## Select Sensible Shoes for SERVICE <br> BUCKHECHT SHOES

There may be other chings on which your peace of mind depends, but it's a safe bet that one of the most important is your choice of shoes. You actually live in the shoes you wear. When shoes are built right - you live in them in comfort. "Extra service every step, comfort every minute" in Buckhecht Shoes.

Bucchicht Shoes for you-for active mien in all walks BuckHECHT Shoes for you-for active men in all walks
of IIfe- are zold in avarety of styes and leathers from
$\$ 8$ to $\$ 12$ by principal thoe dealers in the West
 BUCKINGHAM \& HECHT $\quad 0 . m$ MANUPACTIRERS Siaco the arth ffian SAN FRANCISCO

COME TO SAN FRANCISCO
MARKET WEEK, MAY 17 TO 22

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## Less Than a Nickel a Week

This is all that Swift \& Company's profit cost the average Amorican family in 1919.
Here are the figures and author ities for them.

The average consumption of meat per person for a year is about 180 pounds (U. S. Government).
The average American family is $41 / 2$ persons (U. S. Census).

Swift \& Company's profit from all sources in 1919 averaged less than $1 / 4$ cent per pound on all products including meat.

Thic aver
price of
cigar per meak br terer, or
street car fare per week for mother, or
package of gum per week
for the chilidren.
The complex service which we furnish the public is efficient and economical. The cost to the public in the shape of profit is too small to be noticeable in the family meat bil

Swift \& Company, U. S. A.



## Remember when the first automobile came to town

ODAY there are more than $7,000,000$ of them in the country. Pretty soon nearly everybody in this sec-
tion will be traveling around
Soloct your firas ac-
ocreting to the roodo
they have to travel.
they have to travel:
In wandy or hily ceun-:
try, wherever the eroing
 For ordinary cenctry
Torno The U, S. Chinin
or Usem. Oof Uocon U, Uhela-The For best resultes
overy Whore-U.
Royal Cords.
 in his own automobile.

The first thing a man wants to know nowadays, when he starts out to buy a car, is how much it is going to cost him to keep it rûnning.
It's all very well to take some dealer's word about a tire-if you know who he is and his object in selling it you
Our object in selling U. S. Tires is to have you come back for more-and be glad
that we sold them to you U. S. III
have a record behind them.
They are built by the peo ple who perfected the firs straight side automobile tire, who produced the first pneumatic truck tire.

Two of the greatest contributions to tire and motor economy ever made.

IV
As representatives of the oldest and largest rubber concern in the world, we have reputation to live up to We can't afford to substitute "just as good" tires for tires of standard quality.

United States Tires

## Western Auto Co.

Cottonweod and Water 대료잉

