## Topics of Interest in the Realm Feminine

| OREGON CONGRESS OF MÓTHERS AND PARENT TEACHER CIRCLES |  |
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CRESCENT baging powder'

Chemists and authorities say Crescent is pure and wholesome.

## FULL POUND 250

 DOLLARS. and the United States Tire Companyfour brands---Morgan \& Wright.It is of interest to note that three years ago the then E-M-F Company decided that the magneto was an essen tial part of every automobile and ought, therefore, to be
included in the price of the car. This policy undoubtedly included in the price of the car. This policy undoubtedly
cost the company thousands of dollars in possible profits, cost the company thousands of dollars in possible profits,
but has resulted in having magnetos furnished without extra but has resulted in having magnetos fu
cost on practically all American cars.
By its present decision to use only Continental Demountable Rims as standard equipment, it is adopting another policy that is well nigh revolutionary in the automobile
business, as heretofore rims of this character, have been business, as heretofore rims of this character, have been
confined to the highest priced cars.

## The Largest Single Order ever given for automobile Tires and Rims has just been placed with the

## United States Tire Company

by the Studebaker Cor-poration-Manufacturers of the popular E-M-F " 30 " and Flanders "20" Cars

The order calls for practically 135,000 tires and an equal number of Continental Demountable Rims-Gilbert type (Standard Univeral Rim No. 3.)
'This single order FOR TIRES ONLY will amount to over FOUR MILLION
Never before has an antomobile concern making cars in immense quantities contracted for a strictly high-grade tire for its entire output of cars.
The transaction is distinctly to the credit of both the Studebaker Oorporation
To the former, because of its unwillingness to supply any but tires of proven quality on its cars, regardless of additional cost involved;
To the United States Tire Company because the selection of its tires in preference to all others was made after three years' experience with one of its

Three years ago the E-M-F Co. selected Morgan \& Wright tires as standard equipment WITHOUT OPTION ON OTHER BRANDS.
These tires were selected, not because they could be had at a less price (which was not the case), but because the E-M-F Co. had demonstrated to their entire satisfaction that these tires were the most desirable tires to put on their cars.
The placing of the immense order referred to above is a flattering testimonial to the manner in which these tires have stood up on the E-M-F. cars during these three years.

The Studebaker Corporation has selected United States Tires and Continental Rims because of their expressed belief that this equipment on their entire product gives both the dealer and the man who buys the car the BEST equipment the American Tire market affords.

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## America's Predominant Tires

United States Tire Company, New York<br>Branches, Agencies or Dealers Everywhere<br>\section*{Portland Distributors}<br><br>WEST COAST SUPPLY COO SUPPLY CO. GUTJ. Anency, CHANSLOR \& LYON MOTOR SUPPLY CO. Hartiord A Agency 627 Washington . Mot BALLOU \& WBIIGTT


[^0]:    United States Tires are sold under four brand names: Continental, G. \& J., Hartford and Morgan \& Wright, and are manufactured in five of the largest and best equipped tire plants in the world. Under the present system of manufacturing, there is a UNIFORM SUPERIORITY in all these brands-a fact of immense importance to the motorist. In other words, United States Tires HAVE THE STRENGTH OF FOUR, yet they sell at precisely the same price asked for other kinds. They are undeniably

