

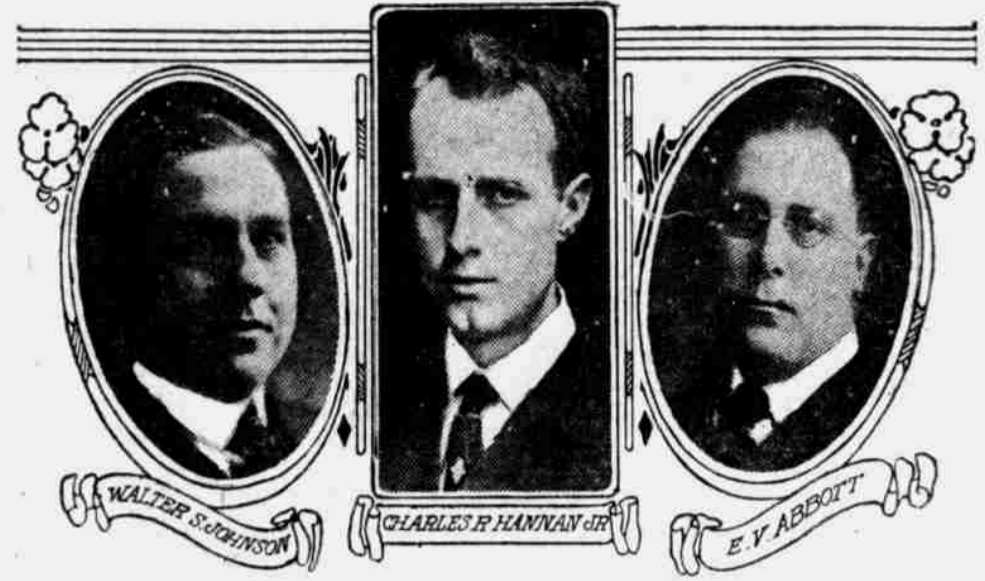
A Promise and Its Fulfillment

LAST year, just before the Automobile Show, we made a promise to ourselves and we outlined the substance of this promise to the public in the shape of a Business Creed. This Creed was

A FAIR, SQUARE DEAL TO EVERYONE

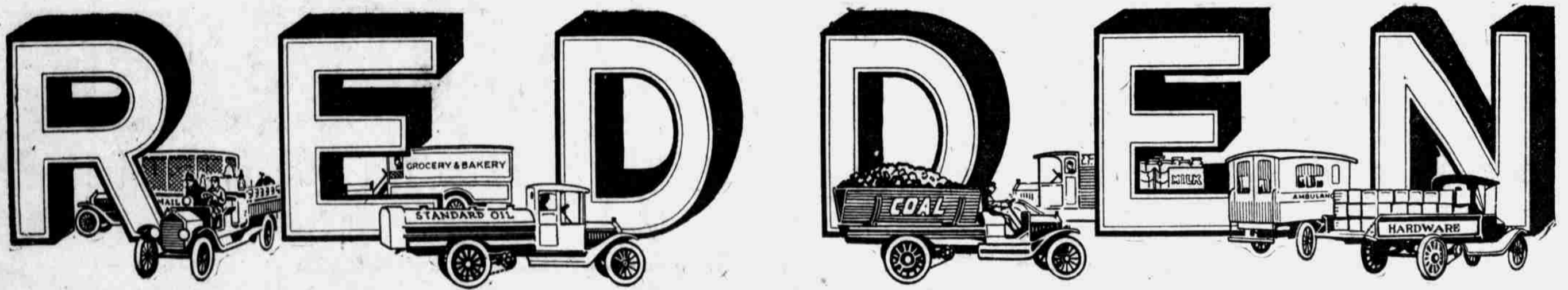
—and to the best of our ability we have lived up to this promise and Business Creed. It has won for us not only the respect and confidence of the dealers throughout our territory, but it has gained for us the Good Will of the community, which, by the way, is the most valuable asset which any business institution may possess.

The general approval of our business methods has made us very confident of our future and has given us courage to expand and take advantage of larger territory offerings which were made to us by the manufacturers.



We now control the distribution of the Chalmers Automobile and the Redden Truck Maker in the larger portion of four states.

In presenting the Redden Truck Maker to the people of this section we are offering for sale a truck unit which we have investigated thoroughly. We are satisfied that it is one of the best, if not the best, unit of its kind on the market. We are offering a Truck Unit which has found favor with, and is being used by such concerns as the Armours, General Electric Co., Coca Cola Co., Ward Baking Co. and many other concerns of National and International reputation.



TRUCK MAKER

Licensed Under Cook Patents which are Basic and Dominating

**Stronger Frame
Over-size Tires
Bigger Bearings**

\$350 Plus a FORD
new or used
Makes a
Guaranteed
One-Ton Truck



*A Big, Dependable
Over-sized Truck*

**Heavier Axles
Heavier Springs
Heavier Shackles**

The Redden Truck Maker is constructed upon the most scientific lines by engineers who have been in constant touch with hauling problems and it has been put to the acid test by various concerns using the Redden Truck Maker every day. It is no longer an engineering possibility. It is a proven, guaranteed ONE-TON TRUCK.

You will find features in the Redden construction which make it stand out as the one Truck Maker which is built correctly. The one which

will utilize the Ford motor to the fullest extent with the least possible strain. The one which has been designed to get the maximum amount of power from the Ford. IT IS A BIG DEPENDABLE OVER-SIZED TRUCK WITH TWO EXTRA BRAKES ON THE JACK SHAFT AND TWO EMERGENCY BRAKES ON THE TRUCK WHEELS.

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 Company

WESTERN DISTRIBUTORS

Omaha, Neb.

Phone Douglas 4904.

CHAS. R. HANNAN, JR., President

2054 Farnam Street.

WALTER S. JOHNSON, Secretary and Sales Manager

E. V. ABBOTT, Vice President and General Manager

BRANCHES—Lincoln, Hooper, Hastings, Neb., and Wichita, Kan.