

Know Your Firestone Store and Dealer. . . .

# Company Store, Franchise Dealer Offer Discounts To Employee-Customers



SINCE 1935—the year the plant was acquired by Firestone—there has been a Firestone Store (Company owned) at the corner of Franklin and Marietta Streets in Gastonia. More recently, since 1944 to be exact, there has also been a franchise dealer in Gastonia. This dealer, Horne's Home and Auto Supply, is located at 106 East Main Street.

Although both of these business firms are in business to serve the public and make a profit in the process, they are both committed to a Company policy which provides that Firestone employees be given a discount on most of the approximately 6 thousand items carried in stock, or available on brief notice from warehouses, etc.

Thus, it is possible for an employee to buy many of the necessities and luxuries of life at prices below retail. There's nothing unusual about employee discounts as such. Most firms that have products for sale to the general public offer them to their employees at a discount. The remarkable thing about Firestone employee discounts is the number and variety of products available for purchase under its operation. The thousands of products available at or through Firestone Stores compare to the dozen or less offered by some manufacturers to their employees, for the good reason that this number represents their complete line of merchandise.

Tires, of course, are and have been the keystone to Firestone's

success both as manufacturer and merchant. All Company stores or franchise dealers carry complete lines of passenger and truck tires. Some, including the local Company Store carry a complete line of tractor tires as well. The prospective purchaser of tires may buy any one of several lines of standard and premium passenger tires. The most recent development in this connection is the "Firestone 500", an all-nylon cord tubeless passenger tire—first of its kind in the world.

The premium tire, of course, is the Firestone Supreme tire, which offers the ultimate to date in the art of tire building. It is tubeless, blow-out safe and puncture sealing. The Supreme, and the other lines including the biggest seller, the Firestone Deluxe Champion, is available in a variety of sizes at the local Firestone stores. All Supremes have white sidewalls.

Since their inception in the thirties, Firestone Stores have constantly striven to sell a carefully selected line of merchandise for the

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**FIRESTONE STORE**—The top left picture in the layout, above left, shows an interior view of the Company owned store at the corner of Marietta and Franklin Streets in Gastonia. In the credit department at the rear of the store can be seen Harry Stegall, credit manager for the local store. **THE TOP RIGHT PICTURE** shows Store Manager Charles Moore, left, looking over passenger tire inventories with Salesman Chris Hope. **THE STORE** and surrounding parking area including gasoline service islands are shown at center. **MR. MOORE** and some of his sales staff, bottom picture, gather around the latest model Firestone refrigerator. They are, left to right, W. B. Nivens, Jack Rhyne, Harry Stegall, Chris Hope and Mr. Moore. A number of other sales and service personnel are employed at Firestone Store including a newcomer Mrs. Betty Mays who will concentrate on sales in home appliances and other items of particular interest to women shoppers.

**L. F. GIBBONS**, left above, is the manager of the Horne's Home and Auto Supply Company, 106 East Main Street in Gastonia. This is a franchise dealer, that is an independent merchant who handles Firestone products on a franchise basis.

**FRANK ABERNETHY**, right above, poses with a Firestone Bicycle in front of Horne's Supply. Frank, who is a seventh grader at Stanley School, reports that is definitely a prospective bike purchaser inasmuch as he doesn't now own one. He is the son of Mr. and Mrs. Major Abernethy of Route 1, Stanley, N. C.