

## Capture Autumn In Color

Autumn is a fleeting season, a bright flame that burns briefly between summer's day and winter's night. To think of all that fall holds is to bring to mind a series of vivid color scenes. And what better way to preserve this brilliance than to take color pictures wherever you go?

With today's film, pictures in true color are as easy to take as black-white snapshots, but a few suggestions from plant photographer Charles Clark will help the beginner as well as remind the experienced picture-taker.

First, be sure you read carefully the instructions on the chart packed with every roll of film for information on light-and-exposure condition.

A FAIR is one of the best places for taking color pictures. People doing interesting things, exhibits, contests, races, animals provide a wealth of subject material.

To capture motion with a minimum of blurring, line up with the direction of the action. Figures moving toward the camera, or at an angle, are easier to catch than those moving directly across your lens.

Mid-morning and mid-afternoon are the best hours for color photography outside. Close to sunrise or sunset the flat rays of the sun contain a surplus of red that will alter the color register.

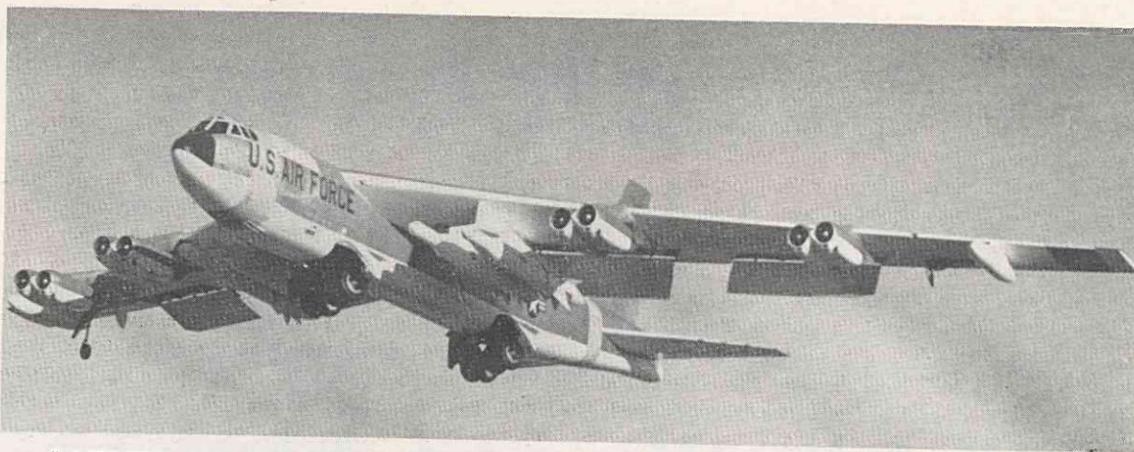
But don't put your camera to bed early, or you'll miss much of the fun—in color. Halloween, for example: Pictures of children in their costumes, of the candle-lit jack-o-lantern in the window, of the fun at a "spook" party — these are scenes you'll want to preserve in color. So take some flash pictures.

In photographing fall foliage, try some shots against the sun, making sure the camera lens is protected against direct rays. Sunlight through autumn leaves give them a flowing, translucent character that is especially pretty against a blue-sky background.

DISTANT VIEWS of hills may turn out to be disappointing, because the far colors tend to blend. But a person or object in the foreground—a bush, an overhanging branch, a girl looking at the scene—will give sharpness and dimension to the whole picture by adding a point of interest.

Put life into your pictures. The special flavor of autumn will be heightened if there is a boy carrying a pumpkin up a hillside, a girl gathering an armful of leaves under a crimson maple, or a couple wearing bright plaid jackets strolling down a country lane.

These suggestions are just a beginning. Have plenty of color film handy, so you can capture this autumn's glory in all its vivid moods.

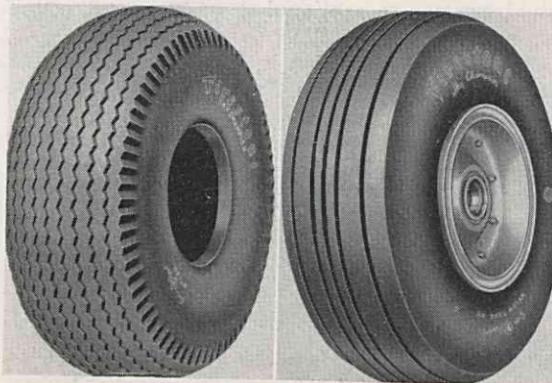


LANDING ON SKY CHAMPIONS — Boeing's new B52-H missile bomber, carrying four Skybolt ballistic missiles under her wings and a formidable explosive load in the bomb

bay, is kept safe on take-offs and landings on Firestone tires. The B52-H is one of many military planes supplied with tires by Firestone.

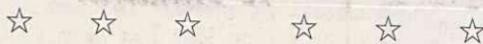
## Up And Down On Sky Champions

For business and pleasure, Firestone tires help to keep America rolling on the ground. But in this age of air travel, Firestone tires have the added responsibility of providing safe take-offs and landings for aircraft. In this, one of a series of articles to help you "Know Your Products", here is a look into the making of aircraft tires.



Gear-Grip Rib

Plain Tread



Just a few years ago, the thunderous roar of a jet engine turned faces skyward to watch a gleaming silver plane streak across the heavens. Today, the sound of jet engines passing overhead goes almost unnoticed by persons on the ground unless the craft breaks the sound barrier.

This new concept in air travel has become almost commonplace in a short time. It has branched out from its role in the defense of the country into the area of passenger transportation. With this new advancement in air travel came new problems to be faced in the development of aircraft tires.

Engineers for Firestone aircraft tires are constantly battling the problem of contrast in aircraft tires—tires for large and small planes, hot and cold temperatures, high and low speeds. The coming of jet transportation added the problem of higher speeds, heavier weights, longer taxi runs and excessive braking on landing.

### Sky Champions: Four Tread Patterns

Although all Firestone aircraft tires carry the name Sky Champion, there are four separate and distinct tread patterns, each designed for a specific job. They are the Gear Grip Rib, the Plain Rib, the Plain Tread and the Jet Cone. Most are built in Akron, with a few small sizes coming off the production lines at Pottstown, Pa., and the largest one — a 25.00-28—at Des Moines, Iowa.

The Gear Grip Rib design is used for maximum traction at speeds under 200 miles per hour. For maximum wear on low-speed aircraft Firestone offers the Plain Tread. Designed for high-speed jet aircraft operating at 200 miles an hour or faster is the Plain Rib as well as the Jet Cone, a tire offering maximum wear at

high speeds and built with fire reinforcing in the tread area.

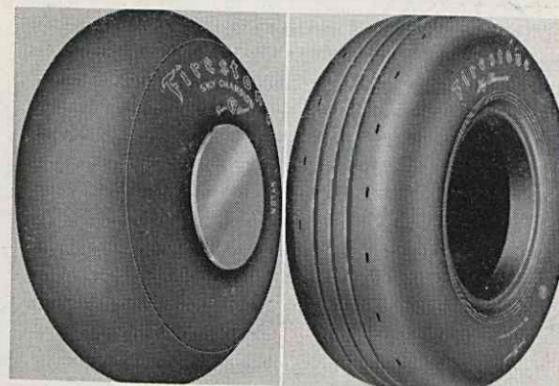
To insure delivery of safe, dependable aircraft tires to its civilian and military customers, Firestone uses a machine in its tire-test laboratory in Akron that reproduces the conditions of the tire punishments experienced in jet take-offs and landings.

### Quality Test On The "Big Wheel"

Called the "Big Wheel", it is ten feet in diameter, weighs nine tons, and has been checked out at 311 miles an hour. With this machine, engineers can simulate taxi conditions, take-offs and landings similar to those of the planes on which the tire will be used. Loads and speeds can be varied to match those a tire actually experiences in regular use.

The wheel begins to turn, the tire is taxied out at 30 miles an hour. At the end of the taxi run, the machine is stopped and is immediately started again to simulate a take-off. Loads and speeds during the take-off are controlled by elaborate electronic programming equipment which assures that field service conditions are actually duplicated. This tire is then removed quickly from the wheel, as it would leave a runway when a plane becomes airborne.

A typical landing is simulated by revolving the wheel at the airplane's landing speed. A tire is then forced against it, causing the tire to go from a standing start to full landing runway speed almost instantaneously. The wheel is then gradually brought to a stop, the same as it is on the aircraft for which it is being tested. The tire is then slowed to taxi speeds and taxied a distance equal to that traveled by a plane going from the runway to the gate area.



Plain Rib

Jet Cone

Firestone aircraft tires—built for civilian and military craft—range in size from 8 inches in diameter to 72 inches. They are capable of carrying from 350 to 76,000 pounds. Other data: Ply ratings of 4 to 38; inflation pressures may go from 30 to 425 pounds per square inch and speeds vary from 40 to almost 300 miles per hour.

Like all Firestone tires, the Sky Champions represent the highest standards of workmanship from development through production. They are one more reason why Firestone leads the world in the production of top-quality tires.

## United Fund

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Basically, the "fair share" principle for clock employees is one hour's pay per month for the year. For salaried people, it is one per cent of income for one year.

"Federation of voluntary health-and-welfare agencies — the United Way — is a concept originated and developed in America. It has succeeded because it is essentially 'people helping people,'" said Mr. Galligan.

"In hundreds of communities like ours we reap the benefit of this plan of working together," he continued. "Our United Fund, as a voluntary effort, plans and finances well-balanced programs of health, welfare and recreation for our community.

"We know that people will always need help from some source. Human need — trouble, illness, disaster are ever present. Good sources of help are the agencies supported through the United Fund. We can proudly do our part to finance these es-

sential programs, through a generous contribution this month." Your Gift Helps These—

Gaston County Chapter of American National Red Cross, Boy Scouts of America—Piedmont Council, Children's Home Society of N. C., Florence Crittenton Home, Gaston Big Brothers, Gaston Life-Saving Crew, Girl Scouts of America—Pioneer Area Council.

Junior Optimist Boys Club, N. C. Mental Health Association, Red Shield Boys Club, Regional Mental Health Center, The Salvation Army, United Cerebral Palsy Association, United Medical Research Foundation of N.C., United Service Organizations, Young Men's Christian Association.

American Hearing Society, American Social Health Association, International Social Service, National Council on Crime and Delinquency, National Recreation Association, National Social Welfare Assembly, National Travelers Aid Association.

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## Pride In Your Work?

Newsweek Magazine

Where is the man who takes pride in his work? Where is the man who would eagerly sign his name to the job he just completed? Where is the man who builds a product of "last-ling solidly and exactness of beauty"?

The careful man who loves his tools, who takes a walk before bedtime and thinks about his job. . . Is he being ploughed into history by featherbedding, planned obsolescence, indifference?

Doesn't a man who unashamedly builds an inferior product tarnish himself and his industry?

Will the people of the 21st century collect our handiwork as proudly as we collect that of the 19th century?

## Jacqueline's Idea

Jacqueline Claxton, 11-year-old daughter of William Claxton, a Firestone research physicist in Akron, Ohio, wondered why a signal couldn't be made to warn auto drivers at blind intersections. She had learned of

a fatal crash at a blind crossing near her home.

The question led to some conferences, then a prototype warning signal was assembled by Firestone scientists. It operates when vehicles cross an air hose over the highway, actuating a switch similar to those in service stations.

Company scientists spent \$55 for parts for the signal, and estimated that assembly would cost only a few more dollars for each additional signal.

The new signal, in addition to helping motorists at intersections, will improve safety in factories, warehouses, and other industrial locations.