

Now, at Christmas Time, the stores of America again play Santa Claus to the nation. Their vital, friendly influence is felt in every community. Crowds of holiday shoppers fill their aisles, and "serve the customer" is the watchword of the hour.

It is estimated that the stores of America deliver two billion packages a year to the homes of America. A large percentage of these packages are crowded into the hectic hours of the holiday season. And what a job the stores do seeing that this tremendous job is done right!

In the service end of Christmas selling, International Trucks play the role of Santa's sleigh to perfection just as they give star performance the year

*International Half-Ton is One-Ton Light Delivery Unit comes in 3 wheelbase lengths to fit all types of retail delivery. Ask your International dealer for full information on any International from 1/2-ton truck to heavy-duty six-wheelers.*

round for merchants in every merchandising field. Retail establishments of every kind rely on these famous trucks for unfailing delivery service, and they get it. Powerful, flexible and fast, these Light Delivery Units travel their routes on schedule at lowest cost per parcel and per mile.

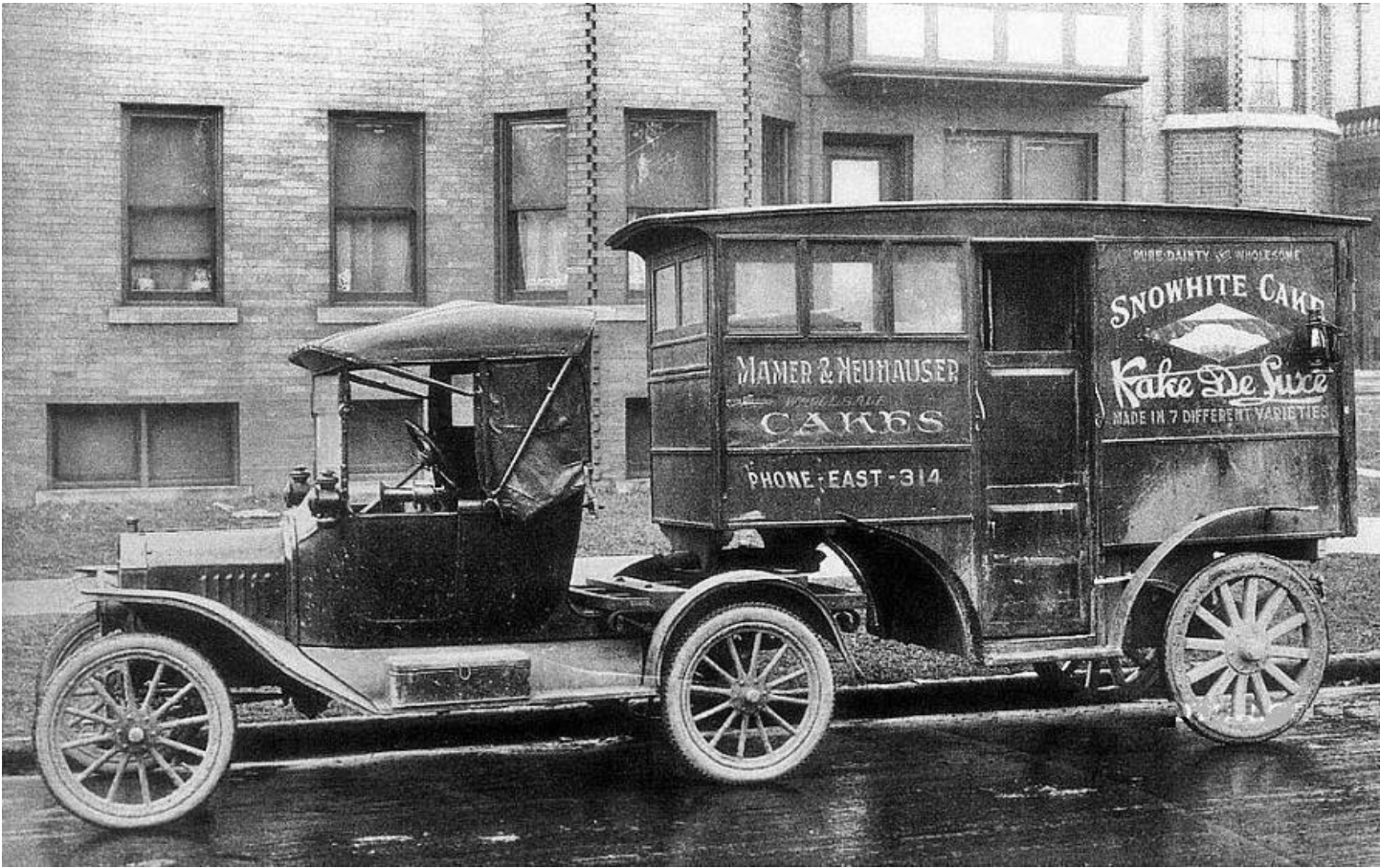
Thirty-three years of truck-building are concen-

trated in these Light Delivery Internationals. In them the stamina of heavy-duty trucks is combined with the stream-styled appearance of luxury motor cars. As a result, many of the biggest retail operators in the country make International Trucks their rolling store fronts, realizing that added profit lies in delivering prestige with every package.

Take stock of your hauling problems now, and in 1939 let Internationals add the prestige of their looks and the economy of their performance to the profits of your business. . . . Merry Christmas!

**INTERNATIONAL HARVESTER COMPANY**  
180 North Michigan Avenue Chicago, Illinois

# INTERNATIONAL TRUCKS

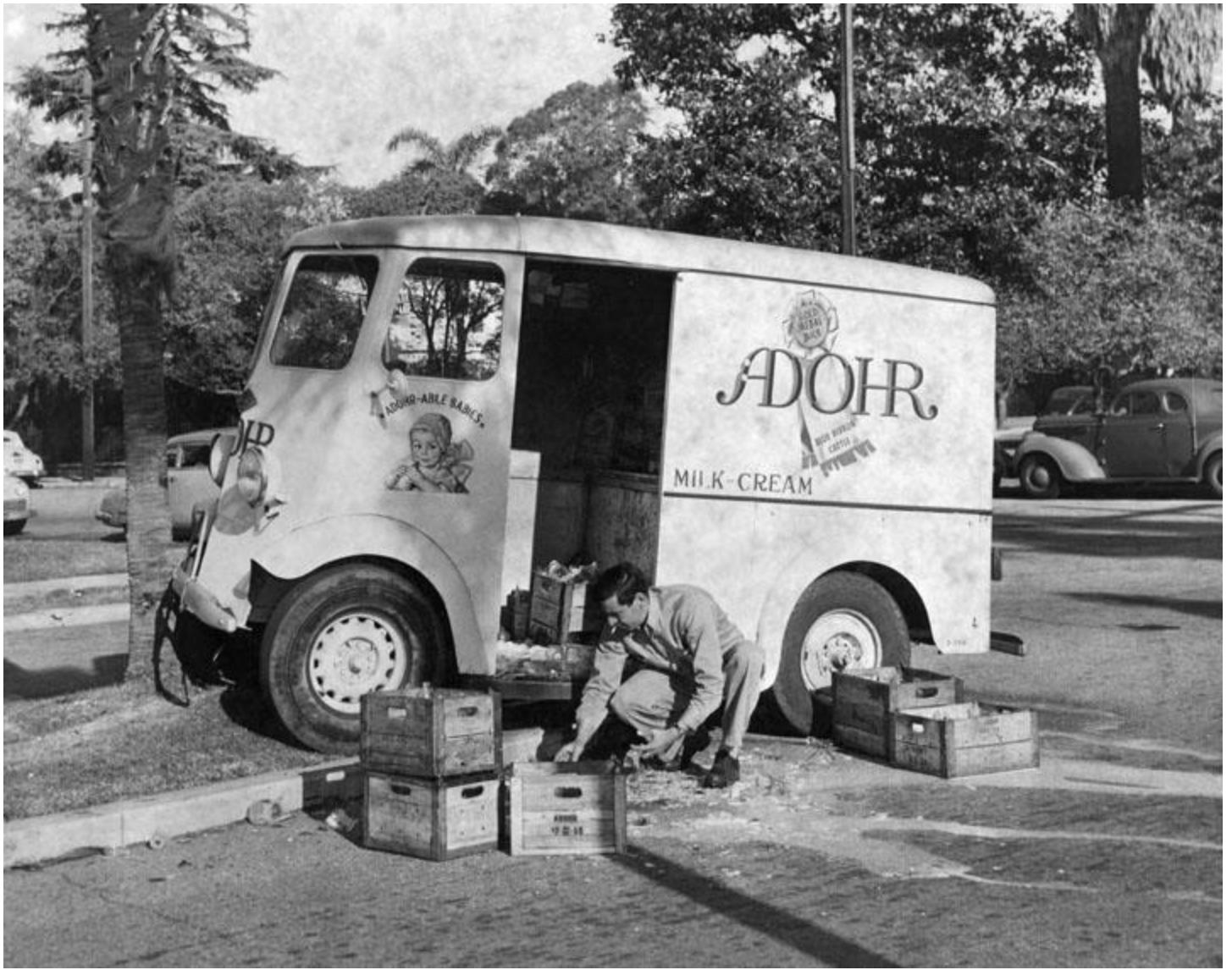


















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NEEDLESS TO SAY--- "THOSE WERE THE DAYS"