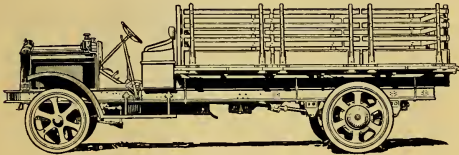


A GOOD TRUCK Is a Good Investment



ANYONE who needs a motor truck should not look upon it as an expense but as an investment—because a good truck will earn money.

You would not buy bonds or real estate because of low cost regardless of future value and earnings. The same reasoning applies to truck buying.

The purchaser of a White Truck backs his investment in it with the strength of The White Company; with its years of successful experience, with its thousands of trained employes, with its tens of thousands of trucks in active service, with its millions of capital, and a service organization, nation-wide, which has no parallel in the industry.

*There is a size and type of White Truck
for every hauling need*

WHITE TRUCKS

THE WHITE  COMPANY

G. A. URQUHART, *Pacific Coast Manager*

1480 Market St. at Van Ness Ave.
SAN FRANCISCO