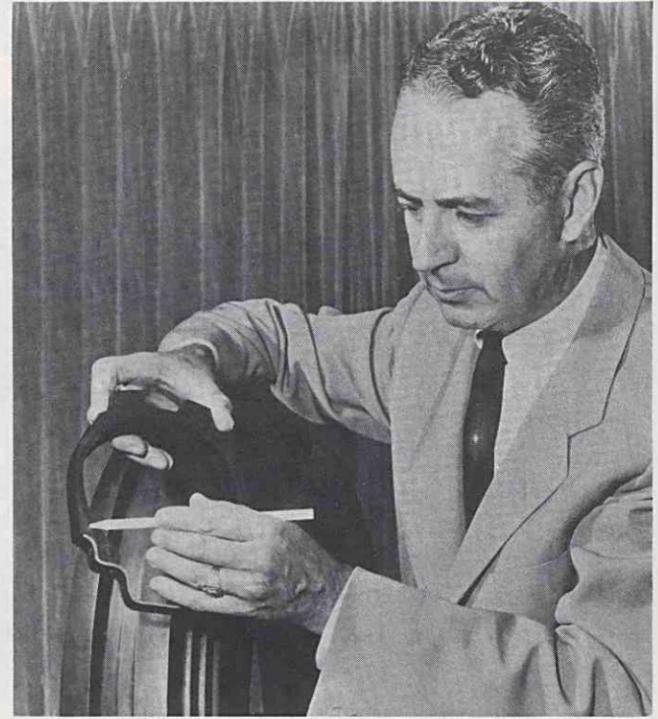




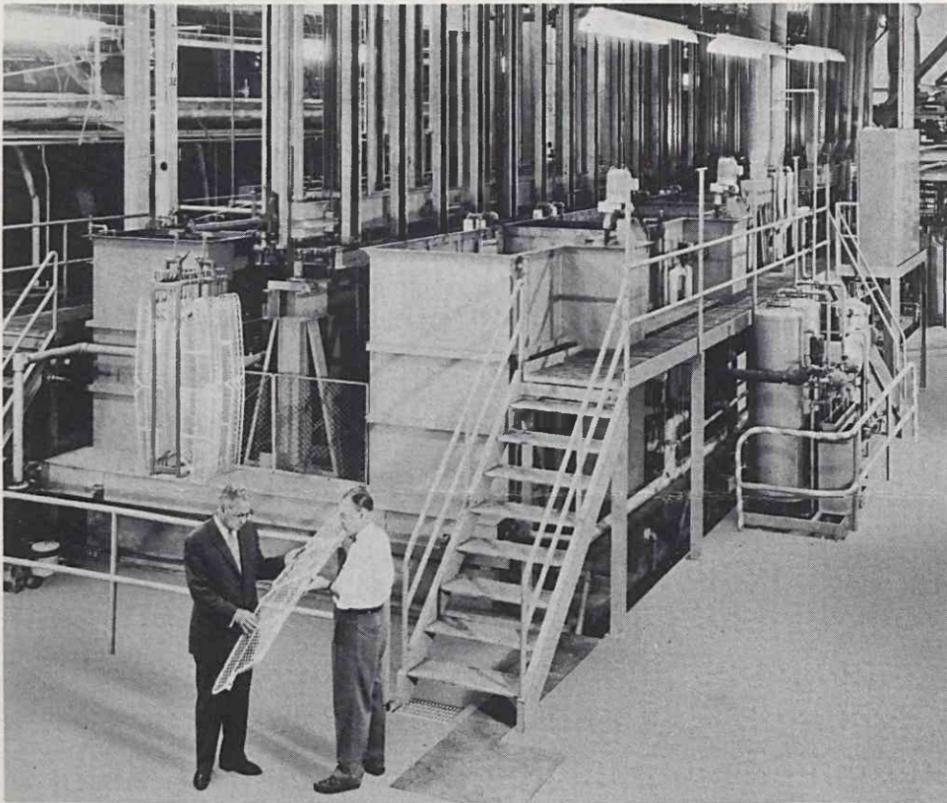
AMONG THE PRODUCTS introduced during the year were new and improved tires of advanced design for passenger cars, trucks, tractors, aircraft and off-the-high-



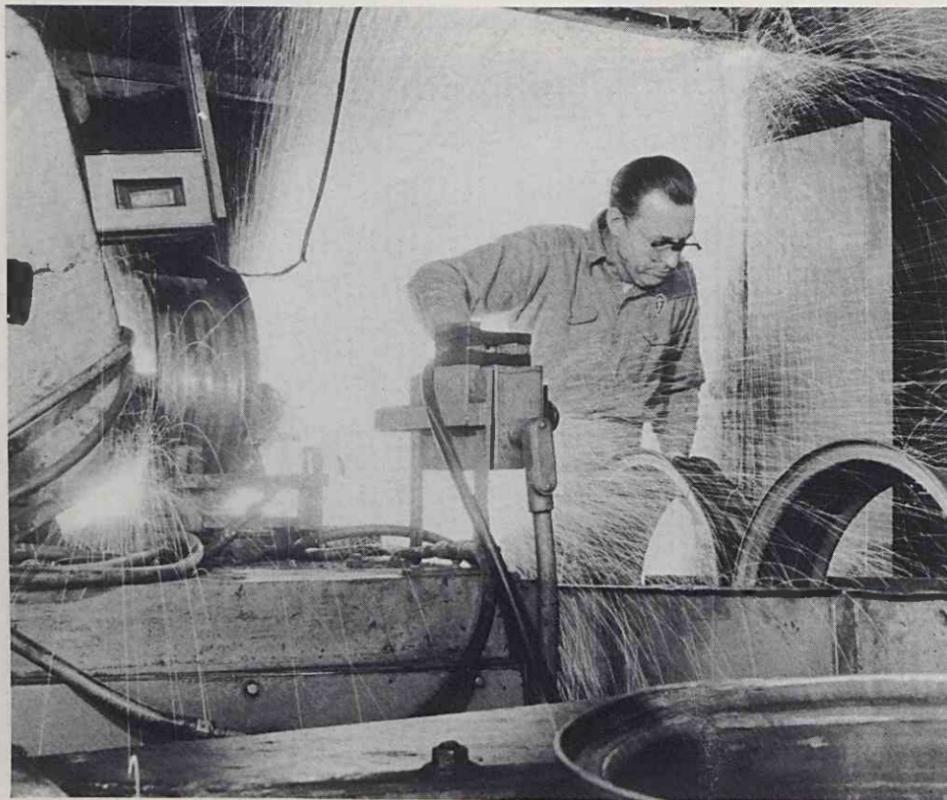
way vehicles. LEFT—the world's largest regular production tire for off-the-highway use. CENTER—The "De Luxe Super Champion" was introduced as the new low-priced



nylon cord replacement tire with high speed characteristics. RIGHT — The new "Guide Grip" front tractor tire featuring a thick rubber filler strip is shown by C. R. Miller.



COLOR ANODIZED aluminum fabrication for the automotive and home appliance industries was begun. A giant, heavy duty anodizing machine which can permanently dye aluminum any color was put into production at the Akron steel products plant. L. J. Campbell (left) and D. E. Morford are shown in front of the machine.



A NEW-TYPE LIGHTWEIGHT truck rim, "The Challenger," was introduced during 1957 by the company. It is produced by the most modern manufacturing processes in American industry at the steel products plant in Wyandotte, Mich.

rubbers, polyurethane foam, Velon plastics, Exxon basic resins for plastics, nylon resin, metal products, textiles and the new Airide air springs, which are being featured by many car manufacturers on their 1958 models.

Additional warehouse facilities were constructed at Los Angeles, Omaha and Portland to provide faster and more efficient distribution of our products in these sales districts.

* * *

OUR COMPANY maintained its position as the world's largest producer of rubber.

Our synthetic rubber plants in Lake Charles, La., and Akron, Ohio, now have a total capacity of 230,000 long tons a year, compared with 129,000 long tons when they were purchased from the Government in 1955. We also have a substantial interest in a synthetic rubber plant now being built in England.

Early this year, a pilot plant for the production of Coral rubber will begin operation in Akron. This new rubber, developed by Firestone research, has characteristics so nearly identical to natural rubber that it may eliminate the need for costly stockpiling of natural rubber and make the United States, in case of an emergency, completely independent of foreign sources of rubber.

A site was purchased for a new 2,500-acre rubber plantation on the island of Mindanao in the Philippines and an additional 1,000 acres were planted in rubber in Brazil. The program of replacing our older rubber trees in Liberia with higher-yielding trees continued on schedule.

The world consumption of rubber continued to expand during the year and recorded a new high. Synthetic rubber gained a greater proportion of the market as more manufacturers, particularly abroad, recognized the advantages of its stability in price and the improved quality gained by using more of it in their products. Natural rubber prices were more stable than last year, due principally to the increasing trend to synthetic rubber.

* * *

AMONG THE PRODUCTS which we introduced during the year were new and improved tires of advanced design for passenger cars, trucks, tractors, aircraft and off-the-highway vehicles; brake lining for new industrial applications; rims for earth mover and road grader tubeless tires and power-adjusted tractor wheels; agricultural wheels; color anodized aluminum fabrications for the automotive and home appliance industries; new resins for the outdoor protection of metals; low pressure polyethylene monofilament for outdoor and casual furniture; several new synthetic rubber polymers; and new types of Airide air springs for automotive vehicles and industrial machinery.

To enable us to test tires under conditions of road and load much more severe than would be encountered in normal service, we completed the world's largest tire proving ground, including an oval track more than seven and one-half miles long, at Fort Stockton, Tex., as an addition to our already extensive tire testing facilities. Furthermore, Firestone tires again were safety-proved on the speedway for greater protection on the highway. They were on the winning cars in all national championship race car events and in most stock car and sports car races. For the thirty-fourth consecutive time, they were on the winning car in the 500-mile Indianapolis sweepstakes, for the twenty-ninth consecutive time on the car which won the Pikes Peak Climb and on the winning car in the first international 500-mile race at Monza, Italy.

Our company continues to be a leading supplier of products for the armed forces, including recoilless rifles, artillery shells, guided missiles and missile launchers, tank tracks and bogie rollers, radomes, fuel cells, rubber boats and floats, jet engine components and tires for aircraft and vehicles. In addition to our continued production of the Corporal surface-to-surface missile for the Army, we have been assisting in the development of vital components for the Air Force Matador, also a surface-to-surface