

### "Pal" Put Above All World's Gold

Writer's Splendid Tribute to Understanding and Loyal Friend.

A great writer has said that after the word "mother" the most endearing is that of "friend." A contributor to our columns, of high position in the newspaper world, evidently is of that opinion. Employing the more affectionate word "pal" she says:

"My Pal!

"They are the simple, most primitive words in the Anglo-Saxon lexicon, yet—

"How pregnant they are with meaning. How they play upon the heart-strings! How they stir up the bottommost depths of tender sentiment and emotion, engulfing us in up-welling waves till the heart fills, the throat catches and words fall us.

"Purists will sniff and quizz. Why 'pal'? Why not 'friend'? Why not 'companion' and the like?

"Exactly so.

"For I have many friends. And I have a few companions. But I am favored beyond the wildest dreams of Croesus, fortunate outside the compass of Midas and Monte Cristo, happier than the lark that singing wings its way through stellar ether.

"For I have what is more precious than all the world's gold—a pal!

"My pal—unfortunately one can have but one pal—is mostly what I am not.

"As for me, I am a cross sort of person, terribly fault-finding, temperately temperamental.

"And my pal is a contrast to me, a foil, if you please, eternally good-natured, forever understanding, smilingly indulgent; so that she becomes a reproach to me, albeit an unintended reproach, time and again. And when I fume, and rage, and toss and stamp—my pal calmly awaits the lull of the cyclone—and says with a laugh—'All right, just as you say!'

"And then my arms fly around and about her! And I cry out: what a beast I am! And I promise I will never offend again! And I do not. No! Not until the next time!

"But I wanted to tell you about my pal, not about myself.

"My pal is unselfish.

"She is like a little flower giving out sweet fragrance in a shady nook.

"She is like the music of tinkling bells, like the music of myth and legend that melted the rock, soothing and restful as a song at twilight.

"She is like the cool, grateful pillow, ever ready to receive the hot, tired head.

"She is always on the verge of a laugh that is never at my expense; always anxious to share my cares and irritations, to smooth away grief and trouble with her genial cheer; to help with my burdens when they press too heavily upon me; to join me in frolic if such be my mood.

"And perhaps this is the wonderful part of her—the God-given part of her—that she is always ready to enter my moods—and to understand—and perhaps that is why my pal is incomparable.

"I have just looked up the origin of 'pal.'

"My tattered Webster tells me its



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beginnings are shrouded in obscurity, have become uncertain in the dim passages of the centuries—and in its various ramifications it has taken on the senses of match, equal, love.

"Now I see! Now I know the secret that makes her the most wonderful pal that ever was—it is this: 'My pal is capable of a great love

—she 'seeketh not herself, exalteth not herself,' and—

"Let me ask you—

"Are you somebody's pal?"

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**Weak Humanity**

When men grow mentally and morally lazy they want dictators.

**SWITZERLAND MILITANT**

The distinction of having the largest army in proportion to its population, belongs to Switzerland, whose citizens strangely enjoy the reputation of being the most peace-loving of the civilized peoples of the world, thereby seemingly refuting the theory that large armaments are

the breeders of wars, observes G. R. Turner in the Kansas City Times. In this tiny Alpine republic almost every able-bodied male inhabitant is a trained and efficient soldier. With a total population approximately equivalent to that of the single American city of Chicago, Switzerland supports an army (inclusive of regular

and reserve troops) more than one and one-half greater than the combined active and reserve military forces of the United States.

**Live Well and Wisely**

A good digestion and a clear conscience is the recipe for a healthy old age.—John D. Rockefeller.



# Buy Firestone

**SAFEST TIRES IN THE WORLD! PRICES REMARKABLY LOW!**

Here's **PROOF OF SAFETY**

**TWO BREATH-TAKING ENDURANCE RUNS ON SAME TRACK—A DRAMATIC COMPARISON OF SAFETY! READ BOTH LETTERS BELOW!**

The proof of leadership is performance! Many claim it, but Firestone proves it. Never before have tires withstood such severe, continuous, grinding torture, breaking 77 records for 3,000 consecutive miles at 127.2 miles an hour. Not a Gum-Dipped cord loosened, not a tread separated, not one blowout.

Hour after hour, on through the scorching heat of the day and inky blackness of the night, with temperatures as high as 120 degrees—breaking record after record for speed, strength, safety and blowout protection—all in a stupendous demonstration of safety performance for the car owners of America.

This remarkable achievement was made possible by Gum-Dipping, the Firestone patented process which saturates and coats every fiber within the cords with liquid rubber—counteracting friction and heat and preventing the tire from heating up and blowing out.

Have the Firestone Service Dealer or Service Store equip your car with Firestone Tires, Spark Plugs, Battery and Aquapruf Brake Lining. Protect your life and the lives of your family with the safest tires in the world. Buy them this week before prices go higher.

Ab Jenkins praises Firestone tires in toughest endurance run he ever made.

Lake Bonneville, Utah  
Aug. 18th, 1934

Mr. Harvey S. Firestone, Chairman,  
Firestone Tire & Rubber Company,  
Akron, Ohio

Dear Mr. Firestone:

Under A.A.A. supervision I have just completed a 3,000 mile endurance run on the hot salt desert at Lake Bonneville, Utah. My car, weighing over 5,000 pounds, traveled the 3,000 miles at an average speed of 127.2 miles per hour, breaking 77 World, International and American Speed Records—all without tire trouble of any kind. Firestone Tires gave an almost unbelievable performance in this run, particularly when you realize that the temperatures were as high as 120 degrees and that the holes in the course had been filled with crushed rock that was hard as flint and had knife sharp edges.

This endurance run was the severest test to which I have ever subjected any automobile and especially tires. Last year I made a similar run with a car of less power and less speed using tires of another make whose national advertising featured blowout protection. Yet, I had a blowout and made a number of tire changes.

This year I also used Firestone Spark Plugs and a Firestone Extra Power Battery made with your new All-Rubber Separator. Not a Spark Plug failed and the Battery required no service of any kind.

If every car owner knew what my Firestone Tires went through they would appreciate what Gum-Dipping means in strength and heat protection that make Firestone Tires safe from blowouts.

This is the toughest run I have ever made in my twenty-three years of breaking speed records and after a short stay here I am coming East. Hoping to have the pleasure of seeing you then, and with best regards, I remain

Sincerely yours,  
Ab Jenkins

Wilbur Shaw, using widely advertised competitive tires, had eleven tire failures, preventing him from establishing records worthy of the car he was driving.

Lake Bonneville, Utah  
Aug. 12th, 1934

Mr. Harvey S. Firestone, Chairman,  
Firestone Tire & Rubber Company,  
Akron, Ohio

Dear Mr. Firestone:

I have just finished a 2,000 mile test run on the salt beds at Lake Bonneville, Utah, driving a stock car of a leading automobile manufacturer. This car was equipped with a nationally known brand of tires which a large manufacturer has recently brought out as the newest development in tire construction and for which their 1934 advertising has made many extravagant testing and performance claims.

With these tires on this run I had eleven tire failures and made two precautionary tire changes. When a right front tire blew out, my car left the track of a mile, and I was unable to get it under control for a quarter of a mile, leaving a trail of rubber and fabric on the hot salt beds.

After an experience of this kind, I appreciate tires that have played in my success during the fourteen years I have used them on my racing and personal cars. Without them I know that I could never have made the many speed records that I have established.

I understand that you expect to be in California soon and if convenient, I would like to see you.

Very truly yours,  
Wilbur Shaw

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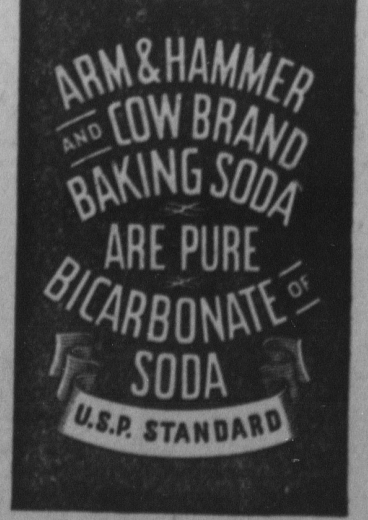
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4.75-19...	8.18	6.70	1.08	4.32
5.00-19...	9.34	7.20	1.14	4.56
5.25-18...	10.27	8.00	1.27	5.08
5.50-17...	11.25	8.75	1.40	5.60
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