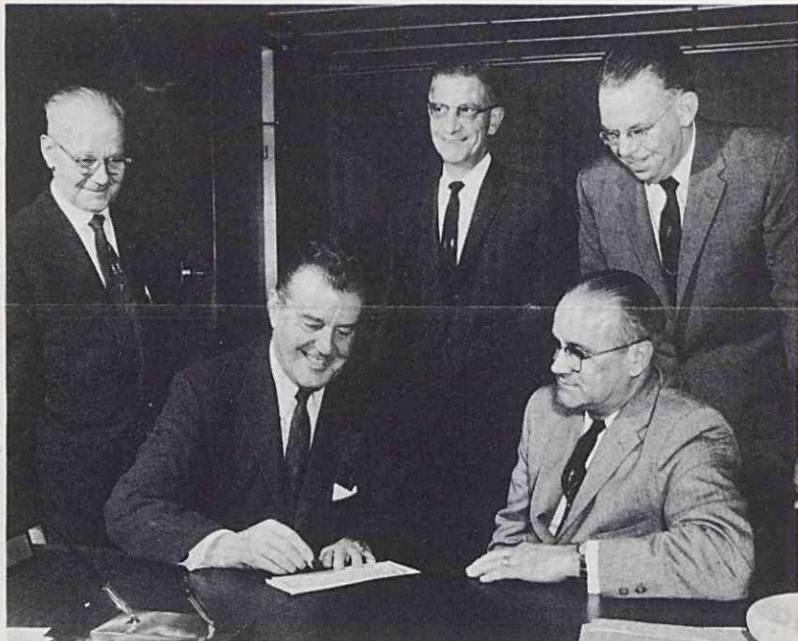




WORLD SAFETY RECORD for tire plants was established at the Pottstown, Pa., plant, where employees worked 9,917,334 man-hours without a lost-time accident between January 24, 1956, and April 18, 1958. The plant received the National Safety Council's Award of Honor, displayed by A. J. DiMaggio (left), factory manager, and Harry S. Schaeffer, Jr., director of plant supervisory training and safety.

55 MILLIONTH automobile tire (left) produced at the Los Angeles plant is exhibited next to the first tire produced by the plant in 1928. Production of the 55 millionth tire occurred simultaneously with ceremonies marking the 30th anniversary of the plant. Attending the celebration were, left to right, George B. Gose, president of Los Angeles Chamber of Commerce; Norris Poulson, mayor of Los Angeles; Leonard K. Firestone, president of Firestone Tire & Rubber Company of California, and Burton W. Chace, chairman of the Los Angeles County Board of Supervisors.



THE CHAIRMAN thanked all employees for their loyalty in his talk. Service records reveal that thirty-three per cent of Akron factory and office employees have been with the company twenty years or more, and eighty-seven per cent, five years or more. Harvey H. Hollinger, vice president in charge of finance, celebrated his forty-fifth anniversary during the year. Left to right during the presentation of his diamond-set service pin were: John J. Shea, then vice president and chairman of the finance committee; Harvey S. Firestone, Jr., chairman; Elton H. Schulenberg, treasurer; Mr. Hollinger; Claude A. Pauley, comptroller; and Raymond C. Firestone, president.

1958's **LARGEST** suggestion award of \$2,500 went to Robert Weir (seated right) of Akron Plant 2. The year marked the 40th anniversary of the suggestion program. More than \$1,185,000 has been paid during the 40 years for ideas. J. E. Trainer (left), executive vice president, presented the award to Mr. Weir. Standing, left to right, are L. J. Alger, manager of the suggestion system; H. H. Wiedenmann, production manager, North American tire plants; and J. A. Meek, vice president, production.

management to make advanced educational opportunities available for the children of employees who otherwise might not be able to afford a college education. It is gratifying to report that many Firestone Scholarship students have distinguished themselves with high scholastic honors.

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IN ADDITION we give substantial support to fourteen Foundations of Independent Colleges in those states where we have manufacturing operations, as it is our desire to do our part in preserving the private colleges and universities of the country, which in no way receive state or federal subsidies.

The nine publications of our plants in the United States received the highest recognition given by the Freedoms Foundation, its Distinguished Service Plaque, for having won an award in at least seven of the Foundation's nine annual programs. Awards are given by the Foundation to groups and individuals who help to create or support "better understanding of our American traditions."

We continued our educational aids program for public schools by distributing for the use of teachers and students booklets, motion picture films and filmstrips on the history and importance of the rubber industry.

A broad program of community relations was carried forward in cities where our plants are located. Special effort was made to give recognition to our employees for their contributions to the company and to the community, thereby maintaining the public's high regard for the company as an employer and good corporate neighbor.

THE VOICE OF FIRESTONE, which celebrated its thirtieth anniversary on the air, has attracted a larger audience than ever before. At the beginning of the current season, instead of presenting all types of music on each performance, we instituted a policy of presenting classical, semi-classical and popular programs in rotation. Each program features artists who are especially talented in these respective fields of music. Again this year the Voice of Firestone received high honors from the public and from music critics and television editors.

The strength of our company in 1959 is greater than ever. Our production facilities are equipped to turn out more and better products with greater economy and efficiency. 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 58 years of service to the American people. The Firestone sales organization has demonstrated its ability to meet any challenge the future may hold.

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WE ANTICIPATE increased sales of new passenger cars, trucks, tractors, and road-building equipment in 1959, which will enlarge the market for original equipment tires. Motor vehicle registrations are the highest in history, and this should expand the market for replacement tires and hundreds of other products sold through our dealers and stores. These highly favorable sales prospects, and the strength of the Firestone organization, lead us to believe that 1959 will be a year of excellent opportunities and the best sales year in the history of our company.