

## Because of God's Gift to the World...

CHRISTMAS comes again to renew the age-old Message of Peace and Good Will, and shine as a Beacon of Hope to light the way for a better world.

As the Season of Good Cheer approaches, we are faced with the reality that Christmas comes again in the midst of troubled times—just as it has from the long ago, when shepherds watched their flocks and Wise Men followed the Star to a Babe in Bethlehem.

The Christmas season is a time of gladness in the year—with its warmth of friendship, its expressions of love, its gift-giving, and unselfish thoughts of others.

As we review the months gone by in 1960, each of us can find much cause for thanksgiving. With countless personal blessings, we can all be grateful for life in America—rich in the joy of blessings received, rich in the promise that the future is bright in Our Homeland.

As we observe the birthday of the Prince

of Peace, let us remember that there are millions of people around the world whose most longed-for gift this Christmas is Freedom itself. They long for freedom to work, to speak, to learn, to worship, to bring up their families in their own way without fear, and to make their contribution to their communities.

For these millions, no earthly gift could suffice for blessings such as we in America often take for granted. For example, this Christmas we will exercise our freedom through worship. In our way of life, our children are being taught good citizenship and respect for the dignity of the individual—another fruit of our freedom.

Another December reminds us that we have Christmas only because of the coming of the Christ Child, God's Gift of Love to the world. In the true spirit of His Message, we continue to pray for Peace on Earth, brought by men of Good Will.

To the families of Firestone Textiles, may the New Year bring you everything good that will give you a greater measure of the Abundant Life, through Him Whose coming we celebrate.

*Harold Mercer*

General Manager

## A Safety Citation To Bennettville Plant

Manager E. F. Sweeney (right) of Firestone Textiles at Bennettville, S. C. receives trophy and congratulations for an outstanding safety record at his plant. The award, made by Central Carolina Safety Council, is presented here by E. W. Marshall at a recent South Carolina state-wide safety conference.

Photo: Safety Journal, Anderson, S. C.



## Would-Be Killer

That motor vehicle you command down the streets of your town and over the roads and highways—it is a potential killer every moment. To more deeply impress this would-be danger upon the public mind, the National Foundation for Highway Safety, Inc. points out that:

The first American war fatality occurred at Lexington, Mass., in 1775. The first US automobile fatality happened in 1900 at New York.

The 1,000,000th American war fatality occurred in Korea. The 1,000,000th US automobile fatality was recorded the same month — December, 1951. Odd

coincidence? The Foundation adds: "Yes, but automobiles did in 51 years what it took wars 176 years to do. We won't belabor the comparison, but it is now well established that more than half our automobile fatalities involve drivers under the influence of alcoholic drink. And the toll is rising."

## COVERS MAJOR EVENTS

## 'Eyewitness' Is Different Among TV Programs

Traveling more than 100,000 miles from Alaska to Argentina, from Iowa to Iran, CBS Television cameramen had, in early November, filed 33 "Eyewitness to History" programs in the past 14 months. They had gone into more than 24 countries to get spot news to present on a network of 127 stations.

The Firestone-sponsored weekly program is unusual on the 1960-61 television schedules. No other network is preparing such a program for the American TV audiences. No other series ever set out to do as much, with such scope, and with such an exacting deadline.

### The Week's Major News Events

Its weekly role: To reveal, through CBS News cameras and correspondents all over the world, the breadth and depth of a major news event of the week.

Ever since the days of the 11-inch screen, television has drawn big moments from news material. Crime trials, the Army-McCarthy hearings, political conventions and elections focused public attention on important happenings unlike anything before them.

In its fledging years, television was looking for ways to mold this kind of material—the drama of reality, immediate but

unorganized, timely but unpredictable—into the orderly form of scheduled programs.

During the past year, CBS News has developed the mold. Video-tape was the basic means, and the "Eyewitness to History" series has been the result. Firestone has been the sponsor.

### New And Distinctive Reporting

In the first 28 programs, all scheduled in prime evening time on CBS on an irregular basis, a new and distinctive kind of news reporting evolved. Not news analysis or reviews, but news in action. The subject of these programs was East-West diplomacy, the main ingredient, events and personalities themselves, interpreted on the scene by expert observers. Reports were then compressed, organized, paced and produced in dramatic form.

Now, with its weekly series on Fridays, 10:30-11 p.m., EST Firestone is taking the next step:

News in action on a regular weekly basis.

To put these reports on the air, technicians, reporters and newsmen traveled thousands of miles around the globe and devoted hundreds of thousands of hours to their task. For the coverage of President Eisenhower's visit to Mediterranean and Asian nations, CBS News chartered a private DC-4 plane, loaded it with necessary equipment including a power generator, and flew it to Rome and New Delhi.

The DC-4 Flying Mobile Unit enabled coverage of major events in Rome and India with television. Recordings were sped to New York by plane and scheduled jets. The news was often seen on television within hours of its happening.

A number of international television organizations have cooperated in covering world major events for "Eyewitness."

### Company's Role In 'Eyewitness'

In the new weekly series begun in September, coverage has ranged from Khrushchev's visit to the UN, to a light-hearted look at the World Series. Then

## December Calendar A-Glitter With Travel Attractions

Special events and attractions of the Christmas season and an inviting schedule of sports and recreation put a glittering touch on traveling in the mid-South during December.

If Firestone employees confine their traveling to North Carolina alone, they have things aplenty to interest them from the Outer Banks to the state's pine-clad mountains. This is the note from Plant Recreation, posting this month's travel cues for those who like to go and do things while away from their jobs in the mill.

From December 9 to New Year's Day, one of the world's largest living Christmas trees glows nightly with some 4,000 colored lights at the historic port of Wilmington on the Southeastern Coast.

At Charlotte, "Singing Christmas Tree" concerts of the Charlotte Choral Society are December 13 and 14.

### Dedication of Memorial To Powered Flight

A new all-year attraction at Wright Brothers National Memorial near Kitty Hawk and Kill Devil Hill will be dedicated December 17, when ceremonies at the birthplace of aviation mark the 57th anniversary of powered flight. If you take in the event this year, you'll enjoy the newly-completed visitor center and museum of flight near the Wright Monument, flight markers, and the restored hangar and camp on the site of the Wrights' first powered aircraft flights in 1903.

Christmas in the 18th Century will be recalled this month at Old Salem, Winston-Salem, with several traditional observances. Of these, the Moravian Christmas Love Feast at Home Moravian Church is a traditional evening feature of December 24.

### NASCAR Racing Festival And Other Events

Of the long list of other events in the state, these are outstanding: Christmas hole-in-one turkey shoot, Dec. 24 at Pinehurst; also at Pinehurst, annual informal winter horse show, Dec. 30; annual children's welfare ball, Dec. 31 at Asheville; Tobacco Bowl Festival of Racing (NASCAR), Winston-Salem, 31.

It's Jan. 5, but belongs on the list: Old Christmas Festival at Rodanthe, the Outer Banks. Observance of the Old Christmas date is a custom going back some hundreds of years when some people refused to accept the legislative edict setting the calendar ahead, wherein some 12 days were "lost".

Rodanthe people now observe Christmas on Dec. 25 and also January 5, out of respect for tradition. The unusual celebration attracts many visitors to a program which ordinarily features a free oyster roast, and dance music and pageantry relieving days of long ago in the quaint coastal village.

## Arthur A. Falls

Funeral for Arthur Andrew Falls of Kings Mountain R-1 was held November 16 at Gethsemane Baptist Church in the Crowders Mountain Community, where he was a member. Burial was in Trinity Church Cemetery. Mr. Falls died November 13 in a Kings Mountain hospital.

Remaining on this side of Eternity are his wife, Mrs. Ethel Falls; two daughters, Mrs. Albert Meeks, whose husband works in the Warehouse at Firestone; Mrs. Alma Knox, also of Gastonia; a son, Silvo Falls of Bessemer City; and six grandchildren.



TV EASTERN—American television cameras and video tape equipment went to Asia for the first time, when CBS News sent a flying mobile unit to India for one of its programs of the "Eyewitness" series. Here, equipment is unloaded at Delhi airport.

came coverage of the recent Presidential election.

Chairman Harvey S. Firestone Jr. sums up the company's role in "Eyewitness" programming:

"Through the years, our company has always insisted that its broadcasts reflect the integrity of our company and the quality of its products, while at the same time making some

worthwhile contribution to the public interest as a means of expressing our appreciation to our friends and customers for their patronage.

"We earnestly believe that 'Eyewitness to History' will appeal to people in every walk of life who are interested in the news and stories behind the news."