



RESEARCH AND DEVELOPMENT methods are constantly being improved in order to provide new and better products. Here M. J. Forster (left) and Robert H. Kelsey, physicists in the research laboratories, demonstrate one of the many improved methods in research—a portable tape recorder installed in an automobile to record noise and vibration in on-the-road tests of experimental tires.



FIRESTONE OFFICIALS are constantly alert to and helpful with the problems of independent tire dealers. Here Earl B. Hathaway, vice president in charge of sales, and other company representatives are shown meeting in Akron with officers of the National Tire Dealers and Retreaders Association. Seated (left to right) are L. O.

Remde, Omaha, Neb.; J. S. Morrison, Long Beach, Calif.; Mr. Hathaway; L. L. Wilkinson, Firestone dealer in Jackson, Miss.; and R. D. Thomas, tire sales manager. Standing (left to right) are R. W. Thorburn, manager of dealer relations; W. W. Marsh of NTDRA in Washington, D. C.; and C. L. Largent, trade sales manager.



THE COMPANY'S SCHOLARSHIP Program provides financial assistance to worthy sons and daughters of employees who seek a college education. Roger S. Firestone, director of the company and president of the Firestone Plastics Company and the Synthetic Fibers Division, presents a scholarship certificate to 1959 winner Linda P. Leidy, while her father, an employee in plastics printing at the Pottstown, Pa., plant, and her mother look on.



FIRESTONE AGAIN PARTICI-PATED in the nationwide voluntary safety-check program of the Inter-Industry Highway Safety Committee and sponsored vehicle safety-check lanes for employees and other motorists in seven plant cities. Above, two South Gate, Calif., high school students have

their car inspected by Los Angeles plant employees (left to right) Al Franz, methods and standards; Fred Munroe, missiles; Wally Fitzgerald (inspecting tires), plant protection; Bob Leonard, (in car) missiles, and E. W. Juedes, methods and standards.

The nine publications of our plants in the United States received, for the third time, the highest award of the Freedoms Foundation at Valley Forge in the employee publications category for their contributions to a "better understanding of our American Way of Life." This was the ninth award the Firestone papers have received in the annual awards program of the Foundation.

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. Our plants continued to attract thousands of visitors from all sections of the country who were given guided tours through our facilities.

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AFTER NEARLY 31 years on radio and television, we were forced to discontinue the "Voice of Firestone," because none of the three networks was willing to broadcast the programs at a suitable time. Thousands of expressions of disappointment and regret at the loss of this quality program were received from all over the nation.

In August, our Company began the sponsorship of an unprecedented series of telecasts entitled "Eyewitness to History" which so far has covered President Eisenhower's trips to Europe, Asia and Africa and Premier Khrushchev's visit to the United States. This series enables millions of Americans to see and better understand the highlights of

history in the making. Public response to this series has been very favorable and the results have been most gratifying.

After fifty-one years of loyal and faithful service with the company, John J. Shea retired last January as Vice President and Chairman of the Finance Committee. Joining our Company in 1907, Mr. Shea rose through the ranks and contributed materially to the growth and success of the Firestone organization. He continues to serve as a Director. In August, Earl B. Hathaway, formerly Vice President in charge of Trade Sales, was made Vice President in charge of all Company Sales.

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ON AUGUST 3, 1960, our Company will celebrate its sixtieth anniversary. Plans are now under way for an appropriate observance of this occasion, which will highlight the Six Fields of Firestone.

The rubber industry will continue to prosper in the coming year and decade. Judging by the enthusiasm with which the new model cars and trucks have been received, it appears that the demand for original equipment tires will remain high during the 1960 fiscal year. Furthermore, registrations of motor vehicles are constantly increasing, providing a continually expanding market for replacement tires and for hundreds of other products sold through our dealers and stores. As a result, we expect to mark our sixtieth year in business with another record-breaking volume of sales and profits.