



Left—Following a word from Santa, Kimberly Phillips munched popcorn, assisted by her big sister, Sherry.

Right—Raymond Mack Jr., his brother Michael (foreground) and Patricia Henson all wrapped up in screen comedy.

Center — Debby Creasman (left) and cousin Glenda Creasman scanned a poster of the theatre's coming attraction.

CHILDREN'S CHRISTMAS PARTIES

Entertainment, Gaiety;

Santa Claus And Some Gifts

For the 23rd year, the company shared in bringing merriment and the wonder of Christmas to almost 2,000 children of Firestone house-

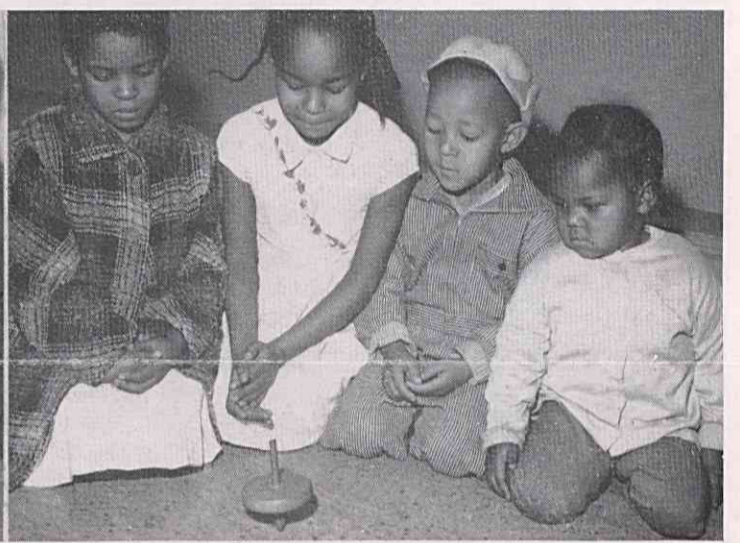
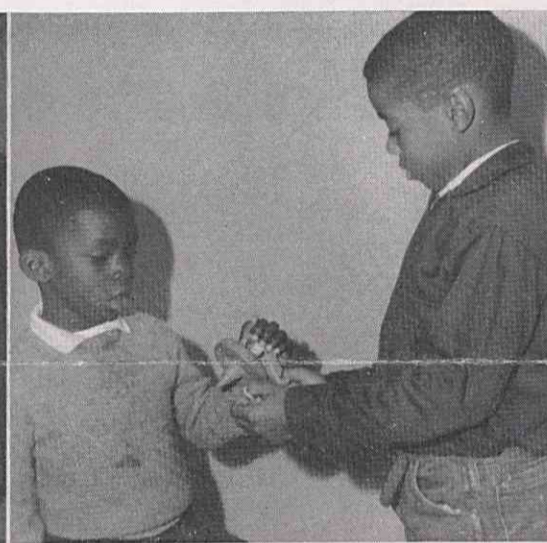
holds in the Gastonia area. Santa Claus, sporting a suit of velvet and new boots, kept his appointment at the Dec. 14 shows for children through 13 years of age.

Theatre and Highland Elementary School followed tradition with enough entertainment, gaiety and gifts to kindle memories sufficient to extend across the New Year. Highlight feature of the

parties was Jolly Old Nick himself, mingling in the crowd, passing a word of cheer, and supervising distribution of gifts according to youngsters' age groups. Helping him were members

of the industrial relations department and several from the shop who set up the giant Yule tree at both parties and hauled in the presents.

Pictures here are sample scenes from both programs.

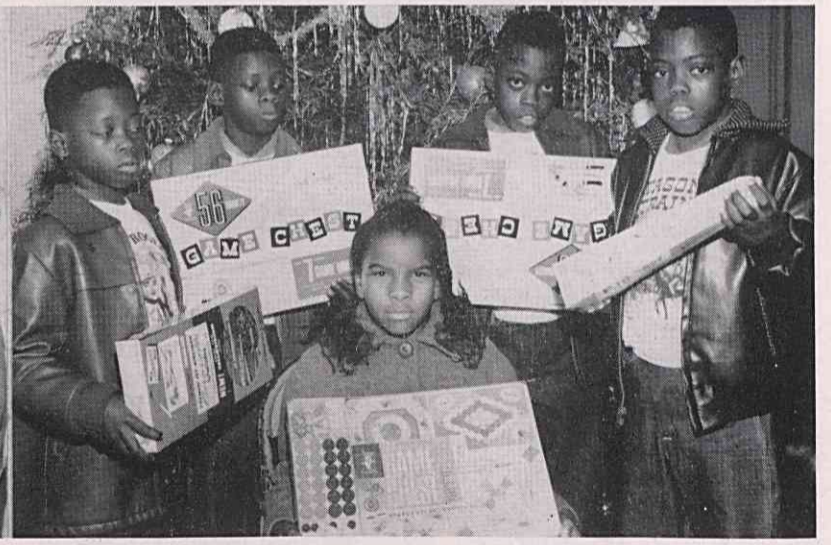


Above — Timmy McDaniel (left) and David Crisp looked at Santa's extra sox.

Center—Marcus Adams (left) and John Shaw Jr. borrowed a folk-toy "whimmydiddle", wound it for a run.

Right—Spinning toy entertained (from left) Alfredda Sadler, Ava Jackson, Yvonne Jackson and Dana Jackson.

Right—"What a big belt you have," thought Darlene Young, Marvin Glenn, James Young and Melvin Young. With Gifts: Louise Garner (seated) and (from left) brothers Donald, Terry, Perry and Jerry Pendergrass.



Dear Sirs: 'Please Send Information . . .'

Sometimes the misspellings are humorous or it's hard to figure out what is meant:

Kindly send me information on fires and rober.

Please send me want owen miporter you have monering this poic.

I need pictures or muterats you have on your company.

Some are even more vague:

Dear Sirs: Would you please send me information this subject . . . Sincerely,

Dear Sirs: Will you (inner letter)

Letters to Firestone from school children are sometimes unusual, but each is sincere. The above samples are a few of the thousands of letters received by the company each year requesting information needed in their school work.

Letters come from second graders and

candidates for master's degrees; from every state in the union and many foreign countries.

MOST of the requests eventually reach the public relations department, where each one—no matter what its contents—is answered. Most of the requests can be filled.

On the plant level, such as at Gastonia, the same type of requests are received. Many of them stem from a custom of schools in North Carolina which requires eighth-grade students to prepare a scrapbook on the state, including its industries.

The industrial relations department here answers these requests with printed materials, sometimes personal letters containing specific information, and small samples of the tire fabric manufac-

ture here. Occasionally the IR department is able to help out by passing on requests to other sources, such as the local chamber of commerce, public library, and the NC State News Bureau.

TO ANSWER letters received at the company's headquarters, the PR department draws upon many department-produced publications on rubber, tire manufacturing, company history, racing, plastics and textiles and other company products.

Some of the letters appear misdirected:

I would appreciate any information on birds and flowers of Ohio.

Send me free information on forest products and careers in forestry.

There are, of course, the "thank-you" letters:

Please send me any information you have. Thanking you for helping me with my problem.

Sorry i haven't wrote you, but i lost your adress. Thank you again . . . Sincerely,

Remember the wild birds in winter months when natural food is usually scarce, say members of Variety Garden Club of Firestone.

When you put up bird-feeding stations and fill them with good-grade seed mixtures and suet cakes, you'll be surprised how the colorful birds can be a source of interest and joy. You'll realize, too, that you're doing something toward conservation, since the birds are vital factors in the control of insect life.

Remember The Birds