



## Abba Hillel Silver Collection Digitization Project

Featuring collections from the Western Reserve Historical Society and  
The Jacob Rader Marcus Center of the American Jewish Archives

### **MS-4787: Abba Hillel Silver Papers, 1902-1989.**

Series VIII: Scrapbooks, 1902-1964, undated.

Sub-series B: Miscellaneous Scrapbooks, 1927-1962.

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Reel  
235

Box  
135

Folder  
109

Photographs, General Tire, trip to Israel, 1956.

029

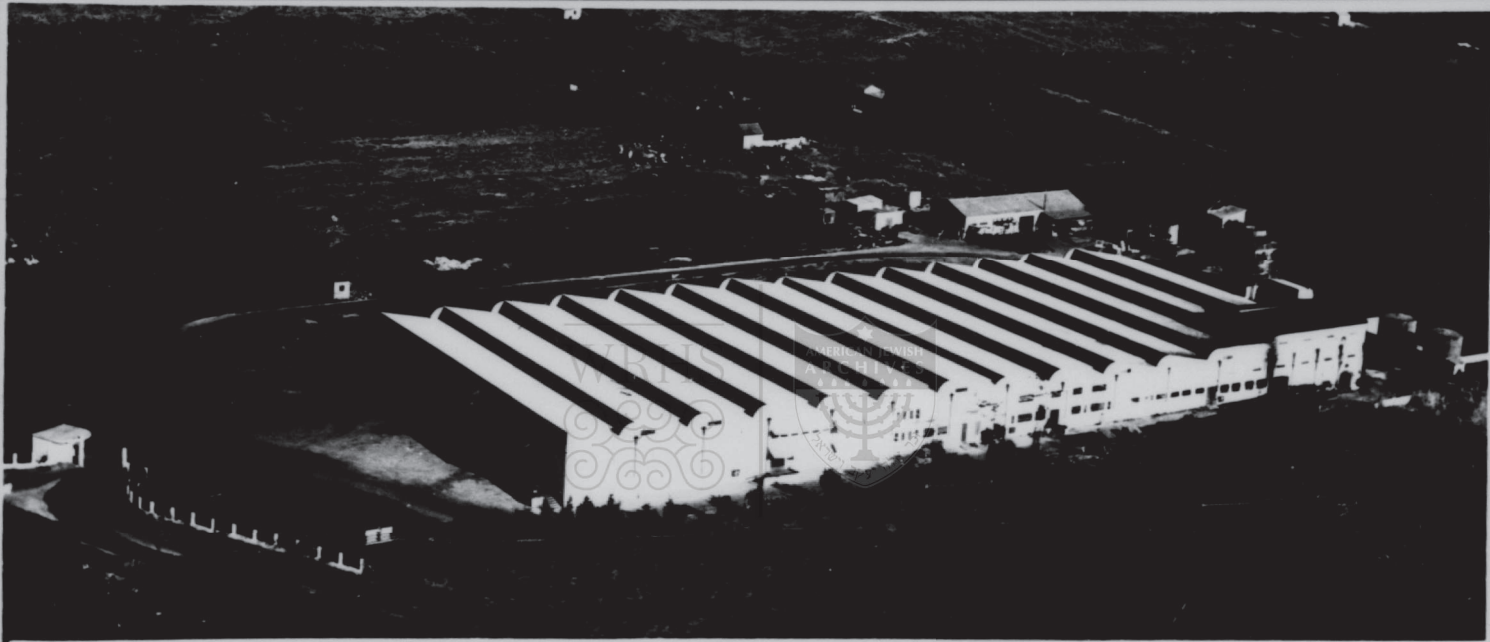
Israel - Photographs - General  
1956 Tire

ברחשי כבוד  
חברת ג'נרל לצמיגים ולגומי (ישראל) בע"מ  
פתח תקוה



הכחוכח למכחכים:  
ח. ד. 2581, תל־אביב



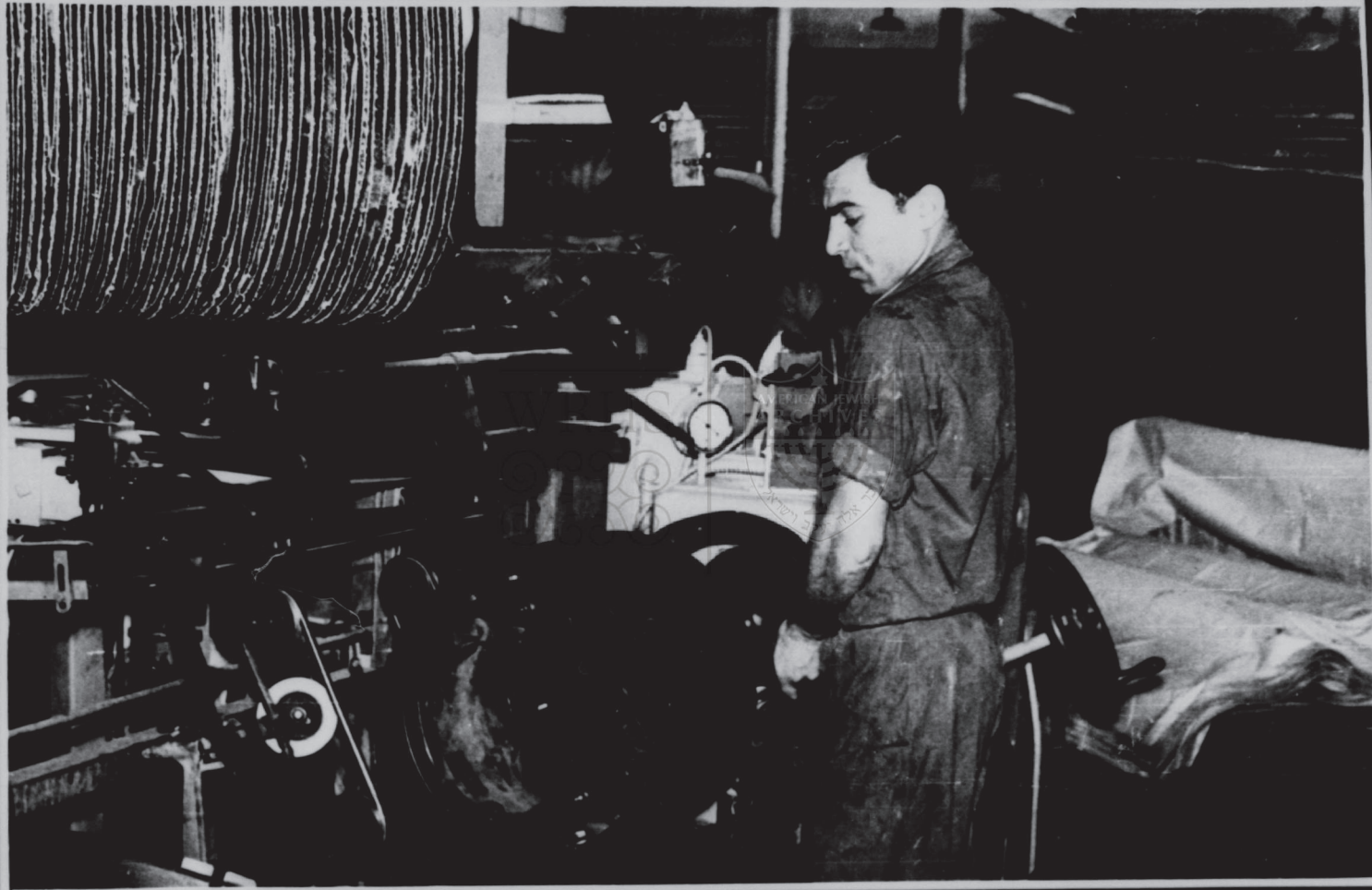


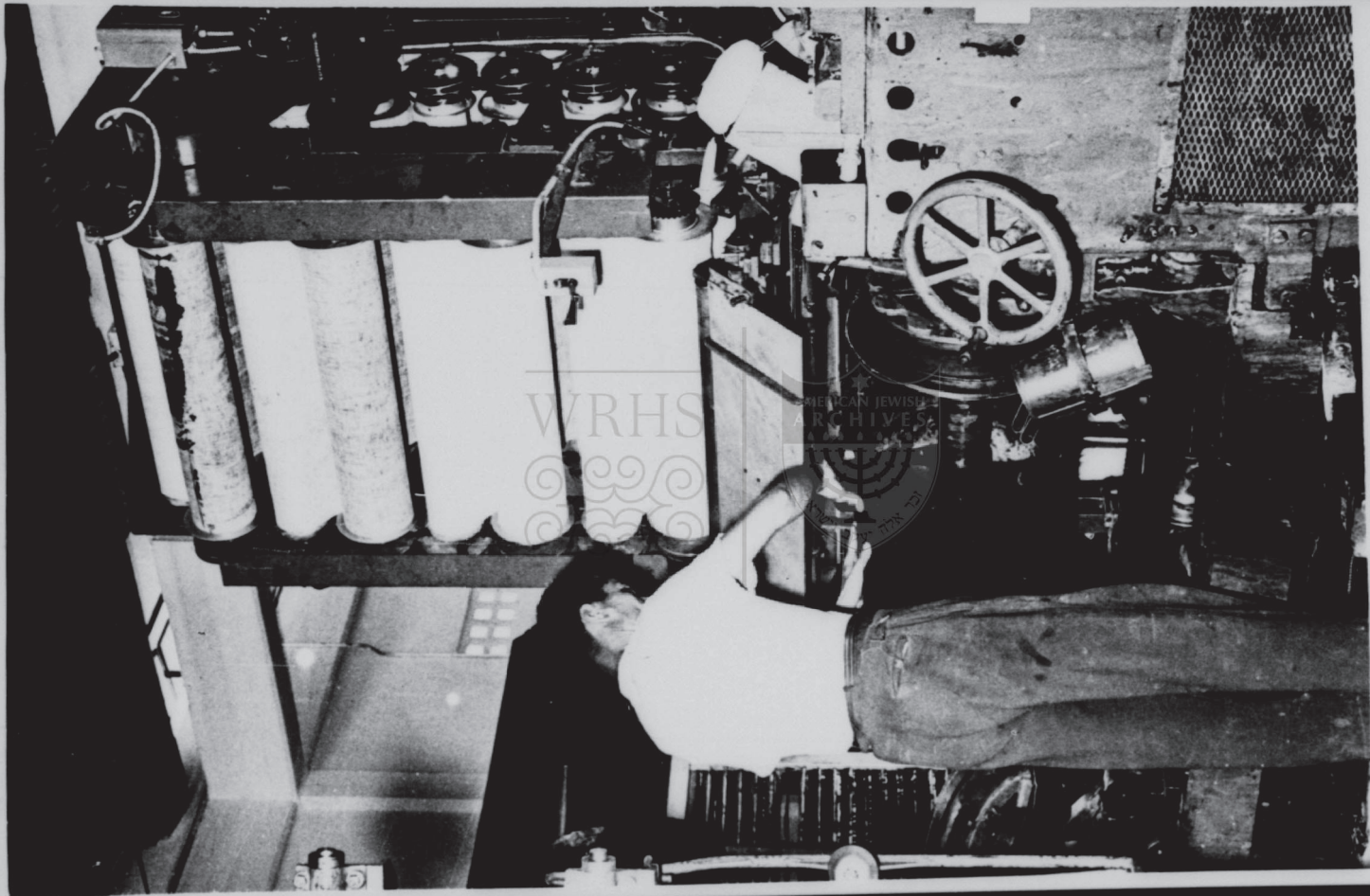


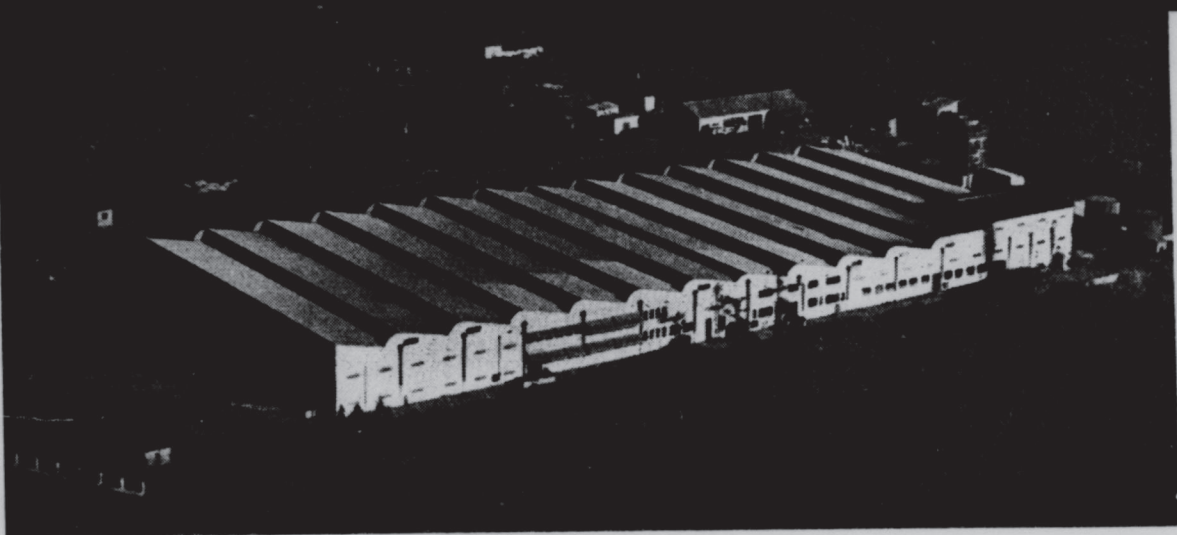












The General Tire and Rubber  
Company (Israel) Ltd.  
Petah Tiqvah

## THE ART OF TIRE PRODUCTION

The General Tire and Rubber Company, of Akron, U.S.A., is among the largest industrial groups of its kind in the world, and like other big American companies it has established daughter-factories in many parts of the globe as a means of giving other countries the benefit of their experience and know-how. One of these is the Israel factory in the Industrial Zone of Petah Tiqvah, established in 1950, which takes pride in having achieved the high standards of quality required by the American parent enterprise.

How this has been accomplished, with nearly 250 workers (including technical and administrative staff) originating from 28 countries, is a story in itself. Tire building, after all, is not only an industry, but in some respects an art. It requires intelligence, personal interest and deft hands. All of these qualities have been displayed by the local workers, who also benefited from the thoroughgoing training courses conducted by the enterprise under the supervision of American instructors.

Some of the technical staff were trained by the mother company in Akron, Ohio, home of General Tires, and some of the staff periodically visit Akron for further study of the latest industrial developments and new production methods. The factory manager and chief chemist are both specialists who have been assigned to their positions from the United States — thereby providing a further guarantee for the high quality of the company's products. All specifications, compounding formulas, and all technical details for the construction of tires are supplied by the parent company and are strictly adhered to by the Israel plant.

The Israel enterprise is a joint foundation of American investors — The General Tire & Rubber Company, Akron, the Palestine Economic Corporation of New York, and private shareholders — and local investors, such as the Palestine Central Trade and Investment Co. Ltd., and the Israel Investment and Finance Corporation Ltd. (an affiliate of the Palestine Discount Bank Ltd.). It represents a capital of about IL.4 million.

Rather incongruously for a tire factory, it lies embedded in a fragrant orange grove — the relic of the citrus plantation area which the Industrial Zone once was. The factory grounds cover 50,000 sq. metres and the main plant — constructed in the modern style with the north light coming through the roof windows — occupies 7,000 sq. metres. In this building all the processes of production — from the weighing of the materials, the mixing of the compounds in the mills, the chemical impregnation, rubber sheeting, extruding, ca-



At the semi-automatic passenger tire building machine

endering, tube making, splicing and vulcanizing, to the final rigorous inspection — are carried out. Additional buildings are the mechanical workshops, the carpentry shop, and a tire store.

### TIRES AND TIRES

The factory operates in three shifts to meet its local and export orders. The types and sizes vary, of course, with the purpose for which they are intended. There are the Samson Tires — the trade name adopted for export tires — which run into thirty different sizes, from a 3.25-19 motorcycle tire to a large extra heavy duty "Bus Special". There are the "Carry-All" heavy duty truck tires produced in various sizes, with 12, 14, or 16 ply rating, made with rayon or nylon cord. There are the "Safe and Silent" passenger car tires, "Arrow-Glyde" (4 and 6 ply), also produced with handsome white side walls. The "Non-directional" truck tires are specially designed for extra long wear under all road and off-road conditions.

The production of tubeless tires for passenger cars was started recently. Small tires for scooters are being produced for the Kaiser-Frazer assembly plant in Haifa and are also available for export.

Tire repair materials produced by General Tires include "Camelback" in various sizes, tread repair gum, quick curing and recapping

cements, mold lubricants, and concentrated tire paints.

Tires of all types and sizes and in immense quantities have been delivered to Government departments, Army depots, and to the local market.

### MOUNTING EXPORTS

General Tire products from Israel have proved increasingly popular in many countries, as the export figures reveal. In 1955 the value of exports amounted to \$1,200,000, as compared with about \$1 million in 1954 and \$480,000 in 1953. During the first two months of 1956 orders exceeding \$500,000 have already been received. These figures are exclusive of the supplies to the Kaiser-Frazer assembly works in Haifa. It is noteworthy that the factory has recently been allotted a number of Government and Army tenders from various countries where it competed with well known European and American factories.

The export market has steadily expanded and now includes Turkey, Yugoslavia, Poland, Finland, Denmark, Iceland, Belgian Congo, Burma, and other countries.

The Scandinavian countries continue to show great interest in Israel tires, and it is anticipated that the coming year will result in a considerable increase of sales in that area. Samson Tires have proved their worth, their dependability, under widely varying climatic conditions in many parts of the world.

At the beadwire building machine

