

Champions Honored At 20th All-Sports Banquet



More than 200 employees and their children made up the parade of sports and recreation champions at the 20th Annual All-Sports Banquet held in the Firestone Dormitory, Saturday evening, April 14. Awards ranged from the famed Supremacy Trophy to a gift for the "tallest" fishing story during the past year.

The 300 employees and guests heard James Moore Tatum, head football coach at the University of North Carolina, term athletic competition "one of the greatest means of teaching the art of human relations."

Special awards were made to individuals and departments with outstanding records in the sports field during 1955.

For the ninth consecutive year the Spinning Department received the Supremacy Trophy. The Plant Sportsmanship Trophy was won by Laboratory-General. Also among the awards were trophies to outstanding basketball players Glenna Hamrick and Ray Deal, and for the most improvement in bowling, to Beatrice Bradshaw.

In addition to these awards, Recreation Director Ralph Johnson and his assistant, Bob Purkey, presented trophies to team and individual champions in billiards, baseball, softball, basketball, bocce, volleyball, golf, fishing, bowling, shuffleboard and football guessing.

GENERAL MANAGER Harold Mercer welcomed the group and read a letter of greeting from W. A. Karl, President of Firestone Textiles. In the letter, Mr. Karl commended the recreation program at the plant here and also complimented the plant on obtaining 97 per cent participation in the recent Savings Bond drive.

Special guests for the banquet included Mayor Leon Schneider and Big Bill Ward, sportscaster for WBTV, Charlotte.



OLD-TIMERS who have not missed a Sports Banquet since the first one in 1936, took time out to look over the program booklet. They are, first row, from left: Ralph Johnson, Reid Deal, Sam F. Honeycutt, Artie Ammons. Second: W. H. Dilling, Charles M. Ferguson, J. E. Spencer.

Third: M. J. Nichols, Vernon Lovingood, Walter Dockery, S. L. Owens. Fourth: Payton Lewis, Paul Walker, R. L. Tompkins, W. G. Henson, Sr., O. K. Forrester, Sam Guffey. Clyde Moss, the 20th member of the group, was absent for the photograph but present at the banquet.



MOST COMPETITIVE Athletes in 1955 were Max Carey and Lois Auten. The loving cups, emblematic of this honor, are given each year by Recreation Director Ralph Johnson.

OUTSTANDING in baseball was Sam F. Honeycutt, Jr., who holds the trophy which commemorates a no-hit, no-run game he pitched during the 1955 Little League Season.



IDEAL ATHLETES for the 1955-56 program at the 20th annual All-Sports Banquet were these Firestone employees, photographed with Big Bill Ward, WBTV sportscaster, standing at extreme

left. From left, front row: Martha Morrow, Cloe McDaniel, Ophelia Wallace and Mary Hager. Second row: Mr. Ward, Dock Reynolds, Ed Crisp, John Cothorn and A. C. Kessell.



THE COVETED SUPREMACY TROPHY went to the Spinning Department for outstanding performance in the sports field during the past year. At the Sports Banquet, Francis B. Galligan, Superintendent of the Cotton Division, presents the much-sought-after emblem to Spinning Overseer Sam Guffey. This was the ninth year that Spinning captured the trophy. For two years Spinning shared the honor with Twisting.

Future Highways Of Rubber

Rubber will eventually be used in the construction of highways throughout the world. John L. Cohill, Assistant to the President of the Company, made this prediction before delegates of the 17th annual Highway Conference in Salt Lake City, Utah, recently. The conference is sponsored by the University of Utah, for highway engineers in the state.

Firestone research indicates that the use of rubber in asphalt increases the life of highways and cuts maintenance costs.

Firestone, he said has 42 test installations of rubberized asphalt, laid during the last eight years. Other rubber companies and the National Rubber Bureau have sponsored many similar projects. In all, there are more than 1,000 miles of "this modern highway surface," Cohill said.

PR Program Is Commended

The Company has been awarded a "Certificate of Outstanding Achievement" in public relations for 1955 in the field of manufacturing by the American Public Relations Association.

The citation, accepted at the annual conference of the Association in Washington on behalf of the Company by W. D. Hines, Director of Public Relations, called particular attention to Firestone's "truly notable employee relations program."

The citation read in part: "The Committee of Judges voted the Certificate of Outstanding Achievement for The Firestone Tire & Rubber Company's truly notable employee relations program. Through teaching the employee his job, telling him all about the Company's history and policy, maintaining a strong safety indoctrination program, pointing out the employee's opportunities for self-improvement and advancement in the Company through better workmanship and offering suggestions, and encouraging workers to participate in Company-sponsored functions. In the attainment of these objectives the Company intelligently used all valid media—meetings, individual talks, bulletin boards, reading racks, annual reports, ample other literature, personal letters dealing with workers' specific inquiries, visual aids, education about the industry and business enterprises generally, Open House tours and special interest booklets for employees, family and general public."

This is the fifth such award given to Firestone by the Association. The Company's public relations program has also received two top awards from Freedoms Foundation based upon its plants' publications.