

Dealers' Announcements and News Features Concerning the Automobile Industry

ESSEX CHALLENGER TESTS PROVED TO BE GREAT SUCCESS

So successful was Essex challenge week, March 14th to 18th, that the Hudson Motor Car company has decided to extend the program for a month, using the slogan "Essex Challenge and Demonstration Month."

Record breaking performance from coast to coast and from Canada to the Gulf marked challenge week. Speed in excess of 70 miles an hour was shown in every section of the country excepting where deep snow drifts completely blocked traffic.

Endurance tests revealed better than 60 miles an hour for 24 hours; hill climbing tests saw Essex annex cups offered for the speediest climbs up Mt. Baldy and Mt. Madonna. New records were established in both cases.

Brakeage tests showed that Essex the challenger could be brought to a stop from 50, 45 and 25 miles an hour in almost half the distance required by the underwriters' bureau. Acceleration tests showed the car to be one of the fastest performers. The outstanding achievement along this line showed Essex hitting 70 miles an hour from a standing start in 5.5 seconds. The average showed 45 miles an hour in 17 seconds from a standing start.

Gasoline mileage averaged 22 miles on the highways and 13 miles to a gallon in heavy traffic.

A particularly noteworthy performance was reported from the Pacific coast where a stock Essex sealed in high gear and with hood and radiator sealed, completed the round trip from San Francisco to the Mexican border, a distance of 3,490 miles, without changing oil or water. This trip, regarded as one of the most difficult ever accomplished, included climbing twelve mountain ranges. The car, according to reports, could have gone several hundred more miles.

All of the tests were carried out under the supervision of newspapermen, police chiefs and safety heads, and all inter-city runs were checked by telegraph officials.

Among the "stunts" successfully pulled off is numbered the pulling around of a switch engine and the towing of a large loaded truck. It can be called a "stunt," though the consequences may be a little more serious. Alabama state police arrested the service manager of the McLaughlin Motor company of Montgomery and charged him with having gone at 81 miles an hour. In another city the newspaper men who supervised the tests were so enthusiastic about Essex the challenger that each one of them ordered and took delivery of an Essex car immediately following the test.

THRIFT VITAL TO SUCCESS IN LIFE

Declaring that the odds in modern business are too strong against the young man who has not acquired thrift and the habit of saving, John N. Willys, president of the Willys-Overland company, and one of the outstanding leaders in the automotive industry, takes very definite exception to Henry Ford's recent advice that young men should spend their money to be successful.

"It is not alone that the advice to spend money to be successful upsets every tradition and sound principle of good business, but it would hurl the earnest, ambitious young man into the mass of human driftwood which is content to lounge along without purpose or goal and which is not interested in the development of that force of character the self-discipline of intelligent saving builds," Mr. Willys said. "Saving is the world's greatest character developer and character is nothing but the plus sign on ability and capacity, real and potential."

Mr. Willys said that Mr. Ford's life and work are the best proof of the folly of not saving as the Ford millions were built on the "pennies earned and scraped together and invested in the Ford enterprises."

"Mr. Ford made every penny count when he was nursing his struggling enterprise along in the early days, just as he does today in the management of his many great business organizations in their full maturity," Mr. Willys added. "The old homely saying that 'Great oaks from tiny acorns grow' and the fact that the biggest of American fortunes had its source in the severest frugality and economy apply very specifically to the splendid success of his enterprises."

"A young man's saving should have a two-fold purpose. He should first invest in himself for the development of his earning power, capacity for enjoyment and living and usefulness to the community. The balance of his savings should be directed toward the building of a surplus as a pre-arranged measure. That would prepare him for the proverbial rainy day and for wise investment when the big opportunity presented itself."

"The phenomenal growth of this country and the greatest era of economic prosperity ever known is predicted on saving and thrift of the people. Surpluses created through work and saving have brought all the blessings of American prosperity which has given to this nation the world's highest standard of living."

"To save is to buy future leisure and peace and freedom from economic harass. It is the readiest and most cashable form of insurance. And most of all, it places one in a position to make the most of an opportunity."

Always on hand at
NATHAN FULLERTON'S

Accessory Concern Now Thirteen Years Old



157 stores operated by the Western Auto Supply Company are celebrating the 13th anniversary of the company this month. The first store was opened on the Pacific Coast in 1916 by George Pepperdine, founder of the company and its present head. Officials of the auto supply firm are shown above.

WAS
WESTERN AUTO
FIRST SALESMAN
AND GENERAL
HANDY MAN.

GEORGE PEPPERDINE
Founder and President of
Western Auto Supply Company

S. G. MILES
Secretary and Treasurer

UPON FIRST
STORE ON PACIFIC
COAST IN 1916

WESTERN AUTO
SUPPLY CO.

STARTED
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NASH MOTORS CO. FEATURE SERVICE

Better service to automobile owners will be the most important national contribution made by the Nash Motors company in the year 1929. C. W. Nash, president, predicted today following more than a month's personal participation in automobile shows throughout the country.

Since the first national exhibition opened in New York early in January, the industrial leader responsible for so many advances in American motor car construction and quality, has traveled almost constantly to the various show centers. With C. H. Bliss, sales manager, and other company officials, he has visited most of the principal distribution centers. He has inspected Nash sales and service facilities in each point, has addressed thousands of dealers and salesmen on the Nash sales firing line and has made a special study of Nash service departments and improvements in service organizations.

"One dissatisfied owner can do more damage to a great automobile merchandising structure than dozens of satisfied owners can mend," has been his chief automobile show theme, "and in 1929 the Nash car owner should be satisfied in every respect."

In summing up his impressions

of the automobile show season today, he declared that service is after all at the root of success in any public undertaking.

"In all my years of automobile work," he added, "I have tried to base my every activity on the simple rule that everyone is entitled to the kind of treatment I would want in any given situation. That has been the policy of the Nash Motors company since its inception and, I am happy to say, most men in our organization are big enough to be able to step over into the other fellow's position whenever such a question arises and see his point of view as well as their own."

"In our case, service does not mean alone in making adjustments in an owner's car cheerfully and efficiently. It lies in giving the public the last ounce of value in our power for its money; in supplying our cars with all of the advanced features that are exclusive with Nash; in placing the lowest price on our cars compatible with good business, and in guaranteeing strict honesty and fair dealing to the public throughout our great merchandising organization in every part of the world."

"We are entering a year of high promise, and are in the midst of the greatest public demand for Nash products in the history of the company. But in spite of all pressure that may be brought to bear on the part of buyers, the Nash policy of making every car as perfect as it can be made before it leaves the Nash factories will be adhered to as rigidly in the future as it has in the past. With a pro-

NEW FORD IS FIRST TO REACH ATOTAC

A new kind of machine was seen recently in Atotac, Mexico. Native of the Pacific coast town viewed this modern invention with a great deal of curiosity. It was an automobile.

General Rafael Sanchez, commander of the state of Guerrero, drove a model A Ford phaeton across country from Acapulco to

Atotac, over land so rough that none had made such a journey before. He sent this wire to H. Z. Martinez, Ford dealer at Iguala: "For your pleasure please be informed that the Ford car I purchased from you is the first automobile that has ever reached this town, over a difficult country where there are no roads at all and the land is strewn with rocks and soft sand. Motor in perfect condition after terrible test. Small native towns along path regarded first automobile with positive wonder."

Special discounts offered on General tires at the Roseburg Garage.

Eat barbecue sandwiches and live forever. Brand's Road Stand.

General tires go a long way to make friends. Big discounts for a short time. The Roseburg Garage.

Thoughts at This Time of Year

turn to the idea of a new home, improvements, repairs, additions, or beautifying your yard; which all lead to more happiness, pleasure and contentment. Let us help you carry out your ideas. We carry a complete stock of lumber of every description, build millwork of all kinds; also stock a full line of building materials.

Let us give you estimate—plans free.

COEN LUMBER COMPANY

ESSEX

THE CHALLENGER

A WIDE CHOICE OF COLORS AT NO EXTRA COST



Accepting its challenge by tens of thousands.....

the high point of ALL ESSEX selling records

\$695
AND UP
at factory

Coach	\$695
2-Door Coupe	695
Phaeton	695
Coupe	725
(with rumble seat)	
Standard Sedan	\$795
Town Sedan	850
Roadster	850
Convertible Coupe	895

Essex The Challenger Features and Standard Equipment Includes:

Patented Super-Six advantages eliminating vibration—4 Hydraulic shock absorbers—New type double action 4-wheel brakes uniformly effective in all weather—Above 70 miles an hour—60 all day long—Starter and electric gauge for fuel and oil on dash—Greater operation economy—Radiator shutters for heat control—Adjustable seats front and rear—Weatherproof doors, rattle-proof windows, silent body construction—All bright parts Chromium-plated—Saddle lamps—Windshield wiper—rear-view mirror—electrolock—controls on steering wheel.

With Super-Six owners by tens of thousands, repeating on Essex, the most spontaneous welcome ever extended a 6-cylinder car has brought hosts of car owners from every price and size field to Essex the Challenger.

Its acceptance is the talk everywhere. Again and again the largest production ever planned by Essex has had to be increased to meet this remarkable demand.

The results of Challenger Week by nation-wide proofs—in performance, reliability and economy—have extended the advantages of this big, fine car with the force of universal appeal.

With its open challenge, that exceeds no car—

—with its 24% greater power and 70-mile-an-hour performance

—with its greater beauty, adult-size capacity, riding ease and economy

—and with its brilliant chassis quality and fine, large bodies—Essex establishes also an outstanding leadership in obvious VALUE. It offers an ensemble of fine car equipment identical only with costly cars, and available, when at all, only as "extras," at extra cost on cars of Essex price. In Essex the Challenger—a complete, fine, big "Six"—these items of course are standard.

They represent several hundred visible dollars' worth of additional value, and are another reason for the enormous success which Essex the Challenger has enjoyed from the outset.

-a Six in the price range of the four

HANSEN CHEVROLET CO.

PHONE 446

ROSE STREET

ROSEBURG, ORE.

QUALITY AT LOW COST

ROY CATCHING MOTOR CO.

Completely equipped machine shop for handling all classes of auto repair work.

125 N. ROSE ST.

PHONE 438

ROSEBURG, ORE.