

29x4.40	\$5.79	30x3½	\$5.10
31x5.25	10.25	32x4	9.55



Few Patents Marketed

Only 1 or 2 per cent of the ideas patented are ever commercialized.

saved Chavez from possible death. While taking a suspicious looking car to the station, the car tried to escape by roaring around a corner. Chavez quickly followed and

ly new from radiator to rear bumper, individual without being radical. A frontal appearance, the only familiar

The New Essex Challenger is actually new from radiator to rear bumper. The design is modernistic and individual without being radical. A "head-on" view shows the changed frontal appearance, the only familiar part being the popular Essex hexagonal emblem.

T. R. MAXWELL, Distributor

LOOK C



RICHFIELD **THE GASOLINE OF POWER**