# Wear Proof Tread Tires GUARANTEED 10,000 MILES 

WEAR-PROOF TIRES are of the famous "Egypto" Rubber Construction-so tough and Wear Resisting as to be almost impregnable---thus practically wear proof.

## Heat---The Enemy of Tires

It has been conclusively proven that the heat in a tire is not caused by the friction of the road, but is generated by the incessant compression and expansion of the air within the tire as the car rolls over the road.
This heat is retained by the rubber, because rubber is a non-radiating material. How different this is where WEARPROOF TREADS are used. The steel studs are constant heat radiating points. hardened steel being the best heat radiator known. Thus the steel studs are continually conducting the heat from within the tire. Equip your car with Wearproof Treads and you are virtually riding on air-cooled tires.

## Don't Be Misled

Don't confuse Wearproof Treads with the many inferior and so-called "tire protectors" on the market, made of cheap chrome leather or some fibre substitute for rubber, that merely fit the tires to which they are applied until they become wet and water-soaked, making the "protector" loose and baggy, in which condition it will slip and creep on the tire, generating excessive heat and more often ruining your tires than protecting them. If you have used them, you know, and if you have not, just ask some one that has used some of those so-called "tire protectors"

## Tire can be seen at The Mail Office

## W. L. ©McKenney <br> c Agent

SALEM,

OREGON
in ineir last long sleep


WAR DEMAND FOR PLATINUM Is Essential in Production of Sulphuric ture of Explosives.
Two universally known products-
ore a rare metal, the other $n$ cormmon ore a rare metat. the other $n$ cormmon
acid-have lately assumed tmportmince



 of it being present, oxysen., water and


## 1,716,000,000 Pounds of Flour Saved

if each of our $22,000,000$ families use this recipe instead of white bread
One loaf saves $11,000,000$ pounds; three loaves a
Enough to Feed the Entire Allied Army
Corn Bread with Rye Flour


Barioy four or oat four may be used instead of rye foor with equally good
resulus sift dy ingrodients into bowly add milk, beaten egg and molted

Our new Red. White and Blue bookiet, "Best War Time Recipes," containing many other
recipes for making delicious and wholesome wheat saving oods, mailed free-address ROYAL BAKING POWDER CO., Dept. H, 135 Willam St., New York

FOOD WILL WIN THE WAR


