

CUT YOUR HAULING COST ONE HALF



Ask Us to "SHOW YOU" Today

Ask us to show you today, how you can haul or deliver three or four times as much merchandise or freight at one-half the expense.

How you can cover twice as much territory with your delivery system in one-half the time and how you can reduce your investment in horses or heavy trucks and get greater efficiency.

We will do it without wasting a moment of your time, because we have the proof so that you can see at a glance how other wide-awake

\$350

Plus a FORD
new or used
Makes a
Guaranteed
One-Ton Truck



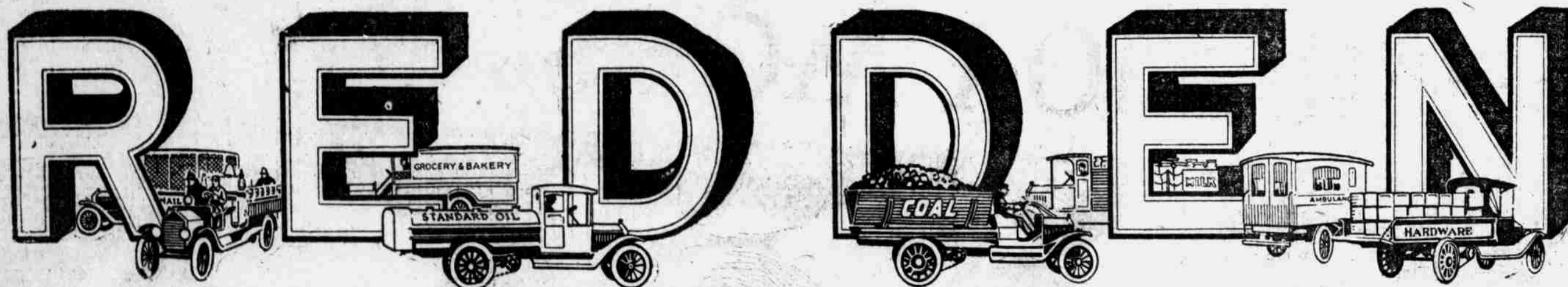
business men are cutting their hauling costs in half and giving better service and better satisfaction to their customers.

Here is the most efficient, the most economical and most dependable one-ton truck made. It is the most efficient because it is designed by truck experts, built complete in our own mammoth factories of the best materials obtainable and is fully guaranteed.

It is the most economical because it requires a minimum investment and can be operated at a minimum of expense. It will do four times the work of a team of horses at about the same investment and less upkeep.

It is the most dependable because made heavier in every vital part—it is made "over-size" throughout to give longer wear and better service.

The Big Dependable, Over-size—



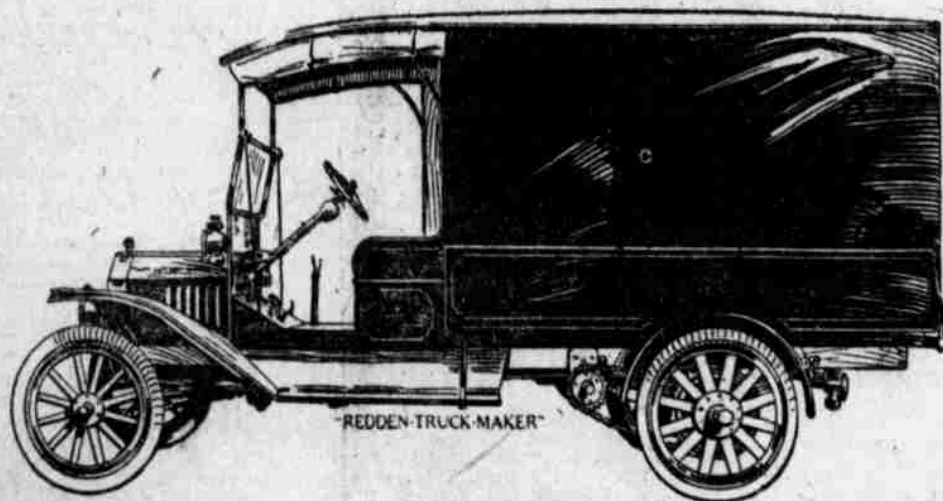
TRUCK MAKER

Licensed Under Cook Patents which are Basic and Dominating

**Stronger Frame
Over-size Tires**

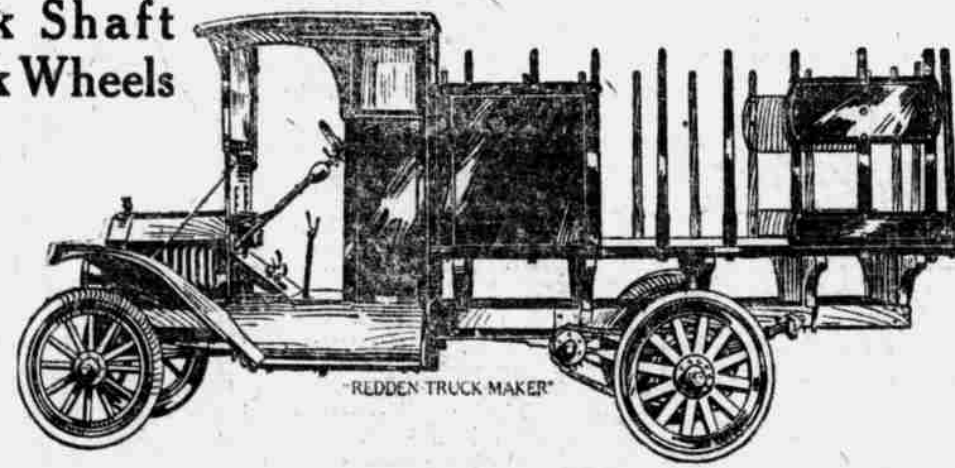
**Bigger Bearings
Heavier Axle**

**Heavier Springs
Heavier Shackles**



**Has Two Extra Brakes on the Jack Shaft
Has Two Emergency Brakes on the Truck Wheels**

The REDDEN TRUCK MAKER is the big, strong, sturdy truck selected by the biggest business concerns in the country—the Armours, General Electric Co., Coca Cola, Ward Baking Co., and many others of national reputation. They "picked" the REDDEN because of its exceptional, heavy construction, clearly indicating it is the "best buy" in the truck line. Let us prove it to you today.



If You Are a Dealer—

Grab your 'phone and call us. Or, if you prefer, write, but better do it today. We have a few good openings in the Omaha territory which are going fast. The tremendous demand for truck making attachments has opened up a big, profitable field for automobile and kindred dealers. Our proposition is the fastest, easiest and most profitable truck agency you can get. With the many BIG SELLING ADVANTAGES—a bigger, stronger, sturdier truck—backed by big advertising and dealer saleshelps, makes it the agency every live dealer prefers. Write, 'phone or wire Western Motor Car Co. today.

WESTERN MOTOR CAR CO.

Western Distributors

2054 Farnam Street OMAHA, NEB. Phone Douglas 4904
Branches at Lincoln, Hastings, Hooper, Neb., and Wichita, Kan.

Our Fair, Square Policy—

The key note of our business creed in selling the REDDEN TRUCK MAKER will be a "FAIR, SQUARE DEAL TO EVERYONE"—the same as it has been in selling pleasure cars. Our name and our reputation has been built by doing business on a big, broad minded, honest basis. Knowing that a satisfied customer is our biggest asset—our best advertisement, you will find no "narrow-minded" policies here. Our service is as near to you as your telephone. You will find us ready and willing to give you the utmost in prompt, efficient courteous attention at all times.