

## Start Early On Applications For Company Scholarships

Explanatory booklets and application forms for the 1961 Firestone scholarship program for employees' children are available at the Industrial Relations office.

To employees who have sons or daughters ready for college next fall, and who are interested in applying:

**Deadline for application for scholarships is March 1, 1961. It is most important that high school seniors start early to prepare their application material in order to meet this closing date.**

"As the expense of college education continues to rise, our scholarship awards become more valuable each year," said company president Raymond C. Firestone, in a letter to all plant and field sales managers. "Let each of us recognize his responsibility in seeing that every qualified son or daughter of a Firestone employee wanting to go to college, is given opportunity to apply."

"We are gratified with results of your efforts to see that each parent of a qualified high school senior is fully acquainted with our program and advised when the scholarship material arrives. Last year we had a 25 per cent increase in applications over the number received the year before."

### Who Is Eligible To Apply?

To be eligible for a college scholarship from the company, the applicant must be a high school senior; the son or daughter of an employee who will have completed five years of continuous service with the com-

pany by January 1, 1961; and in the upper half of his or her class, scholastically.

Only children of those employees whose average income does not exceed \$800 per month, without overtime, will be eligible.

**FIRESTONE** scholarships pay the cost of full tuition, fees, and books and a substantial part of living expenses at college.

Scholarships are always allocated to the various sections of the country on the basis of proportionate Firestone employment. This means that children of all employees have equal opportunity to win scholarships regardless of where they live.

Completed application forms, reports, and all other information required (as outlined in the scholarship booklet) must be received by the Firestone Scholarship Committee, The Firestone Tire & Rubber Company, Akron 17, Ohio, not later than March 1.

The committee will notify all winners of scholarship awards by early May.

### Past Gastonia-Area Winners

Since 1953, when the company inaugurated the education-aid program, 197 four-year college scholarships have been awarded. Seven of these winners have been members of Firestone Textiles (Gastonia) families.

The most recent winner, Betty Ann McAbee, is a freshman at Erskine College, Due West, S. C. The daughter of L. B. McAbee, assistant division manager of cotton, and Mrs. McAbee, Betty Ann aspires to a career in elementary school education.



## Santa's Headed South

ELLESMERE ISLAND (Special)—Word received here from the North Pole headquarters of Santa Claus confirms his annual schedule for a Southland stop-over in Gastonia, and a pre-Christmas Eve visit with children of Firestone Textiles households.

Further confirmation of the



North Country Visitor:  
He's Making A List

### HAS NYLON CORD

## All-Butyl Tire A Firestone 'First'

Firestone has scored another "first." A nylon cord body teams with a new rubber development to bring the automotive world the first all-butyl rubber tire to be offered by any of the major rubber companies.

The new premium tire is the result of ten years of experimental work with butyl rubber. Extensive tests at the company's Ft. Stockton, Texas test track have proved the "Butylaire" to have extra traction efficiency on wet road surfaces. Sound-equipped test cars also recorded this tire as being unusually quiet-running, even under severe cornering conditions.

Butyl's energy-absorbing and low-bounce characteristics give the new tire smooth and silent ride qualities. It also tends to stick to the road surface rather than "break loose" and screech, which is the reason for the Butylaire's quick-stopping ability, according to E. B. Hathaway, vice president of sales.

A special tread design is another factor that adds to the

performance of the Butylaire. This is possible through Firestone's three-piece mold method of curing tires.

The tread is molded in one piece instead of splitting it down the center as in ordinary tires. Tread design is extended across the whole face of the tire. This means improved traction, cornering, and smoother riding.

## Cotton Picture Brightens

If the right courses of action are followed by federal policymakers, an annual market can be established for more than 16 million bales of American cotton. This is the word from the chief economist of the National Cotton Council.

In a recent report to the Council's board of directors, Dr. M. K. Horne said that two of the moves which have been made are to check inroads of competition from imported cot-

ton products and to keep in mind the vital role of price in the future of cotton exports.

Dr. Horne also noted that:

- Imports of cotton products are at a rate of 563,000 bales annually.
- Nearly 60 per cent of cotton consumption is in clothing, but newer fibers such as nylon, Dacron, Orlon and other man-produced fibers almost doubled in the past four years.

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# Tambourine, Trumpet and Big Bass Drum



This article on The Salvation Army begins a series dealing with the agencies which share in the Greater Gastonia United Fund. During 1961, The Salvation Army in Gastonia will receive \$26,339 from the UF. The United Fund allocation and the Christmas Cheer collections on the street are the two main sources of funds with which the Salvation Army carries on its humanitarian and spiritual work in our community.

Ever since that first Christmas Eve when angels bent close to earth to "touch their harps of gold", music has been a traditional part of the pageantry surrounding the birthday of Christ.

At this time of year, shoppers hurrying from store to store hear above the noise and din of traffic the strains of familiar carols.

The sounds of gladness come from blue-coated men and women—The Salvation Army—collecting money-gifts in red kettles on behalf of the needy.

### It Goes Where The Need Is

To all corners of the community The Salvation Army seeks to bring joy to people—the sick, the distressed, and especially the children. With the giving to heal human hearts and lift earth's burdens, goes also the music of joy.

To reach the community, you find The Salvation Army in hospital wards where bonneted women hand out packages and greetings; in homes for the aged, in prisons, and at Salvation Army parties. And always the music awakens memories of Christmases past and kindles the spirit of the Christ Child's birthday.

Band music is perhaps most often associated with the Christmas season.

But the band music is an important part of The Salvation Army's year-round program of seeking to meet human need and extending God's kingdom on earth.

The first Salvationist band was formed in 1878—by accident. A young captain stationed in Salisbury, England was bruised and beaten by mobs when he tried to preach on the street. Help arrived when a burly builder and his three sons offered themselves as bodyguards. The builder played the cornet and his sons

played other brass instruments.

When they joined the Salvationist as protectors, they brought along their horns and accompanied the hymn singing—and the first Army band was born.

### Founder Booth Wanted Music

In those days as today, brass band music was popular in Great Britain, especially with the middle-class people. It is no wonder that the evangelists, trying to reach the laboring class in the slums, should adopt the brass band.

Salvationist founder Gen. William Booth saw the value of music in attracting people to outdoor meetings, so had his followers learn to play instruments. Formation of local Salvation Army bands grew out of this practice.

The big bass drum was not at first among the Salvation Army's musical equipment. But as soon as the group learned how the bass drum's booming could enliven outdoor meetings and inspire singing, it seldom was absent from the band.

A drawing of the Biblical Miriam holding a timbrel or tambourine is thought to have inspired the early Salvation Army to add tambourines to its bands. One account has it that their first appearance on the street "filled the devil with disgust and the newspapers with comment."

### Lassies With Tambourines

The tambourine, jingling along with the hymn singing, also served as an offering plate. Salvation Army parades and marches are usually led by brigades of lassies swinging tambourines decorated with gay red, blue and yellow streamers.

Today there are 50,000 trained Salvation Army band members around the globe. Some are officers, but most are

members of The Salvation Army who work at regular trades or professions and pursue their "ministry through music" in spare time. Many are so accomplished that they make recordings, appear on radio and TV programs, and perform in concert.

As Salvation Army bands pass down Main Street or along cobbled alleys of the slums, they carry a message of joy and hope, through marches and familiar hymns.

"Could you love the unloved in the spirit of the Lord?" ask the words of Meredith Wilson's "Music Man". "That's the creed of an Army, a God-fearing Army, marching with trumpet and drum. With banners and bonnets, they come!"

