



The Whole Secret of A Better Tire

Simply a Matter of the Maker's Policies

This you will realize—once you try a Brunswick—that a super-tire is possible only when the name certifies that the maker is following the highest standards.

For tire making is chiefly a matter of standards and policies—cost plus care. Any maker can build a good tire if he cares to pay perfection's price.

All men know Brunswick standards, for Brunswick products have been famous for 74 years.

Formulas, fabrics and standards vary vastly in cost. Reinforcements, plies and thickness are a matter of expense. And these variations affect endurance. It rests with the maker how far he wishes to go—how much he can afford to give.

For there are no secrets nor patents to hold one back.

To ascertain what each maker offers one must analyze and test some 200 tires—as our laboratories have done.

Then it is a matter of combining the best features and building according to the highest standards.

Once you try a Brunswick you will understand how we have built model tires, regardless of factory expense.

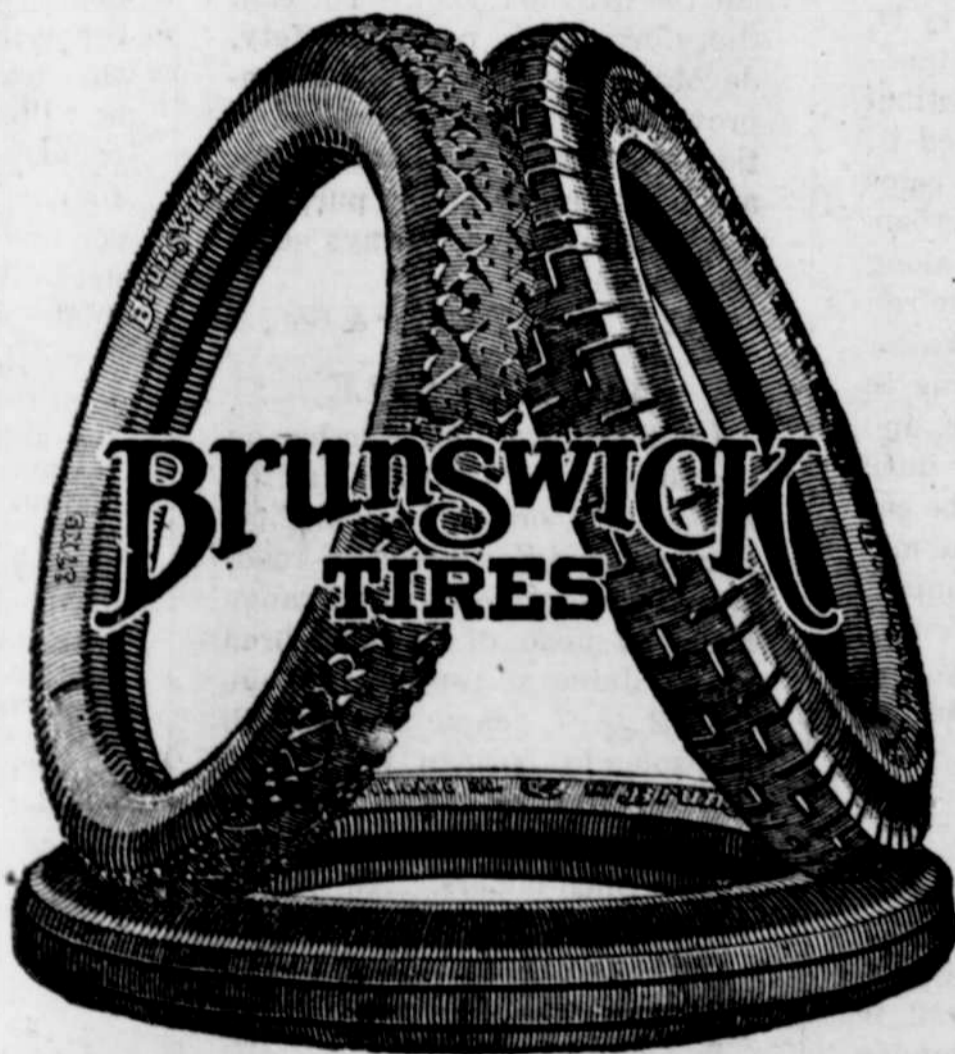
Yet Brunswick Tires cost you the same as other like-type tires. Our saving is on selling cost, through our nation-wide organization.

We realize that you expect more from Brunswicks, and we assure you that you get it. ONE Brunswick will tell you the story.

And then you'll want ALL Brunswicks. No other tire, you'll agree, gives so much for your money.

THE BRUNSWICK-BALKE-COLLENDER CO.
Portland Headquarters: 46-48 Fifth Street

**Sold On An Unlimited Mileage
Guarantee Basis**



Cord Tires with "Driving" and "Swastika" Skid-Not Treads
Fabric Tires in "Plain," "Ribbed" and "BBC" Skid-Not Treads

CASCADE GARAGE WILCOX BROS.
Proprietors.

Mrs. Dave Eschelman returned home last week from St. Vincent's hospital, Portland, where she had undergone an operation for appendicitis. She is rapidly recovering and soon again will be herself.

The Eagle Creek grange will hold a May picnic in the grove by their hall Saturday. A good time is assured and everybody is invited. In the evening an all-night dance will be held in the Estacada Park Pavilion.

E. W. Bartlett after having voted Friday drove down to Eugene. He took with him as far as Corvallis, Mrs. J. C. Hillman, Misses Ruth Morrison and Wilcox, and O. L. Straughan. Mr. Bartlett returned Sunday.

Mr. and Mrs. Phil Standish were in town Monday, driving over from Newberg, and went out to their ranch to look things over. Mr. Standish is connected with a cannery, and says that fruit growers are coming down on their prices.

A forty acre farm belonging to Elizabeth Rath, of Portland, which lies ten miles north of Estacada in the Bissell neighborhood, was sold last week through the Cary Real Estate Co.; to George Snell of Portland. Mr. Snell will move with his family on to his newly acquired possession, some time this summer.

Fred M. Rowley, of the Commerce Safe Deposit and Mortgage Co. of Portland, was in town the fore part of the week. He has just returned from visiting the Puget Sound cities, and reports business as being exceedingly dull there, especially in Seattle. The merchants all report a stagnant trade as the public will not buy.

H. C. McCormick and family were here for a few days last week the guests of Rev. and Mrs. J. F. Dunlop. He has resigned from Hood River and has accepted the position of instructor of Farm Mechanics and assistant in Agriculture, at the High School in Gresham. He has moved there already with his family.

O. E. Smith, son-in-law of William Dale, arrived Saturday to spend a few days with his family before returning to his headquarters at San Francisco. Mr. Smith is an electrical engineer, and connected with the Interstate Commerce Commission. During the past few months he has been traveling extensively, starting from Livingstone, Mont., he went to Tacoma, thence to Fort Worth, Texas, and then to Denver, Chicago and round the great lakes. He will remain here until the first of June.