



WORLD MARKETS, established by Firestone earned a second "E" Award from the U. S. Department of Commerce. At right is new Army vehicle designed to travel polar and desert wastes on Firestone tires, typical of company products in use around the world.

INCREASED USE of newer Firestone products, such as Duplex tire (left) and Met-L-Loy brake lining (right), helped make 1962 a record sales year. Sales exceeded a billion dollars for the eighth straight year and set an all-time record.

In addition, we will build another tire manufacturing plant on the west coast for this rapidly-growing tire market.

These two new plants will materially increase our production capacity during 1963 and enable us to give our customers better service.

The Firestone Steel Products Company began production of stainless steel containers, stainless steel automotive radiator grills and other stampings at a new plant in Spartanburg, South Carolina. This new plant further strengthens our competitive position.

In recent years it became evident that private brand tires were constantly increasing their share of the tire market. We realized that, although the tire market was expanding, if Firestone were to continue to grow, it would be necessary for us to produce private brand tires.

We organized our private brands department some four years ago and we have been well pleased with the progress that has been made in this area of tire sales.

Our Dealers Will Prosper

However, it must be recognized that the Firestone policy of distributing Firestone brand tires through Firestone dealers and stores has not in any way been changed. It is our belief that the independent tire dealer who aggressively promotes the national brand label of his manufacturer will also continue to grow and prosper because the market for his tires is increasing and will continue to do so in the years ahead.

The year 1962 was one of healthy expansion in both dealer outlets and Company-owned stores. Firestone dealers, in some instances, and Firestone stores, in many others, have been able to obtain excellent locations in many of the giant new shopping centers built last year, thus increasing our selling opportunities.

Importance of Manpower

In our annual report, we have listed our assets in terms of cash, land, buildings, fixtures, machinery and equipment. But, perhaps the one most important asset that we have at Firestone, and have had down through the years, does not appear as an item in this report. That item is manpower — the manpower that plans, develops, manufactures, sells and distributes our products.

Our optimism for the future is based not only on a growing and expanding economy, but also upon this greater asset — the men and women of Firestone who have grown and developed as our Company has grown and developed, the men and women of Firestone who are so essential to our goal as expressed in our motto: "Best Today — Still Better Tomorrow."

Just as we are prepared with the finest in manpower, in all the areas

of research, development, production, sales and finance, so also are we prepared for today and tomorrow with the finest in manpower in the other important divisions of our business. We have an organization which is noted throughout the industrial world for being dynamic and alert, and I assure you that we will keep it that way.

Trained For The Future

Our training programs continuously educate our younger employees in all of our operations, assuring us of a reservoir of upcoming, skilled manpower for the future. In addition, our management training class recruits the brightest prospects from the graduating classes of colleges and universities and prepares them for future management responsibilities. We are dedicated to the principle of developing men who are eager to accept the challenges of our many diversified interests, and we believe that this constant preparation for the future will continue to keep our Company out ahead in meeting the many opportunities that lie before us.

It is interesting to note that many of the men who hold key positions in the Company today came into our organization through our college recruitment program and they are graduates of our management training classes. Many of them have advanced step by step through the Company to their present positions of responsibility and are, therefore, thoroughly familiar with the operations of those whom they now supervise.

Meeting The Challenge

In the years to come, we plan to do our part in setting an example of free enterprise in action. In this connection, we have just received from the Secretary of Commerce, by direction of the President of the United States, the first E Award and flag to be given to a member of the rubber industry. This honor was bestowed on us in recognition of our efforts to increase our exports and thereby help to decrease the drain on our country's gold reserves.

We are thinking and planning not only for the immediate future but also far into the future. We are keeping our organization alert and flexible to meet whatever situations may arise. We plan to get our full share of the constantly growing market that is sure to come both at home and abroad.

We recognize that 1963 will be a year of both opportunity and challenge. We are prepared to take full advantage of every opportunity and to meet any challenge with the finest quality products and with all divisions of our business soundly managed, enthusiastic and alert. And, with this combination, we face the new year with confidence and with optimism.

Thank you.



RECRUITING and training programs assure Firestone adequate skilled manpower for future. Here A. R. Sellers, personnel, interviews a prospect.



RETURNING to the air after a two-year absence, the Voice of Firestone continued its tradition of bringing the world's finest music performed by the world's greatest artists to television viewers throughout the nation. Scene above is from the program's premier performance in September, 1962.



REFLECTING expansion of Firestone's steel products production, anodized aluminum automobile parts are made in the company's new plant in Spartanburg, S. C.