



FIRESTONE TIRES were on the winning cars in all national championship races and in most stock and sports car events. These included the Indianapolis "500" for the 35th consecutive time and the Monza, Italy, international "500" for the second time. Left, Indianapolis winner Jimmy Bryan is congratulated by Raymond C. Firestone and Actress Shirley MacLaine. Right, cars enter the first curve at Monza.

FINEST MERCHANDISE, like this high fidelity set, is offered by Firestone dealers and stores. Many dealers were added during the year and Firestone stores maintained their high standard of service. (Records shown are made from Firestone Exon.)

rubbers; new hose and metal products for the home appliance industry and improved resilient paving materials for play areas.

Our company continued to be an important supplier of products and services for national defense. We are playing a vital role in the manufacture of the Army's Corporal, and in research and development of the Air Force's Matador and the Navy's Regulus, Terrier, and Polaris missiles. Among other defense products which we manufacture or on which we perform research and development work are tires for aircraft and vehicles, missile launchers, recoilless rifles, ammunition, fuel cells, propellants, tank components, radomes, rubber boats and floats, jet engine and missile motor components and special weapons.

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 and sports car races. For the thirty-fifth consecutive time, they were on the winning car in the 500-mile Indianapolis race, for the twenty-ninth consecutive time on the car which won the Pikes Peak Climb and again on the winning car in the second international 500-mile race at Monza, Italy.

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OUR DISTRIBUTION is essentially through independent tire dealers. The Firestone Dealer Franchise, one of the most progressive and most profitable in the tire industry, has enabled thousands of dealers to build permanent and successful businesses, and many dealers were added during the past year, enlarging our distribution. The Firestone Stores enjoyed a year of satisfactory sales and profits. They continued to maintain a high standard of service to the public and to thousands of our dealers.

Three new sales districts were created last year, bringing to 50 the number the company has in the United States. The three districts, with headquarters in Los Angeles, California; Miami, Florida; and Nashville, Tennessee, comprise areas that are experiencing rapid population and business growth.

Since the last annual report, the following Vice Presidents were elected: Joseph Thomas, vice president, secretary and general counsel; Joseph A. Meek, vice president in charge of production; and Louis J. Campbell, vice president in charge of all domestic subsidiaries, other than tires. John L. Cohill became vice president, special assignments, a new post in the company.

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FOR YEARS OUR company has called nation-wide attention to the necessity for building better and safer highways. During 1958, we continued to promote highway safety by giving financial support and by contributing the assistance of Firestone personnel.

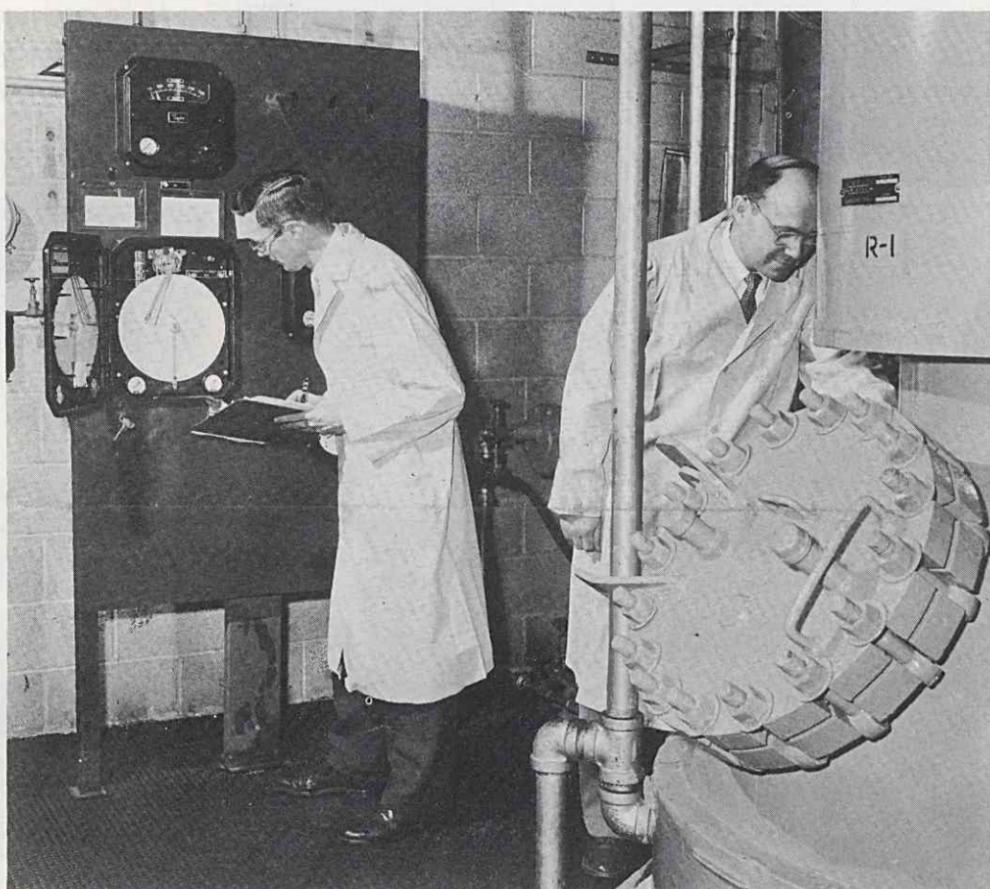
We assisted in the nation-wide voluntary vehicle safety-check program of the Inter-Industry Highway Safety Committee. In addition, we sponsored similar vehicle safety checks in nine Firestone plant cities, during which 10,000 vehicles were safety checked. We were the first industrial firm in the United States to conduct such a program.

Through the National Commission on Safety Education of the National Education Association, we are sponsoring a program in the nation's high schools. The purpose of this program is to create better driving attitudes on the part of students, and to help to determine hazards in school communities so that these hazards can be eliminated.

We extend our thanks to the men and women of Firestone in our plants, offices, stores, warehouses, branches and plantations throughout the world for their contributions to the success of our operations during the past year. Their experience, skills and loyalty are among the company's most valuable assets.

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THE CONTINUOUS SERVICE records of employees in our Akron plants, for example, reveal that thirty-three per cent of our factory and office employees have been with the company twenty years or more,



LATEST ADDITION to Firestone's long list of synthetic rubbers is Diene, the basic ingredient of which is butadiene made from petroleum. It is a product of the same research program that led several years ago to the development of Coral rubber, which is essentially equivalent to natural rubber. Above, R. J. Pikna (right) and C. H. Hammond, chemical engineers, collect important testing data in the pilot plant.



HIGHWAY SAFETY was again emphasized during the year. Firestone assisted the Inter-Industry Highway Safety Committee in its nation-wide voluntary vehicle safety-check for communities. The company also sponsored vehicle safety checks in nine Firestone plant cities, and was the first industrial firm to conduct such a program. Above, motorists enter a Firestone safety-check lane sponsored by the Wyandotte, Mich., plant.