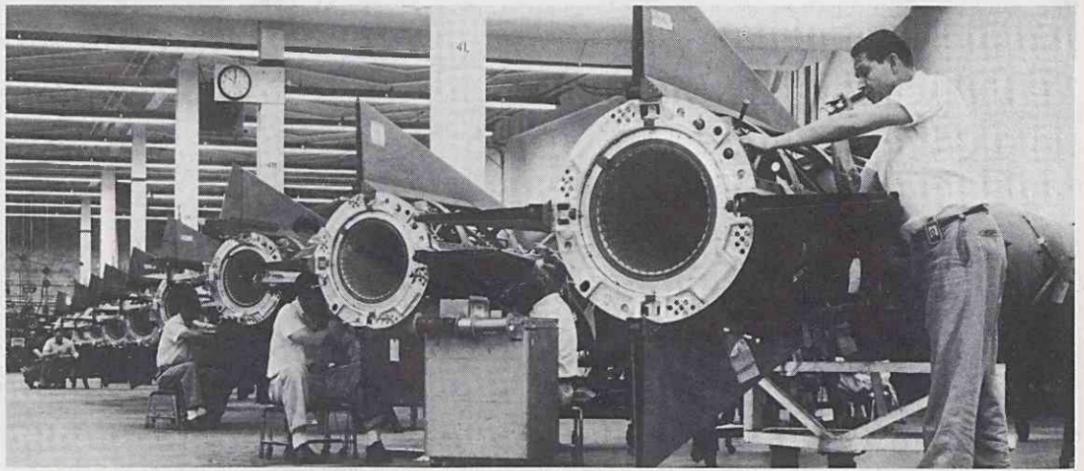


Company Supplies Products For Country's Defense



OUR COMPANY CONTINUES to be a leading supplier of products for the armed forces, including recoilless rifles, artillery shells, guided missiles and missile launchers. We continue to pro-

duce the Corporal surface-to-surface missile for the Army shown at left being fired. Final assembly on the Corporal at the Los Angeles missile division is shown above.

MISSILE LAUNCHERS for the Regulus (shown below left) and other submarine-launched missiles for the Navy are made and designed. Launching elements for the Terrier, the Marine

Corps anti-aircraft missile, are being modified. Firestone is also assisting in the development of vital components for the Air Force Matador, also a surface-to-surface missile (below right).



National Safety Council to the three plants I have already named, Pottstown, Bombay and Des Moines, and to Brentford, England; the Los Angeles Guided Missile Division, and to Ravenna Arsenal.

A total of 50,146 men and women of Firestone and 118,407 dependents now are protected by our employees' group insurance plan which for the year paid out a total of \$8,108,229. Of this amount, \$1,381,150 was in death benefits and \$5,433,380 was in hospital and surgical benefits.

FIRESTONE EMPLOYEES in Akron contributed 1,879 pints of blood to the Red Cross, establishing an average of 157 pints a day against a quota of 125 pints. Other Firestone plants also are participating in this very worthy national program.

Last year the company awarded \$98,960 to employees for 4,277 suggestions adopted under our suggestion program. The highest award of the year was for \$1,775 presented to Hugh Skelly of the Fall River, Mass., plant for his suggestion which resulted in a saving of material in the manufacture of crash pads for automobiles.

Important milestones in the histories of seven Firestone plants were appropriately marked during the year. The Pottstown plant produced its 50 millionth tire. The Lake Charles plant made its one millionth ton of synthetic rubber. The plant at New Bedford, Mass., produced its one millionth 155 mm. artillery shell. Our tire plant at Des Moines manufactured its 20 millionth tire. The industrial products plant at Fall River observed its twentieth birthday with a luncheon and a two-day open house. The Memphis plant held a luncheon to celebrate its twentieth anniversary and the production of its 70 millionth tire. And, finally, the newest Firestone plant, our petrochemical center at Orange, Tex., was officially opened on November 18 at a luncheon attended by your Board of Directors, plant personnel and state and local officials.

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.

More employees than ever before participated in recreational activities in Akron and in our other plants.

The Firestone Scholarship Program provides financial assistance to worthy sons and daughters of Firestone employees who seek a college education. Since 1953, when the program was inaugurated, 118 students have been awarded scholarships, and they have been enrolled in 87 colleges and universities.

This scholarship program was developed by the management of the company to make advanced educational opportunities available for the children of employees who otherwise might not be able to afford a college education.

THE NINE PUBLICATIONS of our factories in the United States again received national recognition when they were awarded an Honor Medal by the Freedoms Foundation in competition with publications of hundreds of other companies. The company also received a certificate in the annual awards program of the American Public Relations Association in recognition of outstanding achievement in public relations in "promoting international understanding through its activity in the Republic of Liberia."

We continue to expand our educational aids program for public schools and have distributed booklets, motion picture films and filmstrips on the history and importance of the rubber industry for the use of teachers and students.

In order to maintain high regard of the public for the company, our community relations program was broadened last year in the cities where our plants are located. Individual programs, comprising activities suitable for each area, have been put into effect at the plant level.

The "Voice of Firestone," the oldest coast-to-coast broadcast, became the first program to begin thirty consecutive years on the air. It continues to feature the greatest stars of the musical world and to add to the long and imposing list of high honors it has received.

OUR COMPANY'S POSITION for 1958 is excellent. Our production facilities are equipped to turn out more and better products with greater economy and efficiency than ever before. The quality of our products is unsurpassed. Public preference for them is the highest in history. Our distribution system is the largest and strongest in our fifty-seven years of service to the American people. The Firestone sales organization has demonstrated its ability to meet any challenge the future may hold.

During the coming year, it is expected that the volume of new passenger car, truck, tractor and road-building equipment sales will provide a good market for original equipment tires. The greatly increased number of motor vehicles in service will create an expanded market for the sale of replacement tires and hundreds of other products sold through our dealers and stores. In view of the favorable sales potential for all of our products, we anticipate that 1958 will provide excellent opportunities for sales and profits.