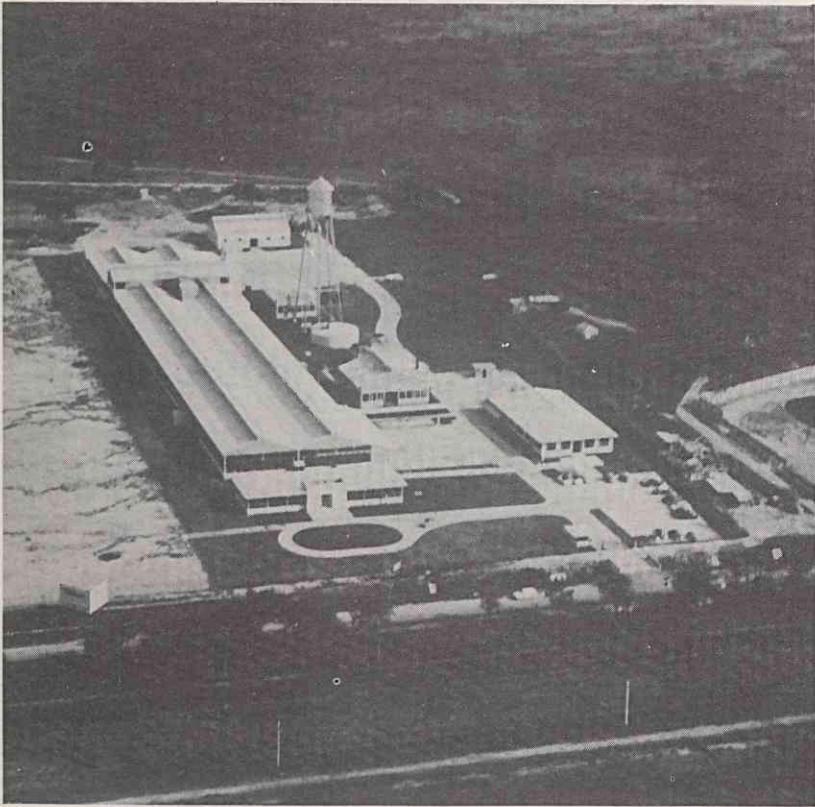
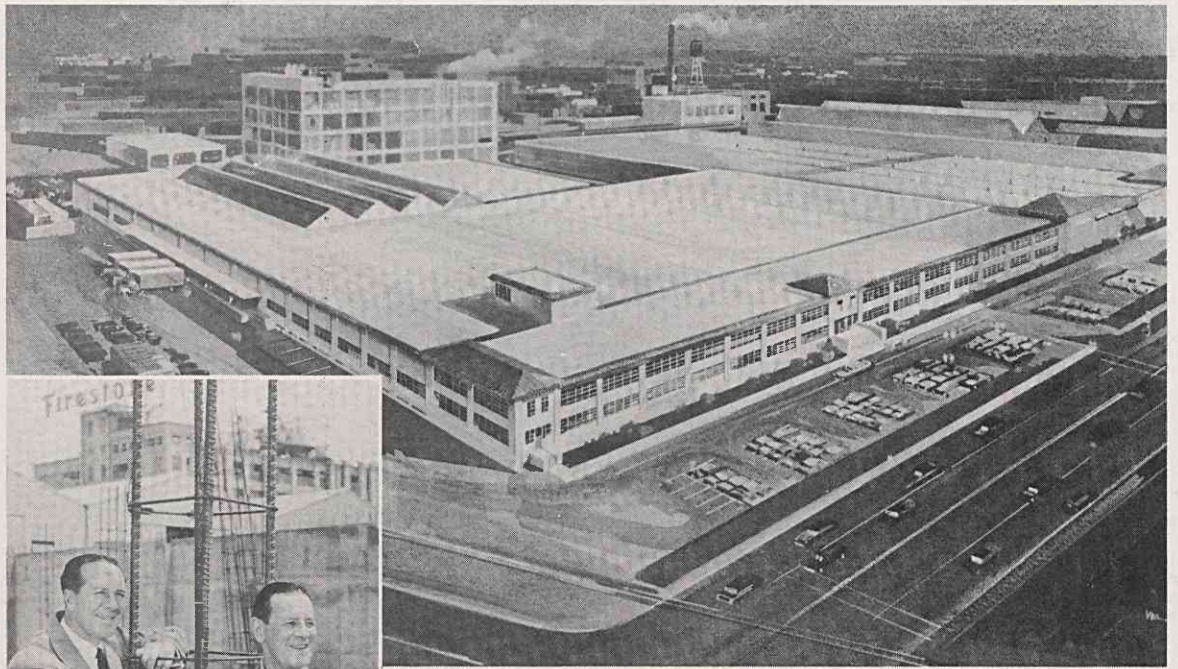


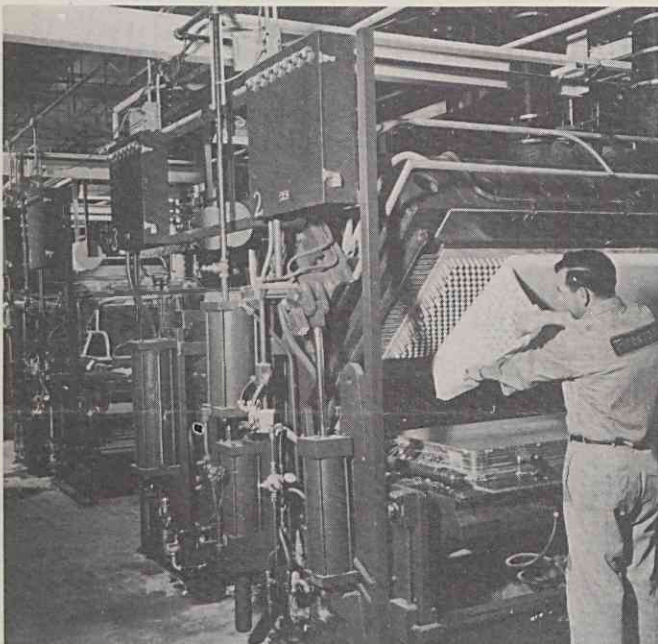
Vast Expansion, Improvement Program During 1954



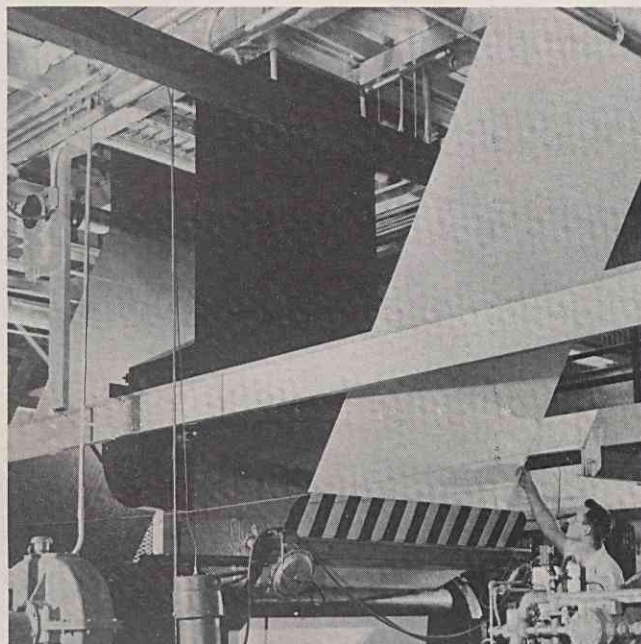
EARLY IN THE YEAR, A NEW PLANT WAS COMPLETED AND BEGAN OPERATING IN VALENCIA, VENEZUELA.



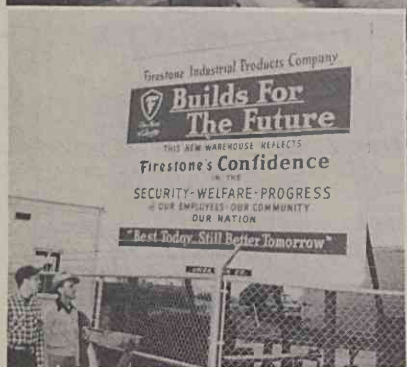
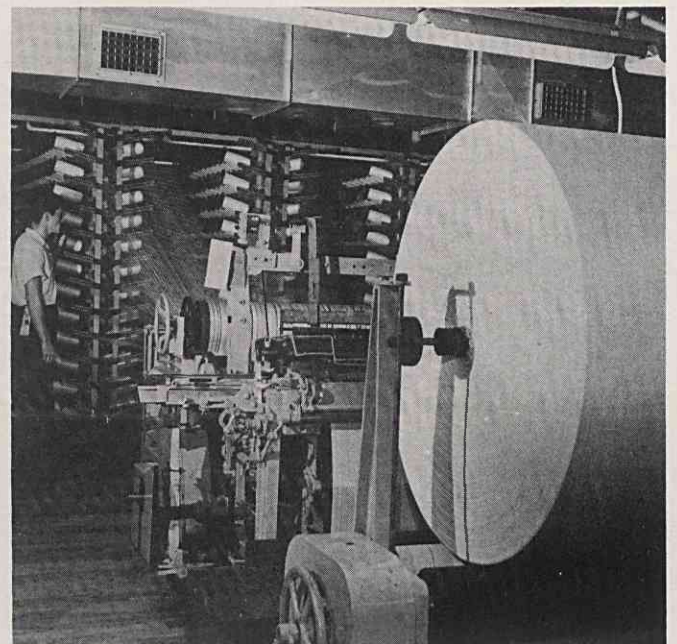
CONSTRUCTION WAS BEGUN ON A NEW PLANT AT LOS ANGELES FOR THE PRODUCTION OF GUIDED MISSILES AND AIRPLANE FUEL CELLS. THIS ARTIST'S DRAWING SHOWS THE \$2,000,000 ADDITION TO THE CALIFORNIA PLANT. AT LEFT, LEONARD K. FIRESTONE, PRESIDENT OF THE CALIFORNIA DIVISION, SHOWS CONSTRUCTION PROGRESS TO HARVEY S. FIRESTONE, JR., CHAIRMAN, WHILE INSPECTING THE PROJECT.



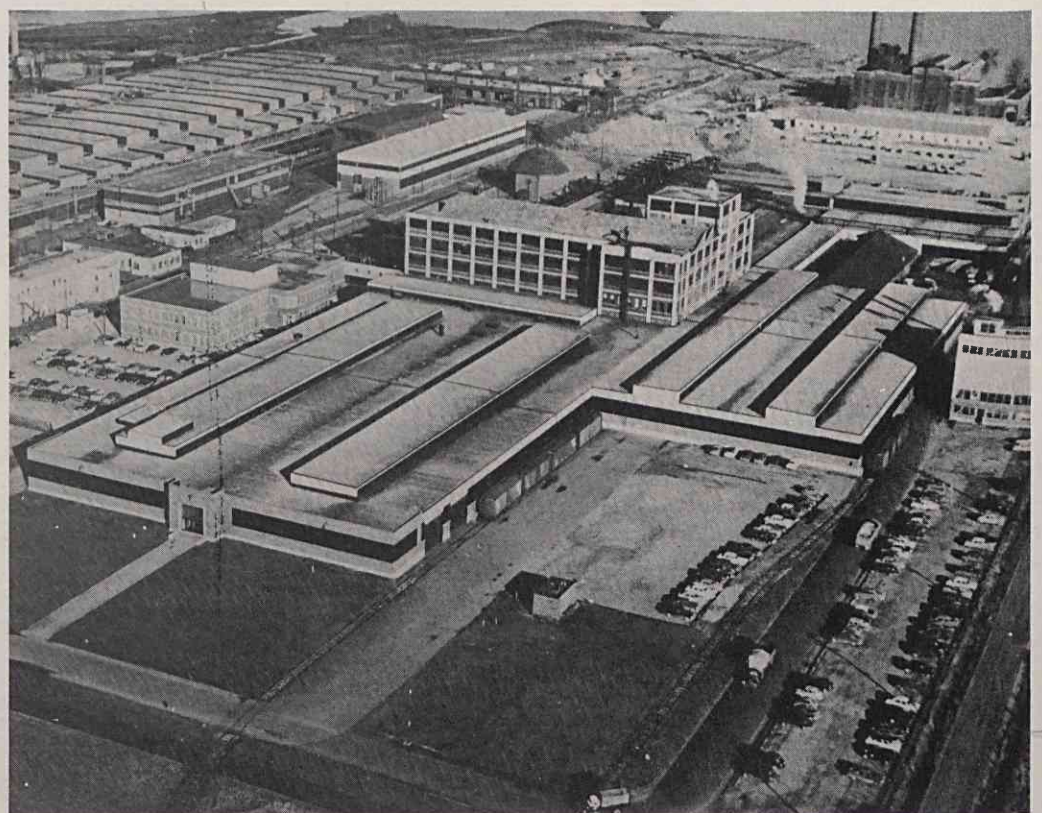
EXPANDED CAPACITY AND LARGE-SCALE IMPROVEMENTS IN PROCESSES AND EQUIPMENT WERE PROVIDED FOR THE MANUFACTURE OF PASSENGER CAR, TRUCK AND EARTH-MOVER TIRES, FOAMEX FOAMED RUBBER, MECHANICAL RUBBER GOODS, DEFENSE PRODUCTS, RECLAIMED RUBBER, VELON PLASTICS AND BASIC RESINS FOR PLASTICS. ABOVE, NEW EQUIPMENT AT THE FALL RIVER, MASS., PLANT.



ADDED AT THE GASTONIA, N. C., PLANT WAS REVOLUTIONARY NEW EQUIPMENT WHICH GUM DIPS, STRETCHES AND TEMPER TIRES IN ONE CONTINUOUS, ELECTRONICALLY CONTROLLED OPERATION. AT LEFT—FABRIC IS BEING GUM DIPPED BEFORE PASSING THROUGH HIGH-TEMPERATURE HEAT-TREATING TOWERS AND SEVERAL SERIES OF TENSION ROLLS. AT RIGHT—ENOUGH CORD TO REACH ONE-FIFTH OF THE WAY AROUND THE WORLD IS CONTAINED IN THIS HUGE 4,200-YARD ROLL OF TIRE CORD FABRIC WOVEN IN THE NEW WEAVE ROOM AT THE GASTONIA TEXTILE PLANT. SUCH ROLLS ARE BEING WOVEN FOR PROCESSING IN THE NEW CORD TENSIONING AND GUM-DIPPING UNIT. THE LARGE ROLLS FACILITATE OPERATION OF THE UNIT, WHICH CAN CONTAIN UP TO FOUR MILES OF FABRIC AT A TIME.



MAJOR ADDITIONS WERE MADE TO PLANTS IN LOS ANGELES, DES MOINES, NOBLESVILLE, HAMILTON, CANADA; SAO PAULO, BRAZIL, AND CHRISTCHURCH, NEW ZEALAND. AT LEFT ABOVE, THE WAREHOUSE ADDITION AT THE NOBLESVILLE PLANT IS AT THE LEFT END OF THE PICTURE. AT LEFT BELOW—EMPLOYEES OF THE PLANT READ THE SIGN PLACED AT THE PLANT DURING CONSTRUCTION. AT RIGHT ABOVE—AN AERIAL VIEW OF THE HAMILTON, CANADA, PLANT, SHOWING THE NEW ADDITIONS.



THE COVER—Pictured is one of the curing lines at the Des Moines plant, where, like other plants, tubeless tires have taken the spotlight. The employee pictured is William R. DuBois.