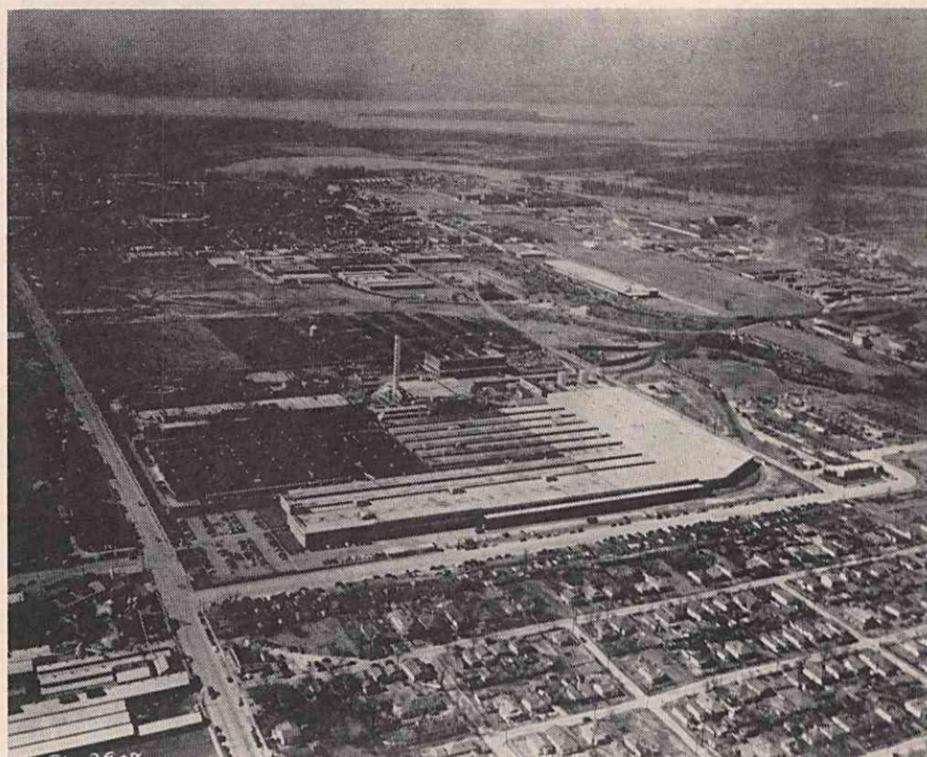




AERIAL VIEW OF CITY—In the southwest corner of Tennessee is the city of Memphis situated on high bluffs overlooking the Mississippi River.



FIRESTONE IN MEMPHIS—The Memphis plant is the largest unit manufacturing tires and tubes in the world-wide Firestone organization.

Memphis On Mississippi Is Site Of Firestone Plant

By Nick Pinter, Editor, Firestone Southerner

Memphis-on-the-Mississippi is the site of the Company's plant in Tennessee. One of the largest and most modern tire and tube manufacturing plants in the world, this plant is the largest unit manufacturing tires and tubes in the Firestone organization.

The selection of Memphis, Tenn. for a new Firestone plant in 1935 may be attributed to the city's central location in the Southwest market. Late in 1936, Raymond C. Firestone went to Memphis to serve as President and General Manager of the new plant and on January 18, 1937, the first tire was manufactured.

Mr. Firestone directed the operations at the plant until March, 1949, when he returned to Akron as Vice-President and is now Executive Pice-President of the parent organization.

The original plant had a floor space of approximately 450,000 square feet. Since then a succession of expansion programs has more than tripled the size of the plant.

Employment, too, has increased until today 3,700 men and women employees make it the largest industry in Memphis and one of the largest in Tennessee.

TIRE PRODUCTION facilities include equipment for hundreds of different sizes of trucks, tractor, farm implement, earthmover, military and passenger tires and tubes ranging in size from 4.00-15 to 18.00-25. The smallest tire produced weighs 11 pounds; the largest weighs 775 pounds.

During World War II, manufacture of war products at the plant required the employment of many additional men and women, with enrollment reaching a peak of 6,500 in 1943. Products being made were machine gun belt links, aircraft fuel cells, gas masks, inflatable rafts and boats, and Navy raincoats, in addition to millions of tires and tubes for military vehicles.

THE MEMPHIS tire plant has an outstanding record of safe operation and now holds the world

safety record for the entire rubber industry. The record was established in January, 1954, when the plant completed 7,721,421 consecutive man-hours of work without a lost-time accident.

In 1949 the plant received recognition by setting a world record among tire plants. Its contributions to company-wide safety activities have helped make Firestone the only company in the rubber industry to receive the National Safety Council's Award of Honor eight times in the last ten years.

Approximate annual payments for wages, salaries, employee benefits and other items for employees total \$22,500,000. In addition the plant purchases annually in Memphis other services and materials valued at approximately \$2,000,000.

On an average day, 20 freight cars and 33 trucks move out of the plant loaded with finished products for customers.

Memphis is described as a city of business, culture and hospitality. A thriving city with a population of 396,000, Memphis is the world's largest hardwood lumber market with hundreds of square miles of hardwood forest in the area.

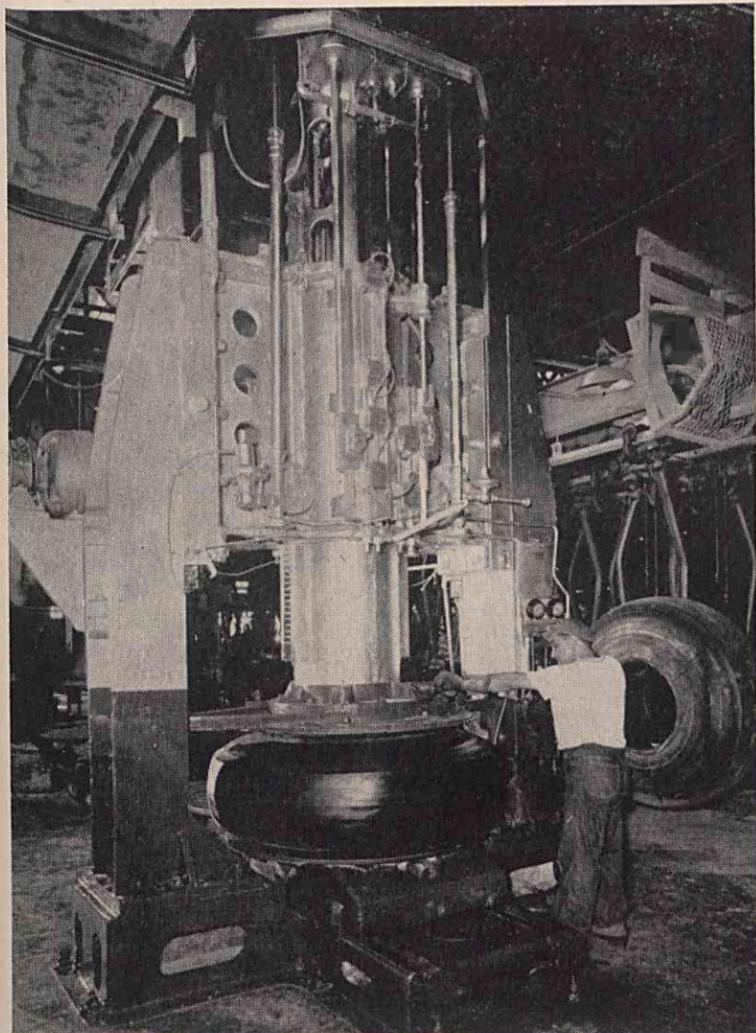
Nearly one-fifth of the nation's cotton crop is grown in the territory and nearly one-third of the U. S. crop is marketed in Memphis. In the past 20 years a diversified agriculture has come to the Mid-South.

ONE OF THE industrial centers of the nation the city has more than 800 manufacturing plants.

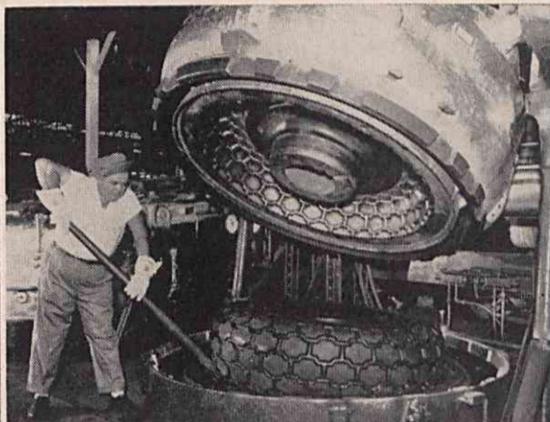
It is a city of wide streets, 48 parks, art and natural history museums, 22 hospitals and nine colleges and universities.

But Memphis is more than buildings, homes, businesses and streets. Twice it has been the "Nation's Safest City." It has also won national awards for its health and welfare work and for its noise abatement campaigns. For three years it was proclaimed the "Nation's Cleanest City" in competition with 3,000 other American cities.

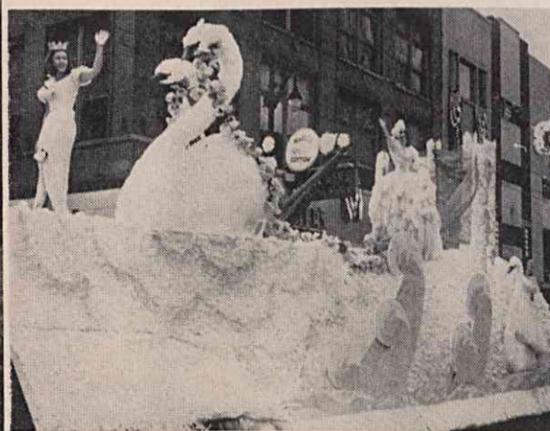
This, then, is Memphis, an industrial city with civic pride and many cultural advantages.



RUBBER BARREL—A green or uncured tire resembles a barrel until huge hydraulic presses force it into the shape of a tire.



GIANT WAFFLE IRON—A Memphis employee removes a tire from one of the giant molds which cure and vulcanize all types of tires.



COTTON CARNIVAL—The Memphis Cotton Carnival is held in May. One of the parade floats symbolizes the gayety of the festival.



THE HARBOR—Project provides the city with a deep, still-water harbor. When completed it will afford 9,000 acres of industrial plant sites.