Period of Youth Is Crisis or Seedtime of One's Life

Let this thought, then, be lodged deeply in every youthful mind, that now is the crisis of life—that every hour of time, every habit of thought, feeling, or action, the book or paper you read, the words you hear, the companions you associate with, the purposes you cherish, each makes its indelible mark, and all combine and work together in forming you for future honor, usefulness and happiness, or for shame, misery, and death.—Collyer.

Is Hurry and Bustle of World Reality or Dream?

When I reflect upon what I have seen, what I have heard, what I have done, I can hardly persuade myself that all that frivolous hurry and bustle and pleasure of the world had any reality; and I look on what has passed as one of those wild dreams which opium occasions, and I by no means wish to repeat the nauseous dose for the sake of the fugitive illusion.—Chesterfield.

The Man Who Knows

Whether the Remedy You are taking for Headaches, Neuralgia or Rheumatism Pains is SAFE is Your Doctor. Ask Him

Don't Entrust Your Own or Your Family's Well-Being to Unknown Preparations

BEFORE you take any preparation you don't know all about, for the relief of headaches; or the pains of rheumatism, neuritis or neuralgia, ask your *doctor* what he thinks about it — in comparison with Genuine Bayer Aspirin.

We say this because, before the discovery of Bayer Aspirin, most so-called "pain" remedies were advised against by physicians as being bad for the stomach; or, often, for the heart. And the discovery of Bayer Aspirin largely changed medical practice.

Countless thousands of people who have taken Bayer Aspirin year in and out without ill effect, have proved that the medical findings about its safety were correct.

Remember this: Genuine Bayer Aspirin is rated *among the fastest methods yet discovered* for the relief of headaches and all common pains . . . and *safe* for the average person to take regularly.

You can get real Bayer Aspirin at *any* drug store — simply by never asking for it by the name "aspirin" alone, but always saying BAYER ASPIRIN when you buy.

Bayer Aspirin

Cleanse Internally
and feel the difference!

Why let constipation hold you back? Feel your best, look your best — cleanse internally the easy tea-cup way. GARFIELD TEA is not a miracle worker, but a week of this "internal beauty treatment" will astonish you. Begin tonight. (*At your drug store*)

Write for FREE SAMPLE GARFIELD TEA CO. Dept. 231 Brooklyn, N. Y.

GARFIELD TEA

What Work Accomplished

Labor is the genius that changes the world from ugliness to beauty and the great curse to a great blessing.—Opie Read.

Still Coughing?

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled.

Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

Lespedeza's-Korean, Kobe, Sericea (Perennial) broadcast any type soil. Northern Virginia Grown. S. H. Robertson, Sampson's Wharf, Va.

BACKACHES Need Warmth

Miserable backaches or muscle pains caused by rheumatism, neuritis, arthritis, sciatica, lumbago and strain all respond instantly to Allcock's Porous Plaster. The glow of warmth makes you feel good right away. Treats ache or pain where it is. Insist on Allcock's . . . lasts long, comes off easily. Get relief, or money back. 25¢ at druggists or "Allcock, Ossining, N.Y." ALLCOCK'S

HERE'S RELIEF for Sore, Irritated Skin

Wherever it is—however broken the surface—freely apply soothing

Resinol

WNU—4 11—36

Watch Your Kidneys!

Be Sure They Properly Cleanse the Blood

YOUR kidneys are constantly filtering waste matter from the blood stream. But kidneys sometimes lag in their work—do not act as nature intended—fail to remove impurities that poison the system when retained.

Then you may suffer nagging backache, dizziness, scanty or too frequent urination, getting up at night, puffiness under the eyes; feel nervous, miserable—all upset.

Don't delay? Use Doan's Pills. Doan's are especially for poorly functioning kidneys. They are recommended by grateful users the country over. Get them from any druggist.

DOAN'S PILLS

THE SOJO EMERALD

By CARLTON JAMES

© Associated Newspapers. WNU Service.

NEWS of the theft of the famous Sojo emerald from a jewelry store in Phoenix, Ariz., was telephoned from Flagstaff to Ranger Chet Longman at the Grand Canyon. The bandits, according to the Flagstaff authorities, were believed to be members of the famous Donahue gang. They were also believed to be "hiding out" in a certain party of tourists that had that morning left by train for a two-day visit at the canyon.

Ranger Longman jotted all this down on a pad of paper, donned his slicker and stepped out into the blinding rainstorm that had broken a half hour ago, after sunset.

Lightning illuminated his path as he crossed to the lodge where the party of tourists was being accommodated.

Before entering, he glanced through a window that looked on to the main community room and was startled to see one of the women, an oldish person whom he had remembered as having given her address as a small town in northern Maine, throw up her hands, scream and pitch forward in a dead faint.

Ranger Longman strode quickly to the door, stepped inside and discovered a scene of wild excitement.

Besides the nine tourists who composed the party, the gathering included Ranger Tom Darcy. Darcy was doing his best to restore order, and finally succeeded, with Ranger Longman's help.

"What's it all about, Tom?" Longman asked when quiet once more prevailed.

Tom grinned.

"Mrs. Appleby," he gestured toward the Maine woman, who had recovered and was emitting low moans, "mistook you for a ghost. You see," he went on, "I've just finished telling the folks the story of Nisqua, the Hopi Indian maiden, who, betrayed by her lover, jumped to her death years ago from the rim of the canyon. You remember how the story ends—about Nishqua sometimes coming back to make sure that no others are betrayed as she was.

He Was Startled to See One of the Women Pitch Forward in a Dead Faint.

Well, when you looked in at the window, Mrs. Appleby thought it was the ghost of Nishqua."

"I see," said Ranger Longman, but he didn't laugh, because his mood was far from humorous.

Instead, he glared around at the guests and explained his mission.

"Two of you," he finished, "a man and a woman, are members of the Donahue outfit. I intend to find out which. First, you'll all have to submit to being searched."

The tourists were awed and startled.

Gradually their awe changed to indignation and anger.

Ranger Longman wasn't like Darcy, the type of man to excite their confidence and respect. He was ugly, and they resented his domineering manner.

Some of them refused bluntly to being searched.

Whereupon Ranger Longman became more ugly still and declared that a search would be made, whether the guests liked it or not.

He was about to carry out his threat when the lights went out.

There was a lot of scrambling about and screaming.

And above the pandemonium of sound came Ranger Longman's angry voice, cursing freely.

His bellowing was drowned out by the sound of splintering glass.

And then, plainly outlined, a face appeared at the window.

It was, unmistakably, the face of an Indian maiden.

It was there only a moment, then vanished.

At this moment, Ranger Darcy reached for the light switch.

Without waiting to see what had happened, he dashed outside in search of the "ghost" and found nothing.

Returning, he discovered that three of the women had fainted, one man had disappeared, and a young chap named Ken Austin, looking entirely bewildered, was standing in the middle of the room holding a small box in his hand, which later proved to contain the Sojo emerald.

Another young man, Roger Daniels by name, a newlywed, was sprawled face down on the floor, cut and bruised.

The man who had disappeared was named Crichton, and without a doubt he had been hurled over the brink of the canyon, as evidenced by a shattered observation window.

Ranger Longman wanted to arrest young Austin on the spot, but Tom Darcy favored hearing the youth's story.

Austin told a tale that sounded plausible enough to be believed.

In the darkness, some one had slipped the box into his pocket, probably realizing that a search would reveal the real thief's guilt.

"I don't believe it," Longman snapped. "Come along, you."

"Wait a minute," said Tom. "I believe it. Anyway, arresting the kid won't clear up this business about the ghost. Let's wait a bit."

They waited.

Young Daniels was restored to consciousness and his wounds treated.

He said he had been attacked by some one with a knife.

Eventually the guests were sent to bed.

Left alone, Tom went outside to look around, and Longman sat down to think.

While he was sitting there, the "ghost" appeared at the window again.

Longman saw her himself this time, and goose pimples appeared on his skin.

But he remembered his duty, suppressed his fear and took a potshot at the face.

The face disappeared and Longman rushed to the door and ran after a dim figure he saw vanishing in the darkness.

While he was gone, Ranger Darcy, attracted by the shots, returned to the lodge, found it empty, and began an investigation.

He examined the window through which Mr. Crichton had been thrown, and discovered blood on the jagged glass. An idea occurred to him, and he raced upstairs, just in time to meet Mr. and Mrs. Daniels, the newlyweds, dressed and packed, about to beat a stealthy retreat.

Tom jabbed a gun into Mr. Daniels' ribs and accused him of being one of the Donahues.

"You threw Crichton through the window, because he saw you stuffing the box into Austin's pocket. That's how you cut your arm—on the window."

"Yeah," said Daniels, "prove it!"

"It's proven," said Darcy, "because Crichton didn't go over the rim. He caught on a tree, and I rescued him."

Daniels wet his lips, but he wouldn't have confessed, had not his wife broken down and pleaded for mercy.

Tom herded his prisoners back to the community room and found Ranger Longman seated there in friendly conversation with a white girl wearing Indian clothes.

He recognized her as Lou Fairfield, reporter from a Flagstaff paper.

"Our paper got a tip about Donahue," she explained, "and I flew up here to get a story. Got lost after leaving the airport, and wound up at the Hopi house. The squaws loaned me these clothes. When I looked through the window I decided the psychological moment to announce myself wasn't at hand. So I beat it." She grinned.

"And scared everyone out of a year's growth," said Tom. "Well, you'd better stick around till morning so the folks can see what a real live ghost looks like."

Which Lou agreed to do, and did.

The guests looked her over and said, of course they hadn't believed the story about Nishqua anyhow, but it was nice to know that the thing that looked in at the window the night before was human.

Wove and Laid Paper

The difference between wove and laid paper is due to a screen in the paper making machine which leaves its impression in the finished product. The texture of wove paper is even and when held to the light the effect is uniform except, perhaps, for tiny dots which transmit the light a little more readily. Nearly all of the paper in use, including this newspaper, is wove paper. When laid paper is held before a light the effect is quite different, for there are found a series of light and dark lines, spaced as close, perhaps, as 16 to the inch. This variety is sometimes used for books or pamphlets and often for writing paper.

Staff of Life

For centuries bread has been a mainstay food all over the world. Bread can be a variety of things, from a mixture of flour, yeast and water to a product made with these, plus butter, milk, eggs, currants, raisins and other things. Because bread can be served in so many ways, it lends itself to almost any menu. It blends with nearly every other food.

Dover, New Hampshire

The people of the city of Dover, New Hampshire, have tried many names for their beloved home. It was first called Piscataqua, then Bristol, in 1639 Northam, which it remained for 12 years when it was finally christened Dover.

Silk Prints Go Formal or Informal

By CHERIE NICHOLAS

AS TO "class distinction" the new silk prints declare it at a glance. If a print is informal, you know it without being told. The same applies to prints that are formal, there is no mistaking them. The character of their patternings and their colorings is that clearly defined in the spring crop of silk prints there is scarcely a doubt as to their identity as either formal or informal.

Wherefore, choice of a new silk print, and there is no sidestepping of prints if you would be in fashion, depends entirely as to whether you are looking for a print to wear when you go shopping or for sports or during your round of daytime social activities or whether you are seeking a print to tune in with glamorous nights and festive occasions. You can see by the picture that there is no chance of confusing the two.

As to prints for informal daytime wear, they are going as far as they dare in the way of amusing as well as unique design. For instance, note the novel "around the clock" patterning of the print that fashions the dress to the left in the picture. It's great fun to decipher the Roman numerals printed in white. If you look closer you will discover more numbers, one's and two's and three's and so on scattered over the background. A handsome black sheer pebbled silk crepe is this with its clock motif printed in red and in white. A red lacquered bar clasps at the throat, giving a soft fullness to the bodice. A matching clasp holds the black patent leather belt. The felt hat with its wide rolled brim points the way to stylish trends in the millinery realm.

Entertaining and smile-producing as are the new time-of-the-day clock prints, they are no more so than are the silks that are patterned with bars of music. You can actually read the notes and recognize some of the "airs." Then there are the new vegetable prints, yes "vegetable" prints. No need rubbing your eyes, they did not deceive you. Carrots and peas and so on, and they are as designful and pretty as florals. Fruits, too, you will be seeing in print.

A comely suit to start the spring season is shown to the right in the picture. This three-piece suit is tailored of black silk crepon printed in white comet design. It features a short jacket and a slender skirt that has a back pleated panel, thus giving emphasis to back fullness such as leading designers are advocating in their newer creations. It is worn with a white sheer silk blouse having a lace trim.

That formal evening prints should so strikingly contrast informal daytime prints adds greatly to the zest of the printed mode. Georgeous, exotic, beguiling, lovely beyond words are the prints that go about to dance parties and dinner affairs and other "after six" social events. The tendency is toward life-size florals for the most part widely spaced, although some of the most beautiful prints pattern the entire surface with a labyrinth of flowers that reflect a very ecstasy of colorings, sometimes in pastels but just as often in radiant natural flower colorings. The print used for the exquisite formal gown pictured, patterns shaded satin tulips in vivid colorings against the chalky surface of satin-backed white silk crepe.

© Western Newspaper Union.

Alluring Daytime Frock With Distinctive Yoke

1832-B

The yoke of this frock is unusual and a distinctive departure from the obvious round or squared-off affair, because it extends out over the shoulders and forms flaring little caps—caps which conceal two inverted pleats and which are transformed into lovely loose raglan sleeves. The blouse gathers at the yoke and waist in front and back, rendering fullness and a soft drapey appearance. The twin panels in the skirt give you height, and the skirt an added swirl. Two huge gathered pockets in unison with the blouse are interesting features and very practical. Make a self-fabric belt trimmed with a diamond shaped buckle and two harmonizing buttons, and notice how smart and up to the minute your frock will be.

Barbara Bell Pattern No. 1832-B is available in sizes 32, 34, 36, 38, 40, 42 and 44, and can be procured for fifteen cents. Size 36 requires 4⅞ yards of 35-inch material.

The Barbara Bell Pattern Book featuring Spring designs is ready. Send fifteen cents today for your copy.

Send your order to The Sewing Circle Pattern Dept., 247 W. Forty-third St., New York, N. Y.

© Bell Syndicate.—WNU Service.

Plainest Truths

The usefullest truths are plainest; and while we keep to them, our differences cannot rise high.—William Penn.

The Mind Meter

By LOWELL HENDERSON

© Bell Syndicate.—WNU Service.

The Arithmetic Test.

In this test, ten oral arithmetic problems are given. Read each one carefully and see how quickly you can find the answers. Do not use pencil and paper.

1. If three men can plow a field in twelve days, how many days will it take nine men?
2. A person has $480 in the bank. He withdraws 20% of it. How much did he withdraw?
3. What Arabic numeral corresponds with the Roman MCCXXXIV?
4. If a bag and a half of potatoes costs a dollar and a half how much will four bags cost?
5. Change 11/7 to a whole or mixed number.
6. Add 6½, 4½, 2½, 3¼.
7. A person has $480 in the bank, He withdraws 20% of it. How much remains in the bank?
8. An airplane covers 2,000 miles in eight hours. What was its average speed per hour?
9. John is six feet two inches tall. Raymond is five feet six inches tall. Harold is two inches shorter than John. How many inches taller than Raymond is he?
10. A peck of potatoes costs a quarter. Two pecks of onions cost a quarter. How much will three pecks of potatoes and four pecks of onions cost?

Answers.

1. Four days.
2. $96.
3. 1,234.
4. $4.
5. 1 4/7.
6. 16¾.
7. $384.
8. 250 miles per hour.
9. Six inches.
10. $125.

Resist the Magnet

Don't listen to two others argue if you can't keep out of it.

Woman Linguist Maintains Vow of Silence 25 Years

Anne Louise Reinzl, of Boston, could talk fluently in seven languages. But for more than 25 years she uttered not a single syllable of one of them to a living soul!

In 1910 she became a recluse, locking the door of her home to all visitors. Gas, electricity and water companies had to turn off supplies because she refused to admit their inspectors. Recently kindly neighbors grew anxious when she was not seen about. Police were called, battered down doors, found her lying on the floor with a fractured leg. She was rushed to a hospital, where she died, aged ninety.—Pearson's Weekly.

Dr. Pierce's Pleasant Pellets are the original little liver pills put up 60 years ago. They regulate liver and bowels.—Adv.

Lack of It

A mussy office is not necessarily an indication of a lot of work done.

BIRD LOVERS — CANARY BREEDERS

Petpak

JOIN our Free Canary Breeder's Club. Nationwide. No fees or dues. Receive the benefit of special prices on bird seed and supplies. Write now for free 32-page Bird Book, Samples and Special Breeder's Club price list.

PETPAK PRODUCTS CO. 3264 N. 33rd St., Milwaukee, Wis.

This story will interest many Men and Women

NOT long ago I was like some friends I have...low in spirits... run-down...out of sorts...tired easily and looked terrible. I knew I had no serious organic trouble so I reasoned sensibly...as my experience has since proven...that work, worry, colds and whatnot had just worn me down.

The confidence mother has always had in S.S.S. Tonic...which is still her stand-by when she feels run-down...convinced me I ought to try this Treatment...I started a course. The color began to come back to my skin...I felt better...I did not tire easily and soon I felt that those red-blood-cells were back to so-called fighting strength...it is great to feel strong again and like my old self.

Insist on S.S.S. Tonic in the blood-red Cellophane-wrapped package...the big 20-oz. size is sufficient for two weeks' treatment...it's more economical, too. © S.S.S. Co.

S.S.S. TONIC *Makes you feel like yourself again*

HAND QUILTED

By CHERIE NICHOLAS

The latest thing in needlecraft going the rounds in the realm of costume designing is hand quilting. The stunning hip-length jacket pictured is of heavy black celanese satin. The smart hand-quilted design on the sleeves and bordering the front is raised by being stuffed with black wool, after the manner of Trapunto quilting. It was in the Renaissance period that Trapunto quilting came into existence. It is accomplished by drawing the design in double lines, and after quilting it, the space between these lines is stuffed with small shreds of wool. In the jacket pictured both the cut and the design of the hand-quilting carry out the militaristic motif. The fashionwise miss will wear this jacket open with the tiny military collar turned up.

Crocheted Gloves

The newest version of hand-crocheted gloves—so smart, this winter—is in an interesting stitch that looks like weaving. The backs of the gloves are yellow and the palm brown, forerunners of the combination gloves featuring two colors forecast for spring. They were designed especially for southern wear, but there's no law against wearing them right now!

WELCOME REVIVAL OF HAND-QUILTING

Welcome news to women who delight in fine needlecraft is the revival of fine hand-quilting. The flair for this rare handicraft has become so pronounced and so general, exhibits of finest examples of this lovely needlework are being held in many of the larger cities.

The work shown surpasses anything ever before attempted in this country. Not only are quilted things for home decorative purposes displayed but the showings include exquisite examples of hand-quilted negligees, bed-jackets, evening cloaks and capes; also modish jackets that are stunning worn with cloth or crepe afternoon frocks or with blouse and skirt to complete the three-piece costume.

These are made of lustrous celanese satins, crepes and soft glowing taffetas. The color combinations are notable. They range from the soft pastels to the deep browns and navies and other smart suit colors. An evening cape of soft creamy velvet with an unusual design of snowflakes and icicles is outstanding.

Colors Return in Milady's Shoes With Varied Choice

Shoes as brilliant as the peacock's tail will deck the nation's feminine toes this Easter.

Early spring styles displayed by manufacturers feature pastel tints rivaling the rainbow.

"Bright colors—lavenders, yellows, greens, blues, pinks—will strike the dominant note this season," said one leading stylist, "and previously untried combinations will have a new vogue."

The choice will range from a red, white and blue trimmed model for the patriotic to one rivaling Biblical Joseph's coat of many colors in variety.

Blouses Feminize Suits

Soft blouses, frilly scarfs and other extremely feminine-looking accessories are important with the new strictly tailored suits. If you have chosen a severe suit of men's wear flannel or worsted, do dress it up with a ruffled blouse, chiffon scarf and gay boutonniere of loose, feathery flowers.

Scientists Are Seeking Data About Early Movements of Mesopotamians

In the sixth millennium before Christ, a migrating horde swept from the east over India, Persia and Mesopotamia. Many more waves of invasion were to break over the hills and valleys of these lands; it is not even likely that this was the first. But we still know so little about the early movements of man in Mesopotamia that we cannot say whether any race was there to receive this horde, for wherever their remains have been found they lie at the bottom of all other identifiable human remains, writes Jotham Johnson, of the University museum, Philadelphia, in the Scientific American.

Their most typical product was their earthenware vessels, for cooking and other household purposes, painted with distinctive geometric designs. This pottery has been found in test pits and trial trenches at such sites at Tell Kukuteni in Baluchistan, at Susa and Tepe Hissar in Persia, at Tell Halaf and Nineveh in northern Mesopotamia.

In spite of the vast territory these peoples once controlled, literally nothing has been known about them—nothing about their racial type, their language, their arts and crafts, nothing except that they painted their pottery. For lack of any better description they may be called the "painted pottery people." Yet in the history of mankind no race now presents at once so potentially important a position together with so deep a mystery.

In 1927 Dr. E. A. Speiser, exploring the mounds clustered in the upper Tigris valley, paid particular attention to the "great mound," Tepe Gawra. It had been observed by previous travelers, but its significance had not been suspected. Later that year Doctor Speiser was able to run a successful and enlightening trial trench with funds supplied by the American School of Oriental Research in Baghdad. Of 20 cities neatly stratified on the tell, the lowest nine showed painted pottery as their typical find.

Jews Are Good Wrestlers.

Although fate, or something, seems to prevent them from becoming champions, Jews have excelled as wrestlers. Among the members of the race who have won high praise from such an eminent grappling expert as Jack Curley are Joe Rogers (who performed in Frank Gotch's day), Sammy Stein, Herbie Freeman, Abe (King Kong) Kashey, Dave Levin, Dr. Fred Meyer, Dr. Harry Fields and Maynell Bloomfield, the British mat artist. Jewish

"Visiting Firemen" Pay.

Detroit's Olympia is the only major league hockey rink where players have to pay for the privilege of being visiting firemen. Some weeks ago the Chicago Blackhawks, who were in town a day or so ahead of time, had to give up $1.75 each for the privilege of kibitzing on the Detroits and Rangers. . . . Mrs. Frank Chance, widow of the manager of that all-time great Cubs' team, probably is the wealthiest of all the wives of former baseball

Timely Suggestions From Style Centers

Sleek hand-knitted evening frocks are shown.

Cork is the next thing to be woven into wools.

Men's-wear worsteds are sought for the spring tailleur.

Lower decolletes have definitely come back for evening wear.

The spick-and-span freshness of navy blue signifies spring as surely as the first robin.

Debutantes are going in for Grecian-pleated gowns of filmy white chiffon, girdled in gold, with gold kid slippers, handbag and gadgets.

Shoes of russet, gray or navy kid-skin, the leading spring footwear colors, contribute to the important vogue for contrasting accessories.

Heels are clicking in the shoe fashion picture. Much of the important news about shoes seems to center about the shapes and heights of heels.

Braid trimmed dresses, linked with the Renaissance feeling for greater ornamentation, click particularly in thoroughly modern daytime dresses.

Contrast-color accessories are worn with gray costumes.

Taffeta is sponsored both for day dress and evening formals.

A "belt and buckle" print is something new in spring fabrics.

Checked and plaid taffeta blouses with plain skirts are good right now.

Oxford, that smart pale gray, heads the roster of colors for southern play clothes.

An undeniable vogue for white evening gowns and wraps is the mode of the moment.

The newest color magic is the posing of flower tints against the austerity of black.

Belts, the forgotten accessory, will have a leading role in the spring accessory picture.

A lovely outfit for cruise travel or resort wear combines coat, skirt and novel sunback slip-on.

Cut, fit, and workmanship are of almost as great importance in the clothes one buys as the fabrics of which they are made.

Firestone TIRES RUN up to 28° COOLER

Every truck operator knows that internal friction causes heat and heat is the greatest destroyer of tire life. The only way to counteract friction and heat is by Gum-Dipping, the Firestone patented process which soaks the cords in liquid rubber, saturating and coating each tiny cotton fiber and strand within the cord, counteracting friction and heat at their very source. As a result of this patented process, Firestone Tires run up to 28° cooler than tires built without Gum-Dipped Cords.

This is why Firestone Tires are used by thousands and thousands of truck operators from coast to coast, including the largest transportation fleets. These operators choose tires strictly on performance... they know that Firestone Tires give them more dependable service at lowest cost per mile. See your nearby Firestone Auto Supply and Service Store or Firestone Tire Dealer today and start reducing *your* operating costs.

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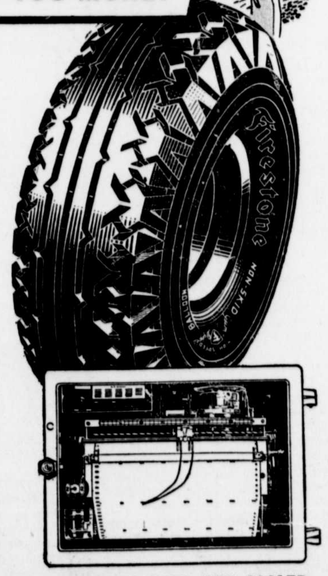
Listen to the Voice of Firestone featuring Richard Crooks or Nelson Eddy—with Margaret Speaks, Monday evenings over Nationwide N.B.C.—WEAF Network



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This scientific instrument accurately measures the heat generated in tires at high sustained speeds. Firestone Tires run up to 28° cooler than tires built without Gum-Dipped Cords—this means added strength, greater dependability and longer mileage.

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