

SANTA CLAUS KEPT AN APPOINTMENT

# Review Of 1957 Christmas Parties For Children

It's just a fond memory now, but one that will not lose its luster until another round of Christmas parties for Firestone children is on schedule next December.

As has been the case for many years, the Benevolent Visitor from the North Country kept his date with more than 2,000 Firestone Textiles children under 14 years of age.

The traditional occasion was the three Yuletide parties at the Webb and Palace theatres in

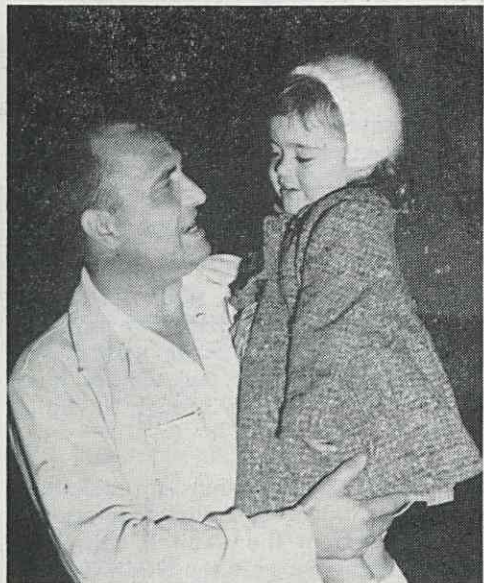
Gastonia, Saturday morning, December 14. The children's Christmas festivities this past Christmas marked the 18th annual program sponsored by the Company.

Some 1,700 children attended the theatre shows. Those youngsters holding tickets to the programs—but who could not attend—received their gifts from the Plant Recreation Center.

At the Webb theatre there was a show at 9 and another at 11 a.m. At the Palace, the

show began at 10. In addition to the visit of Santa, there was a program of selected cartoons and short movie features at the Webb. Along with St. Nick at the Palace, there was the showing of a full-length "western" with the usual suspense.

At the conclusion of each performance at both theatres, Santa Claus directed the distribution of gifts, passed out according to the children's age groups.

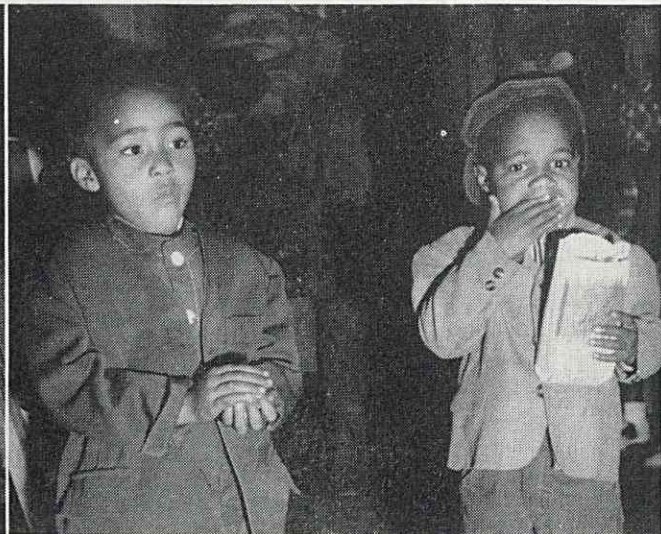


Above—The first show at the Webb made a good impression on two-year-old Anita Bentley. Her father, Leroy, liked the program too. A parent or relative accompanied "littlest" partygoers.

Middle—Nell Pursley (right), Industrial Relations secretary, was one of many employees who helped to spread holiday cheer. Here she passes out gifts

to Ronald Miles (back), Dale Owens, Patricia and Judy Wooten.

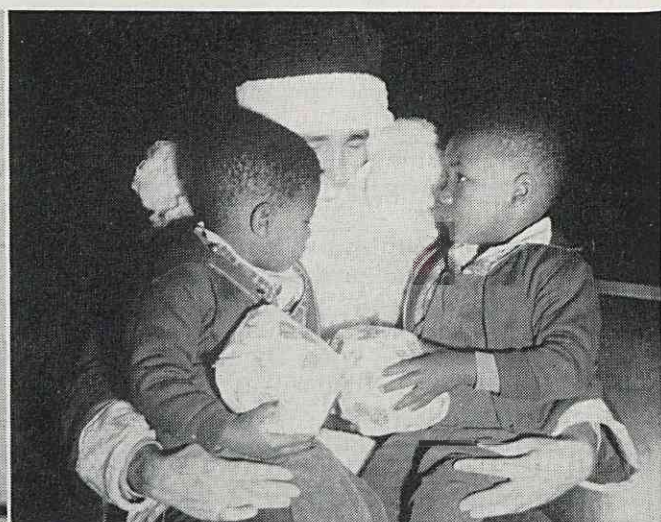
Right—A mechanical toy meant fascination to Bryce and Susan Pursley.



Above—These youngsters were typical of those absorbed in the exciting plot of one of the short movie features. Front: Teresa and Steve Michaels; back row: Jimmy and Billy Meek.

Middle—W. G. Henson, III, found it difficult taking time out for a picture, before investigating the contents of his gift package.

Right—At the Palace theatre these children made good use of waiting time before arrival of Santa Claus. Popcorn tasted fine to Jatana Jackson and Frank Hardin.



Above—The Bringer of Gifts found many interesting question askers. Rickey Parks speculated on a guitar for Christmas. More important, he wanted to know if Mrs. Santa Claus had fluffy, white whiskers, too.

Middle—Antoinette Lightner and Simon Williams were among the first to go through the gift line. Their smiles told something of the excitement—and gratitude—they experienced.

Right—Danny Joe and Lester Worthy must have put in a standing order for next Christmas, for they conferred seriously with Saint Nick minutes before he headed back to headquarters in the North Country.