



IN THE FIELD of industrial safety, the company had its most outstanding year. For the ninth time since 1945, the National Safety Council awarded to Firestone, on a company-wide basis, its highest citation, the Award of Honor. Shown with the award are division representatives and company officials. Seated, left to right, J. W. Maples, M. R. Batche, J. E. Trainer, Glen D. Cross. Standing, left to right, P. P. Crisp, W. K. Adkins, R. M. Sawyer, W. D. Waugh, H. H. Wiedenmann, L. J. Campbell, J. A. Meek and A. D. Miller.

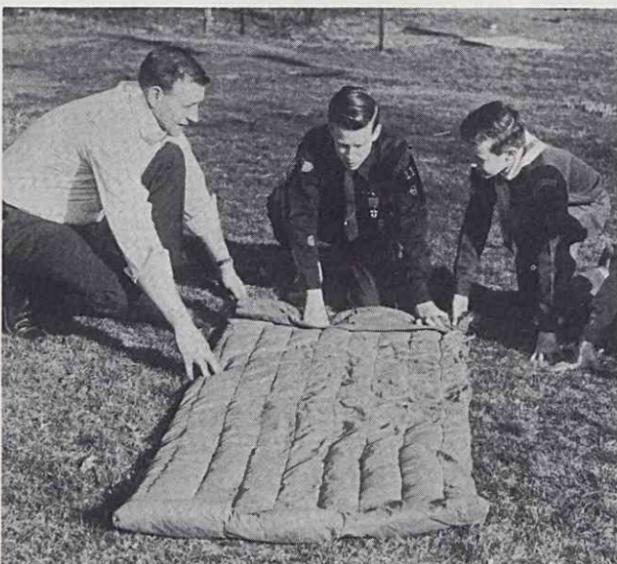
THE "VOICE OF FIRESTONE," the oldest coast-to-coast broadcast, became the first program to begin 30 consecutive years on the air. Harvey S. Firestone, Jr. (third from left) receives a scroll from Rise Stevens, noted opera star, at a reception celebrating the occasion. Left to right, Richard Tucker, Metropolitan Opera star; Miss Stevens, Mr. Firestone, Mildred Miller, also a Metropolitan star; Howard Barlow, conductor of the Firestone orchestra and chorus; and Heidi Krall, well-known singing star.



IMPORTANT MILESTONES in the histories of seven Firestone plants were appropriately marked during the year. Left—The Memphis plant celebrated its 20th anniversary and the production of its 70 millionth tire. Paul Borda (left), plant manager, watches Paul Parker paint the number on the tire. The Pottstown plant produced its 50 millionth tire and Des Moines manufactured

its 20 millionth. The Lake Charles plant made its one millionth ton of rubber. **CENTER**—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 are also participating in this very worthy national program. Avis Wenrick and Marilyn Studt, blood donors, are shown here with H. H. Moore.

RIGHT—The continuous service records of employees in our Akron plants reveal that thirty-three per cent of factory and office employees have been with the company twenty years or more, and eighty-five per cent, five years or more. Jeannette Hammel observed her 45th anniversary and received congratulations from Raymond C. Firestone (left) and John J. Shea.



YOUTH ACTIVITIES are encouraged by all Firestone plants. The company continued to co-operate with and support such youth organizations as Future Farmers of America, Boy Scouts and 4-H Clubs. At left Raymond C. Firestone is shown with the Star Farmer of America, Clarence C. Chappell, Jr. (front

left), and the three other regional Star Farmers. **CENTER**—John Gathercole of the Des Moines plant instructs two Scouts in rolling a pack. **RIGHT**—Last year the company awarded \$98,960 to employees for 4,277 suggestions

adopted under the suggestion program. The highest award of the year was for \$1,775, presented to Hugh Skelly (right) of the Fall River, Mass., plant for his suggestion which resulted in a saving of material in the manufacture of crash pads for automobiles. Charles J. McCready, plant manager, presents the award.