

Programs For Employees, Families Stressed



THE FIRESTONE SCHOLARSHIP program provides for annual financial assistance awards to worthy sons and daughters of Firestone employees who seek a college education. Since the inauguration of the program in 1953, ninety-three students have been awarded scholarships. Here Raymond C. Firestone presents embossed certificates to the seven Akron winners of last year.

THE "VOICE OF FIRESTONE," the oldest coast-to-coast radio program on the air, and the oldest musical program in television, received several high honors last year. Howard Barlow is shown here conducting the "Voice of Firestone" orchestra in the American Broadcasting Company studio from which the program is simulcast.



YOUTH ACTIVITIES are encouraged by all Firestone plants. The Company continued to co-operate with and support such youth organizations as the Future Farmers of America, 4-H Clubs and the Boy Scouts. Here Leonard K. Firestone presents the Harvey S. Firestone, Jr., Scout Award to the Coast Plant winner of last year.

THE COMPANY PASSED the million dollar mark last September in awards paid to employees under our suggestion program since it was inaugurated in 1918. The highest award of the year was for \$3,000 presented to E. W. Jeffries of Akron Plant Two (shown here receiving his check from J. W. Maples).

A TOTAL of 50,543 men and women of Firestone and 116,397 dependents now are protected by our employees' group insurance plan which for the year paid out a total of \$7,562,326. Of this amount, \$1,347,950 was in death benefits and \$6,214,376 in disability and hospitalization.



POTTSTOWN AND DES MOINES have set new safety records for their own plants. Here a special Iowa state award is received by a representative of the Des Moines plant.

EMPLOYEE PARTICIPATION in recreational activities of the Company in Akron and other plants was greater than ever. Typical is this foursome playing in a women's golf league in one of the plants.

INTEREST by the Company in youth and in recreation for employees and their families is illustrated by Santa's greeting to a youngster at a Gastonia plant Christmas party for children.