

Gastonia, North Carolina

Bowling Green, Kentucky • Hopewell, Virginia



**Gaston County Art and History Museum-Dallas, NC**  
An exhibit of Christmas Trees from each town in Gaston County will be on display through January 6th.

## Feliz Navidad

FELIZ NAVIDAD, Spanish for Merry Christmas, is the Heritage Christmas exhibit theme this year at the Cleveland County Historical Museum located on the square in downtown Shelby, NC. The Spanish Heritage Christmas will be the fourth in a series of heritage Christmases at the museum.

The Heritage Christmas exhibit is actually two exhibits in one. One

part highlights the Spanish Christmas which revolves around the nativity scene, while the other part shows some of the customs and artifacts from various Spanish speaking countries.

For more information or for tours, please call the museum at 482-8186. Museum hours are 9-4 Monday thru Friday and 2-5 Sundays.

## Christmastown, U.S.A.

CHRISTMASTOWN U.S.A. is the name given to McAdenville, NC, a town of 900 people which grows to approximately 1,000,000 people each December. To many people, it has become a tradition to drive many miles to view the spectacular transformation of a small town into a fantasyland of bright twinkling lights. Approximately

300,000 lights are used on 74 trees around the lake and 250 trees throughout the town. The trees are decorated with red, white & green lights which are the original traditional Old English Christmas colors. The house to see these lights are: Dec. 18,19, - 5-11 PM; Dec. 20, 21,22,23 - 5-9 PM; Dec. 24,25,26 - 5-11 PM.

## Schiele Museum

Schiele Museum, Gastonia, NC is celebrating Christmas on Sunday, Dec. 19 from 1 PM. A candlelight service will be held at 5:00 PM. Dress warmly and bring you own candles. A colonial homestead of the 18th century get-

ting ready for Christmas will be featured getting ready for Christmas with all the traditional customs. A traditional bonfire and burning of the greens is also featured.

There's a  
dear old tree,  
an evergreen  
tree,  
And it blossoms  
once a year.  
Tis loaded  
with fruit from  
top to root,  
And it brings to  
all good cheer.

## Firestone Stock

During October, 1982 Firestone common stock was purchased at an average price of \$12.98 per share for accounts of employees participating in the Stock Purchase and Savings Plan. Currently, 5,478 employees are enrolled.

Employees enrolled in the Stock Purchase and Savings Plan who wish to withdraw all or portions of vested stock from the program may do so at any time during the 1983 calendar year.

The plan was changed in March, 1982 to discontinue the provision which permitted the withdrawal of the single vesting class year prior to each Nov. 1. The plan was liberalized to provide the withdrawal of all of part of a participant's vested stock once a year without penalty.

You can change the amount of your payroll deduction by submitting a revised payroll deduction authorization at least 30 days prior to Jan. 1 or July 1. Payroll deduction authorization can be revoked at any time, but if it is, it cannot be resumed until the next Jan. 1 or July 1.

Withdrawals and contribution changes can be made on the form "Change and Withdrawal and Settlement Notice" S5857 Rev 3/82 which is available from the Personnel Department.

## Master Care By Firestone

With the introduction of MasterCare by Firestone program into the Memphis area recently, the automotive service concept will be in 210 stores in 16 markets.

MasterCare by Firestone made its debut in Phoenix in October 1981 and since has been unveiled at company-owned retail outlets in Nashville, Oklahoma City, Orlando, New Orleans, Mobile, Sacramento, Richmond, Kansas City, Columbus, Milwaukee, Indianapolis, Dallas-Ft. Worth, Albany and San Antonio. (The program will be introduced in two Charlotte stores and the Gastonia Dixie Village Store in January 1983.)

With expenditures of "tens of millions of dollars" in the next two years, the program is believed to be the largest single investment ever made in the United States for an automotive service after market program.

The investment includes costs for adding advance diagnostic and service equipment, training technical and management personnel, refurbishing existing stores for the new MasterCare look, new uniforms for store sales and service

personnel, as well as extensive advertising and promotion for the program.

The primary objective of the new MasterCare by Firestone program is to build an ongoing relationship between the company and the car owner based on trust and confidence in Firestone's automotive service capabilities.

Backing up its automotive services are the MasterCare limited warranties which cover service work for a minimum of three months or 3,000 miles and up to lifetime for some services. The program also stresses that costs for service work will "not exceed written estimates by one penny." The

MasterCare on-time guarantee says that vehicles will be completed at the time promised or the customer will receive a discount on all labor charges to help make up for an inconvenience.

MasterCare services include engine tune-ups, electrical systems, air conditioning, engine-cooling, brakes, exhaust and emission, filtration systems, wheel alignments, shock absorbers and other suspension systems.

## Application Blanks

Applications blanks for the 1984 Firestone Scholarship Program are now available from the

Personnel Dept.. Entire should be completed and returned to Akron by Jan. 10, 1983. Sons and daughters of employees and

retirees who will be completing high school and entering college in 1984 are eligible to compete.

Applications for the 1983 Firestone Scholarship Program are now being screened and evaluated by the National Merit Scholarship Corporation.

