

SANTA CLAUS rode in on a sharp winter's wind, to keep his December 17 appointment with the almost 2,000 children of Firestone households in the Gastonia area. Wrappings and tinsel—and many of the gifts—have come and gone. But for the youngsters who were honored guests at the company's annual Yule parties here, the bagsful of merriment were sufficient to keep memory as green as pine and holly all the way across the 1961 calendar.

The parties at the Webb and Palace theatres honored children through 13 years of age. Festive

ON RECORD—Main performer at all three shows was the legendary Man with the Gifts. After listing things she'd like to have, Sandra Keenum wondered: "Shouldn't you be writing all this down?" Paulette Hughes (standing) knew Santa had a good memory.

doings, lavishly trundled into two parties at the Webb and one at the Palace, emptied mountains of Nice Things into the arms of more than 1,500 children who came for the shows. And those who didn't make it to the theatres received their gifts from the Industrial Relations department at the plant.

At all performances there was a program of sparkling entertainment on the screen—cartoons, short-length comedy and other features—some of high adventure and intrigue.

As usual, there was a talk on pedestrian safety by police captain Roy Short at the Webb shows.

Taking the center of interest at all parties was The Good Cheer Visitor himself, stopping on his world travels to supervise distribution of gifts according to children's age groups.

Pictures on this page are samplings of activities at all three parties.

INTO THE RECORD

The Gift-Bringer

Came—And We

All Had Fun

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IN BETWEEN—On the Webb screen, cats chased mice, and funnymen Moe and Joe got into repeated predicaments. But it was time out for refreshment for Vandy Lanier (left) and Lonnie Baker at the lobby concession counter.

MAIN FEATURE—Top attraction of all three programs was the handout of gifts under the big Yule trees set up by the Mechanical department at both theatres. Among first at the Webb (from left): Sharon Guffey, Paula Ledwell and Linda Beddingfield.

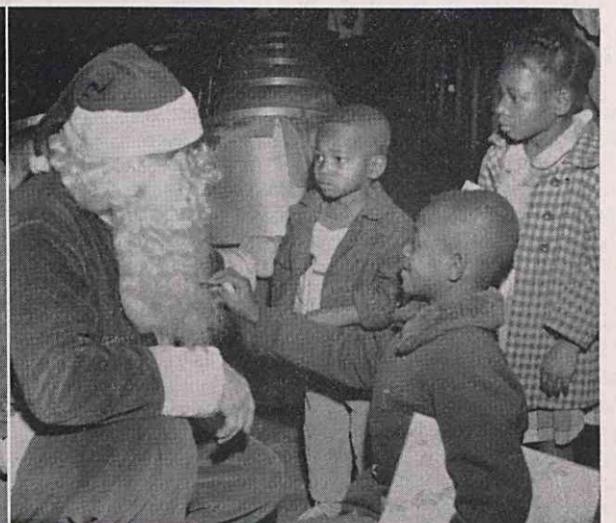
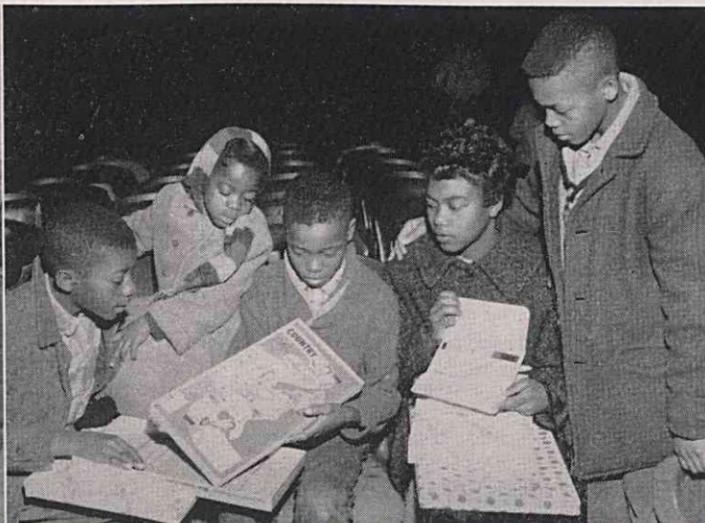
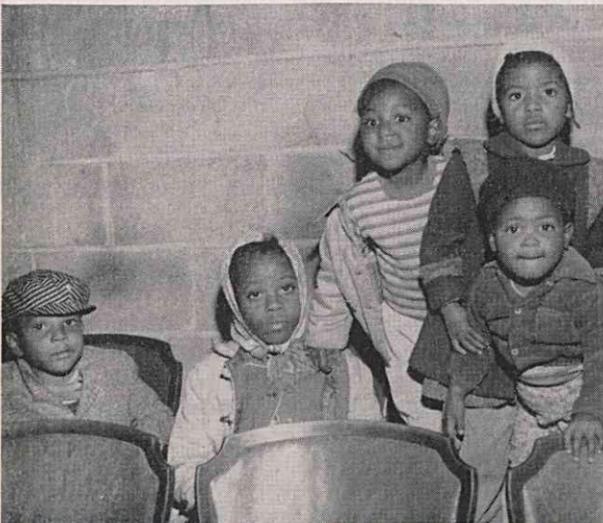
HELPING HAND—The big Yule tree at both theatres was bedecked in the prettiest of glitter and such. Catherine Sanders, one of Santa's volunteer assistants, handed gifts to Johnnie Ferguson (left) and Patricia Ann Reynolds at the Webb.



FITTING CLIMAX—"A good time was had by all"—and the big moment came tucked inside the colorful gift packages distributed by Santa's helpers, who were members of Firestone employee families. Taking a look were (from left): Charles Turner, Gary Wall, Larry Wall.

A LESSON—Sherry Neely (left) and Vernon Neely were concerned about the geography of Santa's homeland. So, the obliging Visitor did the best he could with a map of Canada, and pointed to a place still further North.

SHOW HOW—At the Palace, projectionist Bobby Miller and ticket salesgirl Mildred Shanks talked about how movie film makes a picture on the screen. The hurried lesson was all for the benefit of Ronald Ozell Neely and Chenita Neely.



SCREEN FUN—At both theatres were lively doings on film, while the children waited for their gifts. At the Palace, watching a funny cartoon were (from left): Orlando Alexander, Beverly Alexander, Gail Davis, Willette Alexander, Belinda Alexander.

INSIDE STUFF—In deference to all the anxiety, the last-scheduled movie cartoon was cut short so gifts could be distributed. And making no delay to look under the wrappings were (from left): Marshall Chambers, Vernetie, James, Shirley and Sylvania Wilkes.

PARTING TOUCH—Charles Young Jr. stroked the fluffy texture of St. Nick's whiskers, then decided to groom it for the Jolly One's thousands of more miles of travel during the holiday season. Melvin and Darlene Young wondered about the whole business.