

Voice Of Firestone To Quit Radio Portion After Simulcast Takes Summer Vacation



On next September 9, when the "Voice of Firestone" begins its 1957-58 season, it will be tailored to the interests of television viewers exclusively, according to a recent statement from Raymond C. Firestone, Company President.

In announcing the program change, Mr. Firestone pledged continuation of the high standards of musical entertainment which has been broadcast every Monday night on the "Voice of Firestone" for the past 28 years.

Following the first summer vacation the program will have had in its 28 years of continuous broadcasting, it will open its 29th season on Monday night, September 9, in the new time allocation of 9 to 9:30 p.m., over American Broadcasting Company TV outlets. The program will continue to feature the best in popular and light classical orchestral, chorus and solo musical selections.

DURING 1956 the "Voice of Firestone" received more recognition awards than ever before in its long history, according to Mr. Firestone who said, "It is our plan to make the program even more popular next year for the nation's lovers of good music."

Increasing costs of the combined televising and radio broadcasting of "Voice of Firestone" programs was the principal reason for suspending the program this summer, and the decision to use only television next season.

The "Voice of Firestone" has the triple distinction of being the oldest coast-to-coast radio program on the air, the first musical program to be televised by a commercial sponsor and the first to be simulcast. Firestone also was the first to sponsor a network television show.

IN THE 28 years that the "Voice of Firestone" has been on the air, many of the world's greatest artists have been heard and seen on the program. They have included Eleanor Steber, Lily Pons, Lawrence Tibbett, Nelson Eddy, Margaret Speaks, Richard Crooks, Lauritz Melchior, Leonard Warren, Igor Gorin, Gladys Swarthout, Ezio Pinza, Patrice Munsel and Helen Jepson.

Also presented were Mary Van Kirk, James Melton, Nino Martini, Jan Pearce, Christopher Lynch, Bidu Sayao, Thomas L. Thomas, Jussi Bjoerling, William Warfield, Leontine Price, Todd Duncan, Dorothy Maynor, Rose Bampton, Martha Lipton, Oscar Levant, Rise Stevens, Jerome Hines, Nadine Connor and Helen Traubel.

The "Voice of Firestone" orchestra is directed by Howard Barlow, distinguished American conductor, with outstanding artists as soloists. The theme song "If I Could Tell You," which has opened the program since 1941, and "In My Garden," the closing song introduced in 1932, were composed by Mrs. Idabelle Firestone, wife of the Company's founder.

MORE THAN 28 years ago, on December 3, 1928, Harvey S. Firestone, founder of the Company, introduced the initial "Voice of Firestone" network broadcast. The program was carried by 41 stations and featured the Firestone orchestra under the direction of Hugo Mariani. Guest soloists were Franklin Baur, star Ziegfeld tenor; Vaughn De Leath, contralto, and Stafana Di Stefana, harpist.

On November 29, 1943, Firestone became the first television network commercial sponsor with a program of educational films. The "Voice of Firestone" was televised March 22, 1948, as the first commercial musical program. On September 5, 1949, the program was broadcast and televised simultaneously, thus becoming the first commercially

sponsored musical simulcast.

Since Mr. Firestone spoke on the opening program, Firestone executives from time to time have appeared with informative messages to the Company's millions of customers and thousands of dealers.

Harvey S. Firestone, Jr., has given talks on important current topics. The program has won numerous citations and received two high honors last year. One was from the Chamber of Commerce of the United States, honoring the Company for its outstanding record in representing American business to the general public and in recognition of its contribution to the culture of America through the "Voice of Firestone."

THE OTHER honor was the Sylvania Award for an outstanding contribution to creative television technique. The "Voice of Firestone" carries the approval of Parent Teacher Associations for juvenile listening.

Always a leader in worthwhile youth, civic and community service activities, Firestone has allotted many hours of free time on its programs through the years for special tributes and public service messages about the activities and programs of National 4-H Clubs, Boy Scouts and Girl Scouts, the Future Farmers of America, American Red Cross, United Community Chest Campaigns, United Service Organizations, War Bond and Savings Bond campaigns and associations working to improve the health and welfare of the people of the world.

Main Office

Mr. and Mrs. Howard McCarter, Mrs. Bill Ford and her children, Jan and Rusty, spent a recent week end visiting relatives in Waynesville, N. C.

Miss Peggy Hanna visited friends in Delano, Tenn., on a week end in April.

Personnel

Fifteen persons joined Mrs. Roxie Newton and members of her family on April 15, to help celebrate her birthday at the Newton home, 1702 Trexler street. The birth anniversary date of the third shift plant nurse was April 3. Her brother, A. B. Roper of Chesnee, S. C., was an honoree, too, for his birthday was March 30.

Shop

Miss Louise Sparrow, student at Tusculum College, Greeneville, Tenn., spent the spring holidays with her parents, Frank Sparrow, grounds maintenance, and Mrs. Sparrow. At Tusculum Miss Sparrow was among the honored guests at a recent dinner given for seniors by President and Mrs. Raymond C. Rankin at the Link Hills Country Club near Greeneville.

W. G. Henson, plant engineer, and Mrs. Henson spent a recent vacation with Mr. and Mrs. Thurston Gilliam in Albany, Ga.

Furman Pearson, maintenance electrician, and Mrs. Pearson visited Mr. and Mrs. T. L. Hutto in Swansea, S. C., in April.

A1/C Lantia Passmore, son of Robert Passmore, fireman, and Mrs. Passmore, spent a few days at home in April. Lantia is stationed at Fairchild Air Force Base, Wash.

A/2C Billy W. Howie and Mrs. Howie visited Mr. and Mrs. Jerry Howie recently. The airman, a former Shop employee, is stationed at Langley Field, Hampton, Va.

Twisting

Clarence Bell Krider and Mrs. Krider left recently for France, where Mr. Krider is assigned to duty with the Air Force. He will be there three years. Mrs. Krider is the daughter of Mrs. Lola E. Roberts, respoiler tender.

For one week in April, Mr. and Mrs. Carson Hutchins were guests in the home of Mrs. Ruth Hardee, respoiler tender. Mrs. Hutchins, the daughter of Mrs. Hardee, is remaining in Gastonia with her mother while Mr. Hutchins is employed in Canada. He will be there 15 months.

The father of Gretel Allen, respoiler tender, died at his home in Marion, N. C., March 16.

Mrs. Lou Ashe of Murphy, N. C., spent a few days in April with her daughter, Dixie Griggs, respoiler tender.

Mr. and Mrs. Charles Lancaster celebrated their fifth wedding anniversary April 5. Mr. Lancaster is a twister tender; Mrs. Lancaster is a respoiler tender.

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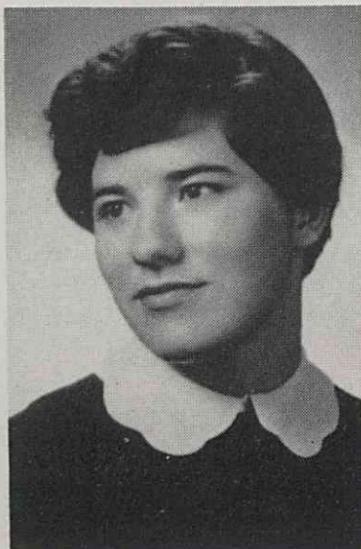
Mission Field Is Her Goal



Betty Frances Bradley is on her way toward fulfilling a long-standing ambition to become a medical missionary to Brazil.

The daughter of Arthur Bradley, Refreshment department, and Mrs. Bradley, Spooling, she is in her first year of training at Memorial Mission Hospital, Asheville.

Miss Bradley is a graduate of Ashley High School, and completed a two-year program of study at Montreat College before commencing her training at the Asheville hospital last fall. After three years spent there, she will attend a missionary training school of the Presbyterian Church in Richmond, Va.



In addition to her formal training, she will have at least one year of nursing experience in this country before being commissioned a missionary to South America.

Camp Firestone

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travel attractions in the western part of the Carolinas, East Tennessee and North Georgia.

"It's only a short drive from Camp Firestone to the famed Asheville-Hendersonville area and places of interest such as the Cherokee Indian Reservation, Mount Mitchell and the Smoky Mountains National Park," Mr. Henson adds.

For accommodations at Camp Firestone, employees apply through the plant Industrial Relations office. A person or party may make only one reservation at a time but after it is used, another application may be made. An additional note about use of the camp property:

If you make a reservation and find that you can't use the camp at the scheduled time, notify the Industrial Relations office. Since there are usually people on the waiting list, your cancelled reservation can make it possible for someone else to have use of the camp.

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DEPARTMENT REPORTERS

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Claude Callaway, Editor