

Company A World Enterprise

Note: Harvey S. Firestone Jr., and the company he heads, grew up with the rubber industry. He speaks as an expert in his field. At the invitation of the Christian Science Monitor, Mr. Firestone has written a series of five articles on The Firestone Tire & Rubber Company and the rubber industry. Reprinted by permission of The Christian Science Monitor.

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My father founded The Firestone Tire & Rubber Company in Akron, Ohio, August 3, 1900. It started as a sales organization with assets of \$20,000 and a tire-mounting patent, and began selling tires made by other firms, because it lacked capital to buy its own production equipment.

Firestone was a far cry from the international enterprise it is today—the world's largest producer of rubber—manufacturing everything from jet-engine components to guided missiles, and tires five inches in diameter, to those weighing 5,000 pounds and measuring nine feet tall.

My father soon realized the necessity of establishing his own factory in order to control the quality of our product.

Many "Firsts" at Firestone

Accordingly, he purchased a small, abandoned foundry building, some second-hand tire-making and rubber processing equipment, and hired 12 men to begin manufacturing Firestone tires. In 1903 he turned on the steam valves putting the machinery into operation.

Many developments have come from our company to make vehicular history. These include the first mechanically fastened straight-side tire, forerunner of the type now in universal use; the first commercial demountable rim, now the demountable wheel; the first angular rubber non-skid tread, a safety feature of all pneumatic tires today; the first pneumatic tractor tire, which led to "putting the farm on rubber"; and the first balloon tire, developing into the present-day tubeless tire.

My father's pioneering leadership and creative energy exercised considerable influence on transportation and industrial progress to the lasting credit of the Firestone organization.

In 1918 he pioneered the "ship-by-truck" movement which gave impetus to the trucking industry. He was a leader in the "good roads" movement which led to the construction of our modern nationwide system of highways.

Company Founder Fought Monopolies

In order to bring benefits of American industrial production to as many people as possible, he waged successful battles against tire and rim monopolies in the United States. And taking as his slogan "Americans should produce their own rubber," he fought international cartels which attempted to control the output, distribution, and price of rubber and rubber products to the American consumer.

Firestone established rubber plantations in Liberia, West Africa, in 1926 as a result of this

By Harvey S. Firestone Jr.

Chairman and Chief Executive Officer
The Firestone Tire & Rubber Company

campaign. As a fully integrated rubber company, producing both synthetic and natural rubber, we control the quality of what we make and sell from the basic material to the finished product.

Tradition Of Progress, Integrity

Growth of our company over the last 58 years can be measured to some extent financially. The first profit-making year was 1903. Profit was 8,503 on sales of \$230,000. Our latest annual report shows a profit of \$53,751,650 on sales of \$1,061,590,801. Our company has paid dividends to its thousands of stockholders at least every three months continuously since 1924—and it has paid dividends for 52 of the 58 years of its existence.

From the beginning, service has motivated Firestone's growth and progress. We care about the products we make and sell, as do our employees.

We are one of the approximately 30 companies in the world doing more than a billion dollars worth of business annually. Apart from our size, we take pride in our traditions of progress and integrity both with reference to our corporate whole and individual employees.

Although it is natural to think of our company in terms of tires, because they have been and are our principal product, we are a highly diversified organization.

Company Serves Defense Needs

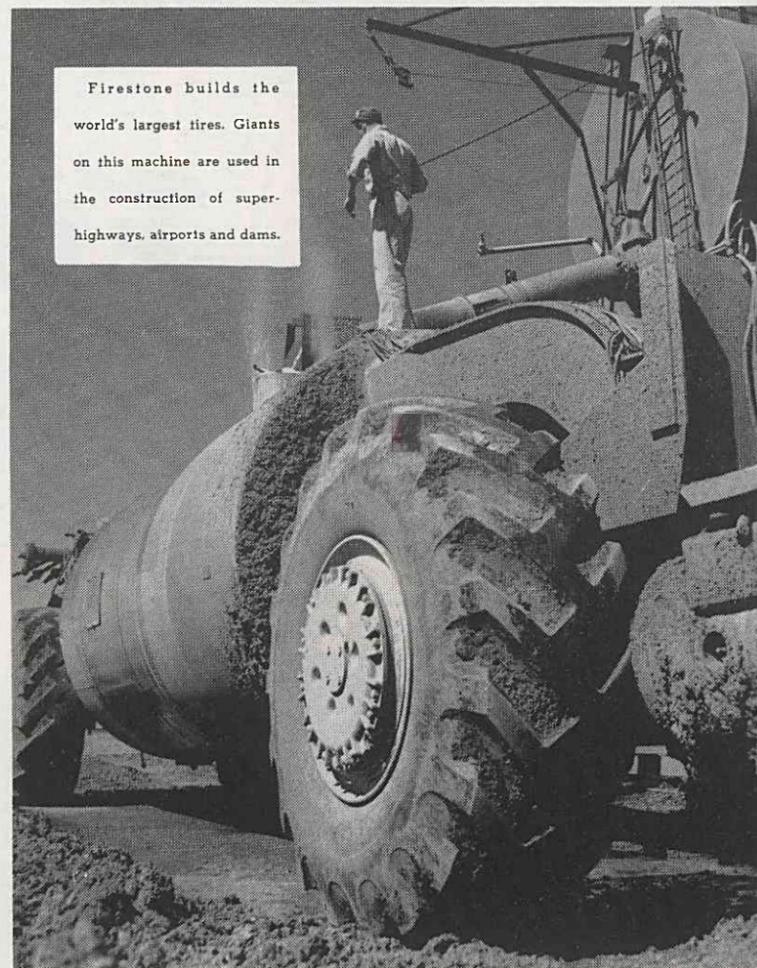
We are the world's largest manufacturer of truck, tractor and bus rims, and a leading maker of stainless steel beverage containers, milk cans, metal stampings for automobile and appliance companies, and jet engine components.

We are one of the nation's most sizable manufacturers of plastic material and of resins for use in making plastics. We are a supplier of defense products to the Army, Navy, and Air Force, including the Corporal intermediate range guided missile; the launching mechanism for use on submarines with the Regulus II missile; components of the Polaris missile; radomes for the protection of distant radar stations; and the fuel cells for jet airplanes.

In the field of rubber manufacturing other than tires, we make thousands of products ranging from gaskets for baby food jars to mountings for 320-horsepower engines. We make practically all of the 600 different rubber products on a single modern automobile.

We have thousands of independent Firestone dealers, and more than 750 company-owned stores in the United States, a larger number than any similar chain. Within our home and auto supply division and through our dealers and stores, we sell a large variety of products related to the home, farm, recreation and the automobile.

—To be continued. Next article: "Firestone Invests In Research."



Firestone builds the world's largest tires. Giants on this machine are used in the construction of super-highways, airports and dams.

Copies Of Two Books On Firestone Go To County Library System

Six volumes each of "The Firestone Story" and "Harvey Firestone: Free Man of Enterprise" have been presented to the Gaston County Public Library system. General manager Harold Mercer had the books delivered to Miss Barbara Heafner, librarian at the Gastonia main branch of the libraries.

Both volumes are authored by Alfred Lief. "The Firestone Story" tells of a modern industrial enterprise. It is an intimate business history, presenting a richer understanding of the greatness and glory of our country.

"THE STORY" was published after the first 50 years of Firestone company history, and describes the period of change from the horse-and-buggy days to the automotive era, and of the pace the Founder set for the rubber industry.

"Harvey Firestone: Free Man of Enterprise" is the true story of an Ohio farm boy who became one of the great industrial leaders of the modern world. An absorbing chronicle of an exciting period on our nation's growth, the book tells how American business ingenuity and imagination helped bring about remarkable material progress. It is the story of the development of a small local

business into a national industry and then into an international structure with factories and rubber plantations in many parts of the world.

The book is not only an inspiring saga of growth—it is the inspiring personal history of a great industrialist who consistently put the welfare of his fellow citizens above private gain.

Wesleyan Church Sets Homecoming

Addresses by visiting church leaders and a mortgage-burning ceremony will highlight Firestone Wesleyan Methodist Church's Homecoming-Dedication Day on Sunday, May 31.

Church pastor C. E. Hedgepath has announced that B. H. Phaup, North Carolina conference president of the Wesleyan Methodist Church, will deliver the dedicatory sermon at 11 a.m., and lead in the mortgage-burning.

C. Wesley Lovin, a former pastor here and now vice president of the W.M.C. State conference, will preach at 7 p.m. Also participating in the day's program will be T. C. Harvey, another former pastor at Firestone Wesleyan.

A picnic lunch is set for 1 p.m., in the church's youth building at 307 South Ransom street.

Firestone Wesleyan Methodist Church was organized here 57 years ago. The present structure at Second Avenue and Liberty street was completed in 1949 at an estimated cost of \$100,000. It is on land which was a gift of the Firestone company.

UCP Drive In May

The United Cerebral Palsy Associations Inc. will conduct their 1959 "53-Minute March on Cerebral Palsy" May 1-31. Home solicitations will be made from May 12-19, according to Roger S. Firestone, national UCP president. The campaign this year seeks to raise \$11 million.

In addition to direct aid and medical assistance to persons who have cerebral palsy, the funds provide extensive medical research, rehabilitation, and clinical research into the causes and eventual cure of this widespread affliction.

There is no other solution to man's progress but the day's honest work, the day's honest decisions, the day's generous utterances and the day's good deed.

—Clara Booth Luce

Employees' Photos In SC Publication

Pictures of four employees of the Gastonia Firestone plant were featured in the March-April issue of The Safety Journal and Industrial Review, published at Anderson, S. C.

The photographs of Edgar Foy and Donald Hoyle of the Mechanical department, Maford Sanders of Supply, and Marion Burriss of the Nylon Treating

in the plant newspaper here several months ago. The employees were featured on the job wearing safety shoes, protective gear, and safety-styled clothing.

Editor Jimmy Young of the Anderson publication selected the Firestone photos to emphasize the theme: "The clothes you wear at work could cause you to lose your life—or save it."

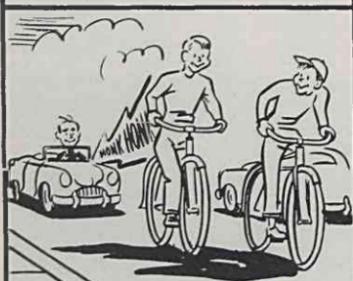
'It's Cotton Time USA'

Dates for the 29th annual celebration of National Cotton Week have been set for May 18-23. Cotton Week pays tribute to the nation's Number 1 fiber, accounting for 65 per cent of all textiles manufactured in the United States.

"It's Cotton Time USA," theme of the 1958 event, is being repeated on 1959 Cotton Week posters.

Cotton Week is sponsored by the National Cotton Council on behalf of American cotton growers, ginners, warehousemen, merchants, spinners and crushers.

SLOW DOWN — BIKE RIDERS AHEAD



There are many bike riders who have never been shown or who have forgotten how to ride a bike in safety. When you spot children ahead of your car in a local neighborhood or out along a country road, assume they know little about safe riding and that their actions may be unpredictable. Slow down, give them as much room as you can, and blow your horn to let them know you are coming. Be ready to come to a sudden stop if necessary.