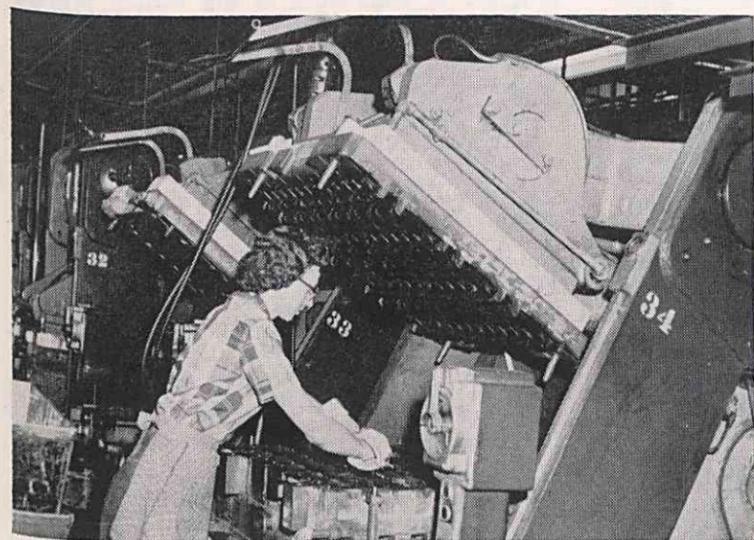




FIRESTONE IN INDIANA—This aerial view of the Company's plant in Noblesville, Ind., shows the new warehouse addition at the left. The plant now has well over 500,000 square feet of space.



ROLLS AND ROLLS OF HOSE—The Noblesville plant manufactures a substantial percentage of radiator hose used by the automobile industry. The picture above shows hundreds of coils of extruded radiator hose tubing.



FORD MOTOR MOUNTINGS—Doris Clark places a Ford motor mounting in a press for curing. These mountings isolate vibration of the motor and cushion the engine from road shock.



MODERN SCHOOLS—Noblesville, a growing and modern community, now boasts of a public school system second to none. Above is the new \$400,000 elementary school.

Hoosier City Is Location Of Industrial Products Plant

By Kenneth Wright, Editor, Firestone Hoosier

INDIANA, a state full to the brim with pride and tradition, is the home of the Noblesville plant of Firestone Industrial Products. Located just a few miles to the north of Indianapolis, the state capital, Noblesville is the county seat of Hamilton County.

Surrounded by fertile fields and timbered, gently rolling hills, the community was incorporated as a town more than 100 years ago. Born as an agricultural community, to this day the city depends a great deal on agriculture.

It is significant that some 70 years later another product of the soil—rubber—began playing an important role in the growth and welfare of the community. And, since that date over 30 years ago, rubber manufacturing and the city have grown up together and will continue to grow and "Build for the Future."

To understand the growth of Firestone and Noblesville, of which the former is a corporate citizen, we must go back to the year 1800 when William Conner started the ball rolling. Conner, the first white inhabitant in Hamilton County, started an Indian trading post along White River about four miles south of the present site of Noblesville. Other white inhabitants did not arrive until after the treaty of St. Mary's. The first settlement became a reality a short time later.

A modern and growing community, Noblesville has proved to be a fitting home for Firestone Industrial Products. Six highways connect Noblesville with such cities as Indianapolis, Fort Wayne, Detroit, and others.

IMPROVEMENTS CONSTANTLY are being made in every field. A new high school is under

construction but even without it the city has a public school system second to none. A modern hospital was completed in recent years and in 1954 Noblesville Township had an assessed valuation of over \$21,000,000.

Noblesville and the county are important to other areas of the state too. Most of the drinking water for the half million plus residents of Indianapolis is obtained from the 1,800 acre Geist Reservoir located near Noblesville. In the near future water for Indianapolis also will come from a reservoir on Cicero Creek northwest of the city.

Every summer thousands of visitors flock to beautiful Forest Park with its numerous picnic tables, swimming pool, tennis courts, and one of the finest golf courses in the state.

To satisfy the religious and cultural needs of its citizens, Noblesville is the home of 21 churches or an average of one church for every 350 people.

ALL OF THESE things are evidence of the fact that Noblesville is a prosperous and progressive community and is making every effort to promote community interests for present and future generations.

The Firestone plant and its people have played a large part in the progress of the community.

The original Firestone Industrial Products building was constructed more than 30 years ago and was owned by several rubber companies until Firestone bought the plant in 1936 and immediately began expanding production facilities.

When the United States plunged into war in December of 1941 Firestone threw its entire effort behind the war production program, and the Noblesville plant played an important part in Firestone's contribution to the war effort. This marked the turning point from a small industrial operation to a large scale operation.

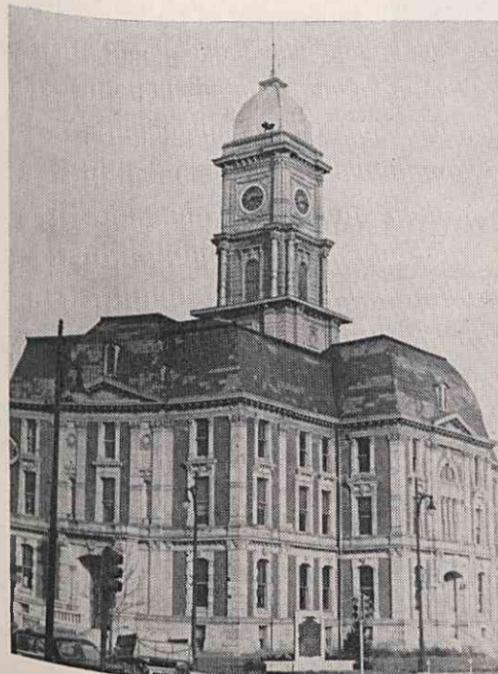
AT THE TIME the plant was purchased by Firestone there were approximately 80,000 square feet of floor space. With new additions and the completion of additional warehouse space the area has been increased to well over 500,000 square feet or more than six times the original area.

Not only does Firestone contribute a large share of the taxes paid into the city treasury but each month the Company pays out almost two-thirds of a million dollars in salaries and wages to residents of Noblesville and surrounding communities.

Financial aid isn't the only contribution made by Firestone and its employees. Many employees give freely of their time to community activities. They serve on the School Board, Chamber of Commerce, Red Cross, Mental Health, and participate in the activities of various church groups and service clubs.

From the Noblesville plant comes a large variety of products used in the everyday life of Noblesville citizens and others throughout Indiana and the rest of the world.

Here are produced numerous items for the



AT LEFT—Noblesville is the county seat for Hamilton County. The distinctive architecture of the Courthouse symbolizes the strong spirit of the county residents who settled the community.

BELOW—Many different kinds of semi-pneumatic tires are manufactured at the plant including those for farm implements, industrial trucks, garden tractors, lawnmowers and children's toys.

