



For the first time a tubeless truck tire will be used as standard equipment on light trucks of major manufacturers who are using this Firestone tire on 1955 model trucks. This tire also is being produced as a replacement tire for older model light trucks. Following years of research and development work, the first tubeless tire for trucks was announced by Firestone early in 1953. Millions of miles of test driving show that the frequency of road delays is reduced by more than 72 per cent with the tubeless tire as compared with tire and tube combinations. Presenting the new tire in front of the Firestone Research Building in Akron, Ohio, is Miss Janet Farley.

### Firestone Tubeless Tires Exceed Million Production In November

Will Reach Five Million By End Of 1954

Lee R. Jackson, President of The Firestone Tire & Rubber Company, has revealed that the Company is producing tubeless tires during November at a rate exceeding one million a month in its United States plants. By early 1955, he said, this rate will be substantially increased.

With an expected increase in large-scale tubeless truck tire production, Firestone's output of tubeless tires will constitute "a very large percentage of the Company's total production" by this time next year, Mr. Jackson said.

Widespread acceptance of the new tire can be seen in the fact that major automobile manufacturers are using it as standard equipment on all 1955 models, he said. And the results of truck manufacturers' tests of a new tubeless tire developed by Firestone indicate that the 1956 models of major truck manufacturers may be using Firestone tubeless tires as standard equipment.

Major manufacturers of light trucks, he pointed out, are using or scheduling Firestone tubeless tires as standard equipment.

Other tests of Firestone tubeless tires on taxicab fleets, covering millions of miles, have shown that delays due to tire trouble are reduced more than 82 per cent, and tests of the new tire on trucks have shown a 75 per cent reduction of delays due to the same cause.

The development of a one-piece, drop-center rim by Firestone makes changes of tubeless truck tires as simple as the mounting and demounting of passenger car tires, Mr. Jackson said. Other advantages of tubeless truck tires, as he outlined them, were: cooler

running, longer mileage, freedom from tube failures that account for many road delays and a great saving in weight.

"This will permit truckers to increase their payloads and decrease their operating costs," Mr. Jackson said.

As an example of the weight-saving feature of the tubeless truck tire, Mr. Jackson made this comparison: A conventional tractor trailer 9.00-20 tire, tube and flap weigh about 101 pounds and a conventional wheel 95 pounds, making a total assembly weight of 196 pounds. On the other hand, the same size tire on a drop-center wheel weighs approximately 168 pounds. The difference is 28 pounds. A tractor trailer unit equipped with ten of the new tubeless tires would therefore have a reduction of 280 pounds, "a big factor in the operation of commercial trucks," he asserted.

Practically all of Firestone's tire development programs are devoted to a continuing improvement of the complete line of tubeless tires Firestone announced more than a year ago for passenger cars, trucks, tractors, off-the-highway equipment and airplanes, Mr. Jackson said.

"During the past two years," he revealed, "Firestone has spent millions of dollars on development work and installation of modern production equipment for the sole purpose of making better and more economical tubeless tires for motorists."

By the end of this year, Mr. Jackson said, Firestone will have produced more than five million tubeless tires.

### COMMUNITY FUND

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Each employee was contacted and given the privilege of indicating the amount he or she desired to contribute.

### Firestone In The News

#### Foamex Products Shown In Chicago

Foamex mattress fillers and cushioning for dual sleep equipment were exhibited for the first time at the National Association of Bedding Manufacturers Convention in Chicago, November 14-17. Space in the Normandie Lounge on the second floor of the Conrad Hilton Hotel was taken by the Firestone Industrial Products Company of Akron, Ohio for this exhibit. Included were mattress fillers of various densities, a range of cored stock and slab stock, as well as the various promotions which are available to Foamex mattress manufacturers.

In addition to this exhibit space, the Foamex Division of Firestone maintained its headquarters in the Conrad Hilton.

### FIRESTONE

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Firestone asserted, "we made it possible for every person to go as far as his will and his skill permit, provided that he does not deprive any of his fellowmen of this same right."

It is therefore not surprising that other nations wish they had "the material possessions, the political liberties and the sociological advantages which we Americans enjoy," he said.

Instead of adopting the American system of competitive free enterprise, Mr. Firestone said, some nations waste "their time and our money in unsuccessful experiments with doctrines which have failed miserably in the past and which, at best, promise only in the far-distant future a standard of living which we Americans already enjoy today."

#### Individual Initiative Raises Standard of Living

Mr. Firestone continued: "Most of these alien ideas were originally conceived by theorists who sought to better the lot of the common man. In places where such experiments have been tried, they have merely succeeded in reducing the standard of living. Over here, America has sought to better the lot of all her people by fostering individual initiative through a system designed to produce a higher standard of living."

Complaints against the American economic system originate for various reasons, he said.

"But, fortunately," he said, "only a few starry-eyed fanatics and professional rabble-rousers want to destroy the structure we have built and start all over again. Instead, most of us wisely advocate refinement, renovation and repair."

Many objections to the American

system are based on false ideas, Mr. Firestone asserted. One objection is that workers get "the smallest share of the income which manufacturing produces and that the owners receive fabulous amounts."

He detailed what happens to a sales dollar in industry and said, "approximately eighty-six cents out of every dollar of sales by manufacturers go for salaries and wages."

Other critics turn their guns on the owners of American industry, giving the impression their number is few.

"Actually," he declared, "some eight and one-half million people own shares in American industry."

Another widely believed but false idea, he said, was that time saving machinery deprives workers of their jobs.

"The error of this idea is evident to all who understand the workings of mass production," he said. "For example, in the early days of the automobile, it took five men to do what one man with the aid of machinery can do today. Yet, there are twenty-three times as many people employed in the industry as there were in 1905."

#### Education A Factor In America's Greatness

Turning to the high ratio of educated American men and women, Mr. Firestone said that they were one of the primary factors that have made America great.

"This is, indeed, the age of specialization," he said, "and the man or woman who goes into the world to make a living under present conditions is handicapped unless he or she has had the advantage of education and training."

"The young men and women of today have before them opportunities greater than have ever before existed since the beginning of time.

"Looking back along the road that Americans have travelled in the past, it may seem that so much has been accomplished that there may be a shortage of opportunities in the future. But when we glance along the road ahead, we realize that there are many more opportunities ahead than there were in the years gone by.

"Think of the many new inventions and discoveries of the last few years on which whole new industries are being built: Electronics, atomic energy, synthetic chemistry, antibiotics, plastics and hundreds of other new and revolutionary developments are still in their infancy.

The United Nations and the problems which that organization faces may well create wholly new and different fields of endeavor in finance, in sociology and in law.

"Under our system of competitive free enterprise, to all who are

## Tournaments To Decide Sports Champions

To determine who is the champion in men and women's sports at Firestone Textiles, a departmental tournament is now under way, announcement has been made by Ralph Johnson, director of recreation.

For the tournament, which is open to all shifts of the plant, entries were received through Saturday, November 20, and pairings were made the following Monday.

The contests include bowling, shuffleboard, billiards, ping pong and checkers for the men. For women tournaments are being held in bowling, shuffleboard, and ping pong.

When the champions in various activities and departments have been selected, a tournament of champions will be held to decide who is the top winner in each activity on any shift of the entire Firestone plant in Gastonia.

In listing rules for the tournament, Mr. Johnson explained that an individual who wishes to participate must compete along with members of the team he or she was with at time of entering the tournament. For example, if an employee works in Winding and bowls for Carding, he must compete on the Carding team.

There must be at least four entries in any activity before a tournament may be held, Mr. Johnson further explained, and added: "All matches will be completed as soon as possible. When a match is completed, the winner will be advanced on the pairing board."

Teen-agers and Village Girls are eligible for the competition, Mr. Johnson pointed out.

### Paper Seeks Tips On Employees' Hobbies

Perhaps it's photography, collecting glassware, raising pigeons, dabbling in paints, or any other diversion that rates some of your serious attention in leisure moments. If you have a hobby, the story of which has not already been featured in Firestone News, the plant paper is interested in having your name as news tip to a story with pictures for possible use in forthcoming editions. Leave your name at the News office or call by telephone, so that additional information concerning you and your hobby may be obtained.

willing to work, to think and to dare, the American Way brings rich rewards."

### FIRESTONE TEXTILES

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