

Children's Parties Left Loads Of Memories

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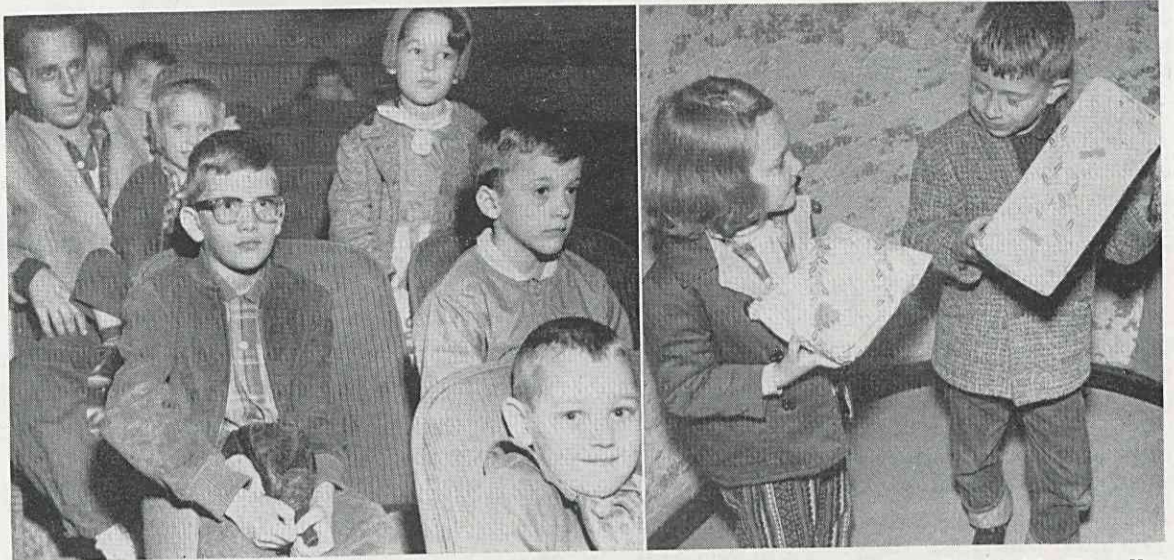
The Jolly Old Elf with the glowing cheeks, sunny laughter — and gifts — kept his traditional appointment with almost 2,000 children of Firestone households in the Gastonia area, Dec. 16.

Tinsel, glitter and most of the excitement have gone the way of the wind. But for the youngsters up to 13 years of age at the company's 22nd annual Yule parties here, all the fun and glory was enough for a whole year's worth of memory, green as the cactus in Tortilla Flats

(setting of one of the screen-entertainment cartoons).

Festivities, dished up in two parties at the Webb theatre and one at the Palace, featured The Big Show — Santa's appearance and the unloading of Good Things into the arms of more than 1,500 honored guests. Those who didn't make it to the theatres received their gifts at the plant the following week.

Pictures here are samples of activities at the three parties.



SCREEN ADVENTURE was good looking for (from front and left) Daryl Hall, Richard and Robert Pearson; Clemmer Bell, Randy and Judy.

SUSPENSE got hold of Robin M. Kessell as he and Janet Colvard had a sneak sampling of gifts before showtime at the Webb.

December 'Long-Timers'

25-Year People



Earl L. Clark
Twisting (syn)



Delona S. Taylor
Weaving (syn) Will A. Brown
Spinning

When Delona S. Taylor marked her 25th work anniversary here Dec. 1, she led the way toward the goal of 300 persons who will have reached quarter-century records with the Gastonia plant.

She, the 201st person to gain this distinction, was followed by two others with 25 years of service completed in December: Will A. Brown and Earl L. Clark. They are presented in pictures with this article.

Also during December, 12 others also received service pins for 20, 15 and 10-year records. This list:

Twenty Years

Alphonzo Nixon, Weaving (cotton).

Fifteen Years

Isaac A. Hutchins, Monroe Jackson, Sarah E. N. Bentley, Vinson Griggs and Sallie Spencer, all of Twisting (synthetics); Vauda G. Clark, Weaving (cotton); Grady Paul Stacy, Mechanical Service; Alfred A. Caskey, Monofilament Treating.

Ten Years

Lillian A. B. Green and Robert E. L. Burleson, Twisting (synthetics); Claude E. Whitaker, Beaming-Quilling.

Under the new list prices, retail price cuts on some passenger tires range from 4.1 to 9.1 per cent, on truck tires from 18.3 to 33.1 per cent, and on farm tires from 5.9 to 30.4 per cent.

On new lists for passenger-tire prices, white sidewall tires show largest reductions. An example is the Safety Champion 7.50-14 white sidewall nylon tubeless tire, which formerly listed at \$27.30, now has a retail list price of \$24.80 — a 9.1 per-cent reduction.

List prices on the "500" white sidewall passenger tire line are cut 6.2 per cent, while prices of DeLuxe Champion white sidewall passenger tires are lowered 4.1 per cent.

In the truck-tire line the biggest reduction comes in the 8.25 through 11.00 sizes which are now reduced at list price by 33.1 per cent.

New Tire Pricing Now In Effect

Firestone has a new and simplified dealer-pricing policy and list-price reductions on popular types of passenger-car tires, most farm tires, all truck tires except certain off-highway types, and all tubes.

Reductions ranging from 4.1 to 33.1 per cent went into effect Jan. 1.

"The new pricing policy means a revolutionary change and is the first major revision in our pricing system since 1957," said E. B. Hathaway, vice president of sales.

It does away with the former discount system, simplifies the dealer's procedure for keeping business records, and streamlines the entire pricing structure at both wholesale and retail levels.

List prices of passenger tires have been adjusted to more realistic levels, and combined with the policy changes, they place Firestone dealers in a better position to meet competition.

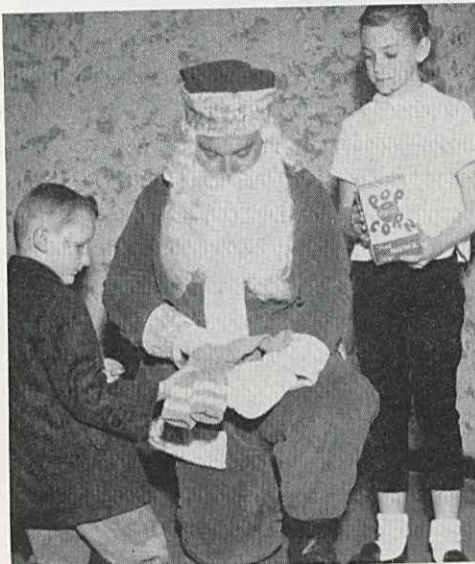
"THE SEVERAL price reductions on truck and farm tires will bring our list prices more in line with actual market prices, and so will have little effect on the consumer's price or the dealer's buying price of these tires," Mr. Hathaway added.

Your Social Security

More Money For Your 'Later Years'

The Social Security tax rate is now 3 1/8 per cent on base wages of \$4,800, for both the wage earner and the employer. This new rate went into effect Jan. 1. Before that, it was 3 per cent.

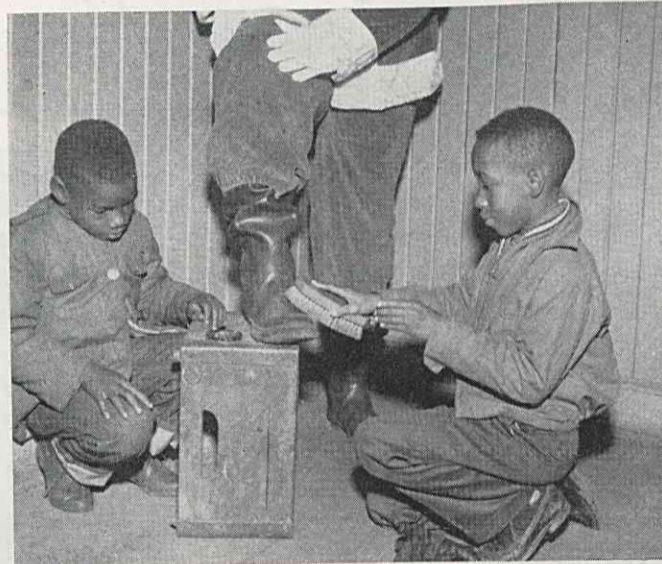
The additional amount from this increased rate from both the employee and Firestone, means that the wage earner will have more money put aside for his use upon retirement.



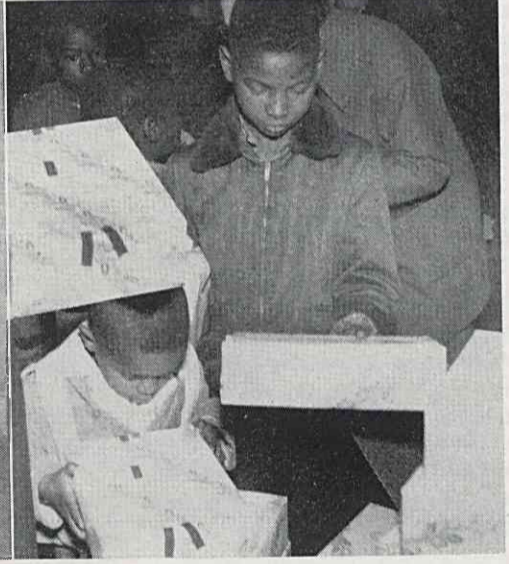
SURPRISE GIFT for Santa Claus. Fred Davis allowed the Sox would be good for winter travel. Jill McDaniel thought it a fine idea, too.



VOLUNTEER helper for St. Nick gift distribution, Maria Mentalvos accommodated Danny Jolly and sister Donna Lane at the Webb.



YULE BRUSH for North Pole Visitor, by Ricky Parks at the Palace. Charles Alison: "Does Mrs. Santa polish your shoes Back North?"



A MOUNTAIN of gifts at the Palace yielded something to take home for Timothy Jackson and his brother Thomas.



AWAITING the big moment at the Palace, Ava Jackson and brother Nelson reviewed a picture of Santa, from last year's party.



PRESENTS from under the big tree at the Webb: For Joel Anderson, a shiny battery lantern; for brother Jeff, a fascinating game.