firestone. In recent years he was a representative of a coffee distributor.

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Funeral services were held April 15 for Glenn H. Roper, 42, a brother of Mrs. A. T. Newton, third shift nurse. Mr. Roper died April 14 and was buried in Gaston Memorial Park.

A native of Rutherfordton County, N. C., he had lived in Gastonia for the past 23 years. Besides the sister who is employed here, he is survived by his wife, Mrs. Helen Craig Roper; a daughter, Dean Roper; a son, Robert; a sister, Mrs. Paul Dellinger; a brother, Arthur of Chesnee, S. C.; and his mother, Mrs. Ella Roper.

Surf-and-Sun Season Comes To Carolinas

Feel a tug of the out-of-doors, now that May has brought plenty of balm and sunshine to the mid-South? Then, travelers will hail the opening of the beach season on the North and South Carolina Coast, from May until October.

In the North State every type of fishing tackle can be used and there is no closed season on any species of fish except fresh water trout—and the season is now on for that, too. No license is required for salt water fishing. There are more than 15 ocean fishing piers on the coast, and choice surf-casting spots near all the beach resorts. In the Great Smokies and Blue Ridge, hundreds of miles of trout streams are open to anglers from now until August, with good bass fishing in many lakes.

Hiking, picnicking and camping are coming into their own as the outdoor season gets well underway this month. Typical of scheduled outdoor events is a 10-day saddle trip into the Great Smoky Mountains, May 23 through June 2. Waynesville is headquarters of the trip, sponsored by the American Forestry Association.

A tour of historic buildings and gardens in Lincolnton, May 26-27 is this month's local feature on the statewide Elizabethan Garden tour sponsored by the Garden Club of North Carolina. The statewide tour, a project to benefit the Elizabethan Garden on Roanoke Island, began March 24 and will end in late June.

Tour dates coincide with the peak blooming of Native flowers, plants and shrubs, as the spring flower parade moves from the state's sub-tropical coast to the Blue Ridge and Great Smokies. Besides the Lincolnton event, other tours in May are: Winston-Salem, 5-6; Greensboro, 11-12; Asheville, 20-21.

A number of other schedules on the fifth-month calendar make variety for those on-the-go. Among them are: Southeast regional contest, Society for Preservation and Encouragement of Barbershop Quartet Singing in America, Asheville, May 4-5; Music Festival, Asheville, 14-15; N. C. Garden Club Convention, Charlotte, 15-17; 24th annual Strawberry Festival, Chadbourne, 16; 28th annual Horse Show, Sedgfield, 17-18.

Graveside services were held for La Donna Kay Ruff, daughter of Mr. and Mrs. Tommy Ruff, Jr., recently. La Donna Kay was the granddaughter of Sadie Glance, respoolee.

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Mrs. G. W. Horton, mother of Clarence Horton, weaver, died Monday, April 9. Mrs. Horton was a resident of Henrietta, N. C.

Rockett-Matherson

Fred Rockett and Mrs. Erma Matherson were married April 13 in York, S. C. Accompanying them to York were Miss Maude Jordan, twister doffer, and Mrs. May Waters. Mr. Rockett is a Shop millwright.

Company To Build Texas Plant

The Company has purchased a 1,000-acre site in the industrial area southwest of Orange, Texas, for the manufacture of petrochemicals. Construction of the new plant will begin in May.

The proposed butadiene plant will obtain its principal raw material, butane, directly from a network of pipelines throughout Texas. It will be one of the largest industrial users of Gulf States Utilities Company power. First unit of the plant will be

Two Added To 20-Year List

Two employees who came to work here shortly after Firestone acquired the plant in 1935, completed 20 years of service during the month of April. They are Lewis R. Connor, Spinning; and Cole S. Whitaker, Cotton

Weaving.

For joining the select group of 20-year employees, each has received the customary honors with a 20-year service pin and a gold watch, presented by the General Manager.

Also in April several others attained long-term records of service at the plant. Added to the 15, 10, and 5-year lists were:

Fifteen Years

David Adams, Carding; Roy M. Fulbright, Spooling; William G. Hall, Rayon Twisting; Annie M. Bradshaw, Rayon Weaving; Wilbert B. Tate, Cotton Weaving; Alva L. McCarter, Shop; Carl B. Guffey, Quality Control.

Ten Years

Ruth B. Wilson, Spinning; Alton E. Medlin, Champion A. Faulkner, Rayon Twisting; Alice Purcell, Rayon Weaving; Frank

Allison, Jr., Shop; Jennie Lee B. Hall, Quality Control.

Five Years

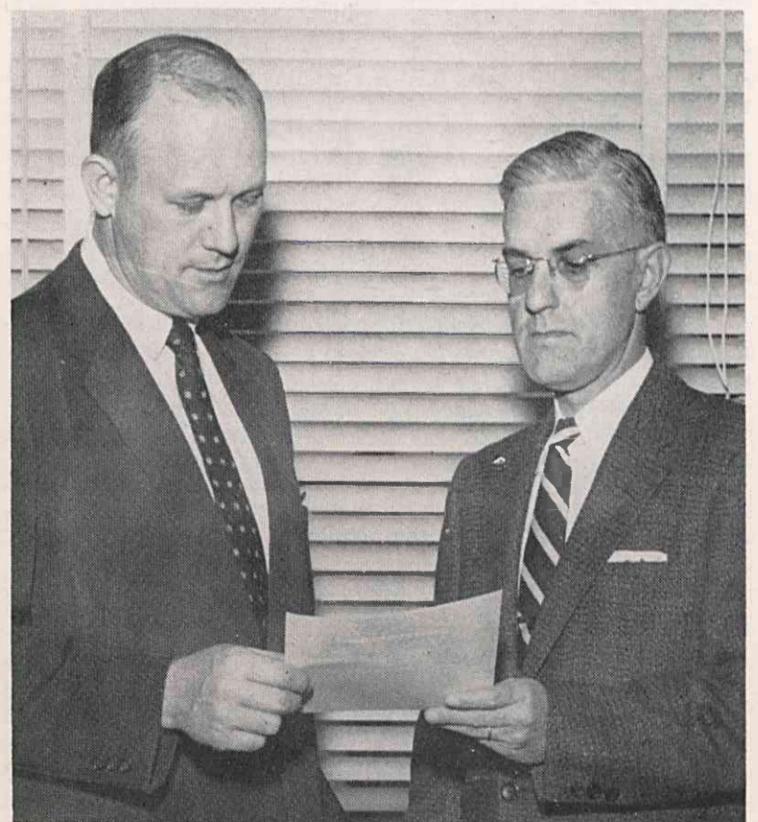
Vera B. Carswell, Stella C. Anderson, Nervie B. Barbee,

Twisting; Thomas A. Taylor, Lowery M. H. Cobb, Rayon Thomas E. Sadler, Cotton Weaving; John W. Hendrick, Warehouse.

Attend ACMI Convention In Florida

General Manager Harold Mercer and Mrs. Mercer were among almost 1,000 of the South's leading textile industrialists attending the seventh annual convention of the American Cotton Manufacturers Institute at Hollywood, Fla., in early April. Some 200 of the textileists were from the Carolinas. At the ACMI meeting the gen-

eral assembly heard an address by A. K. Winget, outgoing ACMI president, and a "Challenge to America" presented by Arno H. Johnson, vice president, J. Walter Thompson Co., New York. Johnson's address showed the need for "a surge upward in the standards of living of millions of American families."



Gift To March Of Dimes

J. V. Darwin, right, Manager of Sales and Order Department, presents a check to Grady B. Stott, campaign director of the Gaston County March of Dimes. The employee contribution of \$1,846—when presented recently—brought the county's collection in the Dimes Drive to almost \$37,000, according to Mr. Stott. The check represented money earmarked for the polio cause during the last Employees' United Fund Drive.