

## 1922 


Where is the tire dealer headed for in 1922

ALONG about this time of the year the A tire-dealer is a much called upon man Probably a dozen different "Agencies" for a dozen different tires are hopefull. spread before him.
But when hegets off by himself and starts Agency Franchises are hardly more than Agency Franchises are hardly more than
permission to invest his money in this brand or that brand at his otwn risk.

Consider now-not what is said in behalf of the U. S. Tire Sales and Service Agreement-but what it does. Consider general conditio year. And note everywhere that U.S. Tire dealers have been the least affected of all. Observe how generally
the U.S. Tire dealer is respected. Not alone by
the public but by his local competitors. The U. S. Tire dealer always know where he is at. Right now-or in makin his plans for 1922
He can always put his hands on the
Where the U.S. S. Stes Franchise separates from

## things

 It trims to the dealer's storemost toval tirs-audience arvyltar.
If strports the decler with the $w$
and sumports the drater with the onost onstrus publicy expressed policies today
It carries the prestige of the U. S. Roval Cord
Tire and the "USCO" Tread.
If is the most south affer Fraa
chise in the sthole tire trade
U.S. denters will be the rank
og tire-merchants of 192
but in local reputation as buu

## United States Tires United States (aubber Company



## Geo. L. Treichler Motor Co.

Distributor

Medford, Oregon


## Choice Cuts

-and Others

A few months ago A ppaper man visited ets of Swift \& Cesale mar He wanted to see a re tailer buy a short loin of
 beef and then watch the retailer sell the porter
house and sirloin steak from it over his counter He thought this wo
The head of the market took the reporier into
the "cooler" where h showed hum a high clus side of beef. With woodenskewer hemaiked
off the short loin and said, "That is only 8 per ent of the weight of th whole side and it is selling marked of the "chuck, which is about one-fo

The wide variation in the wholesale price of various cuts from the same side of beef is caused largely by course, just as whoiesome.
-it seems as though more people than ever are demanding choicer cuts, and their demand sets the price
If few people ask for tho forequarter cuts, the price of forequarters will automatically drop to a figure low enough to induce peopla to buy because of cheapness.

Even though certain cuts sell for relatively high frices, other cuts, due to :acic ail mand, sell solow hat averaged only a fraction of a cent a pound
cuts that kecps prices for those cuts relatively high; a equalizing benefit producer, packer, retailer and consumer.

Our average wholesale selling price of all product
Swift \& Company, U. S. A.
19GOTOPRSON
ANII-RUST AGT
HERE IS THE LIST TO SELECT YOUR
CHRISTMAS CAR

remes piven Cone in and

Sumeltas.
1-Maxwell
Ren Speedwayon
Dodge Touring
Ford Tening:

- Acason Truck

SERVICE GARAGE
Under New Management

