

Company Trademarks Are Priceless Possessions

They Identify Products, Pledge Manufacturer's Integrity

Let's suppose you go into a store to buy an item of merchandise. Among the items for sale are those bearing well-known names. There are others with relatively unknown labels.

Which would you buy? Chances are you would choose the item with the name most familiar to you. And you would be putting to work a common principle of human behavior. The consumer today buys the item with a label or trademark with which he is acquainted.

Trademarks — those magic words or designs which you see in newspaper and magazine advertising, on television or through other media—influence our buying habits considerably.

Trademarks are one of the easiest and best means that purchasers have for identifying and selecting Firestone products. The trademarks also assure the consumer that the company's good reputation stands behind the products which it places on the market.

Manufacturers give special attention to the use and appearance of their trademarks, because these magic words or designs are among the most important salesmen a company can have.

Firestone employees work toward turning out tires, steel products, synthetic rubber, plastics, textiles and many other products. As an employee, are you familiar with the trademarks of company products, of the identifying marks of the hundreds of other items which Firestone produces and sells?

AS OF JULY, 1958, the company owned 157 trademarks, all registered in the U. S. Patent Office. There are 35 separate registrations for the trademark "FIRESTONE" alone, covering a variety of products in addition to tires. This list includes vacuum bottles, ash trays, bicycles, rims, batteries, spark plugs, ice skates, washing machines, fountain pens, raincoats and radios.

Trademarks, which give the Firestone customer assurance of high quality in what he buys,

are not limited to the United States. The company has registrations in almost every nation of the world.

A trademark can take different forms and appearances, so long as it identifies and distinguishes the products of its owner from the products of others. Today, trademarks can be symbols, designs, words or numbers.

Many of the Firestone-owned trademarks are words printed in block letters. "GUM DIPPED" and "VELON" and several others are printed in script. There is the number trademark "500" for the nylon passenger tire; the letter trademark "FR-S" for our synthetic rubber, and the characteristic "F" medallion for many different products.

THE MOST important of all is the trademark "FIRESTONE" in its familiar Old English lettering. This has been in use by the company since 1905 when it appeared on company advertising blotters.

Without trademarks, advertising would be stripped of its effectiveness, because there would be no way to direct the attention of the buying public to such merchandise as "TOWN AND COUNTRY" tires, "VELON", "CONTRO", or any of the many other products the company puts on the market.

People sometimes confuse trademarks with patents and copyrights. A copyright protects artistic creations, such as books, photographs, musical compositions and paintings. A patent gives legal protection to an invention.



The Firestone company owns 157 trademarks, all registered in the United States Patent Office. There are 35 separate registrations for the trade-

mark "Firestone" alone, covering a host of products in addition to tires.

EXCLUSIVE right to use a trademark comes only through the first and continued use in connection with actual sales of goods and not from registration. Similar to a birth certificate, a registration creates nothing; it only provides an official recognition of what has already been created. Thus we see trademarks are valuable but can be easily lost if not kept in continuous use.

Some people have the misguided opinion that it would be a good thing for a company's trademark to become the common word for a product—what advertisers call a "generic term". When this happens, the owner loses his trademark forever, since everyone else gains the right to use the same term to identify the product. "Aspirin" and "Cellophane" are familiar examples of trademarks that were lost because they became common names — and public property.

For this reason, many owners always place the common name of the product after their trademarks. Thus our material for bonding rubber to metal would be advertised or used as "LOXITE" cement.

Trademarks are most valuable and can exist forever if used ex-

clusively and if cared for properly. Proper care includes printing the word in a distinctive manner and setting it off from other printed words.

THE SYMBOL of a capital "R" inside a small circle and placed after a trademark is public notice that the trademark is registered in the U.S. Patent Office. If the trademark is not registered, the owner can give notice of his trademark rights by printing the letters "T.M." or the word "Trademark" as a footnote.

When a company uses one trademark in conjunction with another of its marks the lesser-known trademark may have trouble making itself known. It is much like the family with an "All American" or a famous personality belonging to it. Other members of the family have difficulty standing on their own.

This being so, the trademark

"AIRIDE" is far more effective and will have a better chance of becoming well-known if it is printed "AIRIDE" by Firestone, instead of "FIRESTONE AIRIDE." Too, "AIRIDE" by Firestone informs the public that there is only one kind of "AIRIDE" spring, the product manufactured and sold by Firestone.

TRADEMARKS, representing value beyond appraisal, stand for our company's reputation. They guarantee high standards of quality, and help the public to recognize and choose our products.

Every employee may well take pride in guarding the company's trademarks, in watching that others do not infringe upon their use. Once the ownership of a trademark is lost, so are all the distinctions and prestige which the company and its employees have worked hard to gain.

Textiles Lead Industry In Southeast

By far, textiles remain the No. 1 industry in the Southeast, with annual production totaling 2.4 billion dollars. Food processing, a 1.2-billion-dollar-a-year industry, comes second, followed by chemicals, lumber and wood products, primary metals, apparel, pulp and paper.

North Carolina is the Southeast's leading industrial state, with an annual output worth 2.6 billion dollars.

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As a trademark, the word Firestone in the distinctive Old English lettering has been in use since 1905. This Cadillac, built just five years later, today sports Firestone Non-Skid tires, size 34 x 4. A spare is a Firestone "Cord" with "shamrock" tread design. Louise Nall and Jack York look over one of the tires of the 17th set put in service since W. Z. Plyler of Gastonia bought the horseless carriage in 1913. Louise's father, Lacy R. Nall, works in cord weaving; her mother in rayon twisting. Jack's parents, Mr. and Mrs. W. J. York, both work in Spooling.