

Lee R. Jackson Retires After 49 Years Of Service

★ Will Continue As Director ★

The retirement of Lee R. Jackson ends 49 years of active leadership at Firestone and in the entire rubber industry. Mr. Jackson served as president of the company from 1948 to 1957, and as vice chairman from 1957 to his present retirement.

He will continue as a director and executive consultant, and will remain on the executive committee and other important committees.

His retirement was announced at the board of directors' meeting, following the annual stockholders' meeting January 21.

Mr. Jackson, who joined the Firestone sales department in 1912, had served as vice chairman of the company since January 19 1957. He has been a director since 1930.

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HE SPENT his first year with Firestone in the home office before transferring to Detroit, Mich., as a general line salesman. He was appointed district manager at Grand Rapids, Mich., in 1916.

After World War I service with the Army Air Corps, Mr. Jackson became district manager at Indianapolis, Ind. He acted in many and various sales capacities, as district manager, division sales manager, manufacturers sales manager, and became general sales manager in 1927.

Mr. Jackson was named vice president in charge of sales in 1929, was elected executive vice president in 1941 and president in 1948. Under Mr. Jackson's leadership as president, the company reported its first billion-dollar sales year, in 1953.

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ONE OF AKRON'S outstanding athletes of his era, Mr. Jackson was captain of the 1910 football team at Buchtel College, predecessor of the University of Akron. That team has always been considered the greatest team in the history of the school.

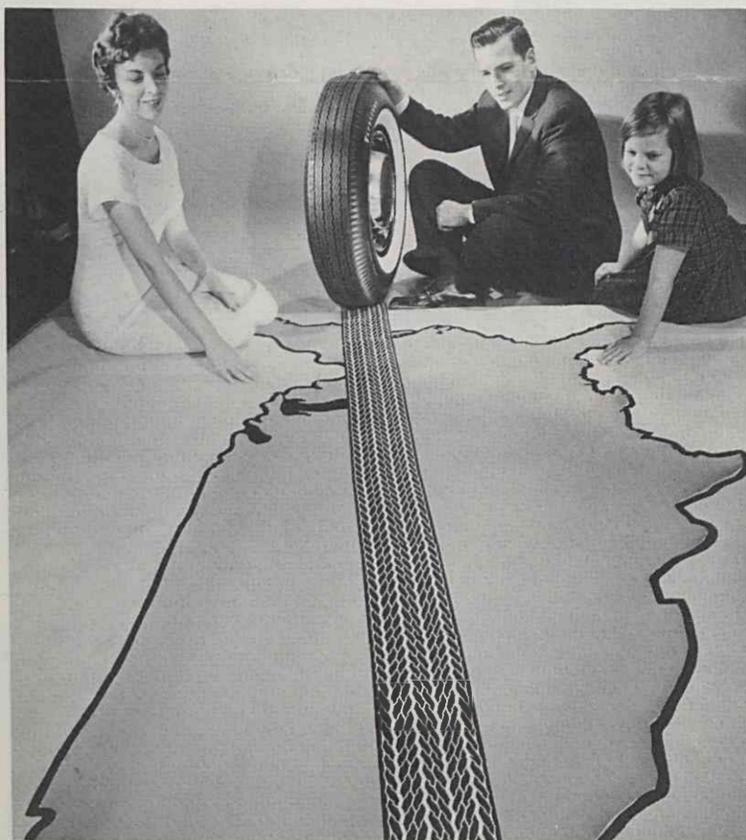
He was a vice chairman of the Automotive Safety Foundation, a director of the Rubber Manufacturers Association, a member of the Business Advisory Group of the President's Committee on Highway Safety, a member of the Yale University Council to the Bureau of Highway Traffic, and is a former chairman of the board of directors of the University of Akron.

Mr. Jackson is a member of the Portage Country Club and University Club, Akron; Detroit Club, Detroit Athletic Club, and Detroit Golf Club, Detroit, Mich.; Indian Creek Country Club, Bath and Surf Clubs, Miami Beach, Fla.; and Union Club, Cleveland, Ohio.

Mr. Jackson was married to Gladys Tuttle of Grand Rapids, Mich., May 3, 1919. They live at 871 Merriman Road, Akron.



RETIREMENT of Lee R. Jackson as vice chairman ends 49 years of active leadership at Firestone and in the entire rubber industry. Mr. Jackson was president when the company reported its first billion-dollar sales year in 1953.



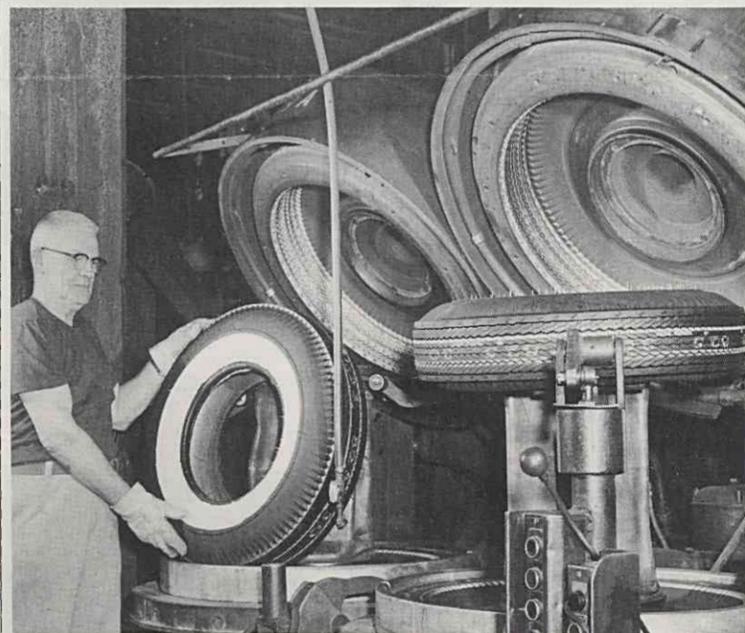
FIRESTONE'S NEW FIRST LINE TIRE

Photos Show Modernization

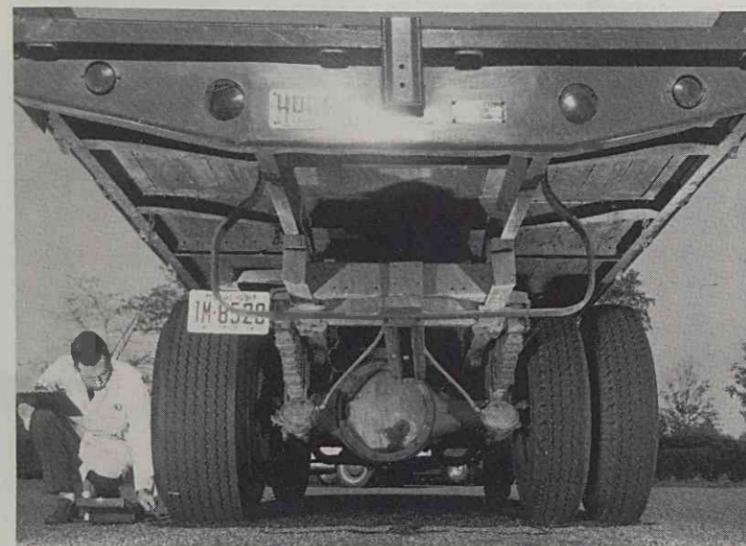
Modernization programs, already completed in Firestone plants in the United States, have resulted in lower production costs, increased capacity, better control of quality and improved products.

In the cover photograph, Firestone's new Transport-100 truck tires are cured in automatic curing presses installed as part of the \$120,000,000 modernization and expansion program.

Pictures on this page show the company's new first line tire which gives 36 per cent more mileage, the single truck tire that replaces the conventional dual equipment, and the three-piece mold which enables the tread to be formed as a single unit.



THE THREE-PIECE MOLD



THE SINGLE TRUCK TIRE

Distribution of 1960 Fiscal Year Revenue

INCOME

From Sales to Customers	\$ 1,207,247,997
From Customers for Excise Taxes	72,915,834
From Other Sources	6,578,199
	\$ 1,286,742,030

DISTRIBUTION OF INCOME

Materials, Fuel, Transportation and Other Expenses	\$ 677,285,777
Wages, Salaries and Employee Benefits	338,996,452
Taxes	156,124,014
Depreciation on Buildings and Equipment	45,729,818
Interest on Borrowed Money	3,576,506
Cash Dividends	26,447,797
Invested in the Business	38,581,666
	\$ 1,286,742,030