

CAREER OF
PEPPERDINE
LIKE NOVEL

By CHARLES F. BOULDIN.
It would be interesting to know how many of Oakland's leading businessmen—men who have achieved a good measure of success in their chosen lines—can look back on the days when they experienced thrills akin to leading some of the stories penned by Horatio Alger Jr.

To those who can look back Memory Lane and remember the pleasures they experienced in leading such of Alger's stories as "Chester Rand," "Facing the World," and "The Young Salesman," there will be much of interest in the story of George Pepperdine, president of the Western Auto Supply Company.

Memory brings back recollections of the courage, stick-to-it-iveness, and determination that personified the heroes in all of Alger's stories. Read the account of the success of California's automobile accessory magnate and ask yourself if he isn't the sort of chap that it would pay the younger generation well to pattern after.

ONCE WAS BOOKKEEPER.
Just a few years ago, in 1909, to be more exact, George Pepperdine was a bookkeeper for a tire concern in Kansas City, earning the princely salary of \$12 a week, with wife and baby to support on his earnings. He was a good bookkeeper, so we are told, but possibilities in that line did not offer much in the way of advancement, at least not enough about which to become enthusiastic.

With the knowledge Pepperdine had of the tire business, and the automobile business in general through his association with it, he realized that there was destined to be a growth of the industry that was far beyond the expectations of some of the men engaged in the business.

In those days automobiles were sold minus horns, spare tires, tubes, motorcets, and in some cases even windshields and tops were extra equipment. What would be more natural to believe, then, than that a very definite market existed for equipment that would add to the comfort and pleasures of motoring?

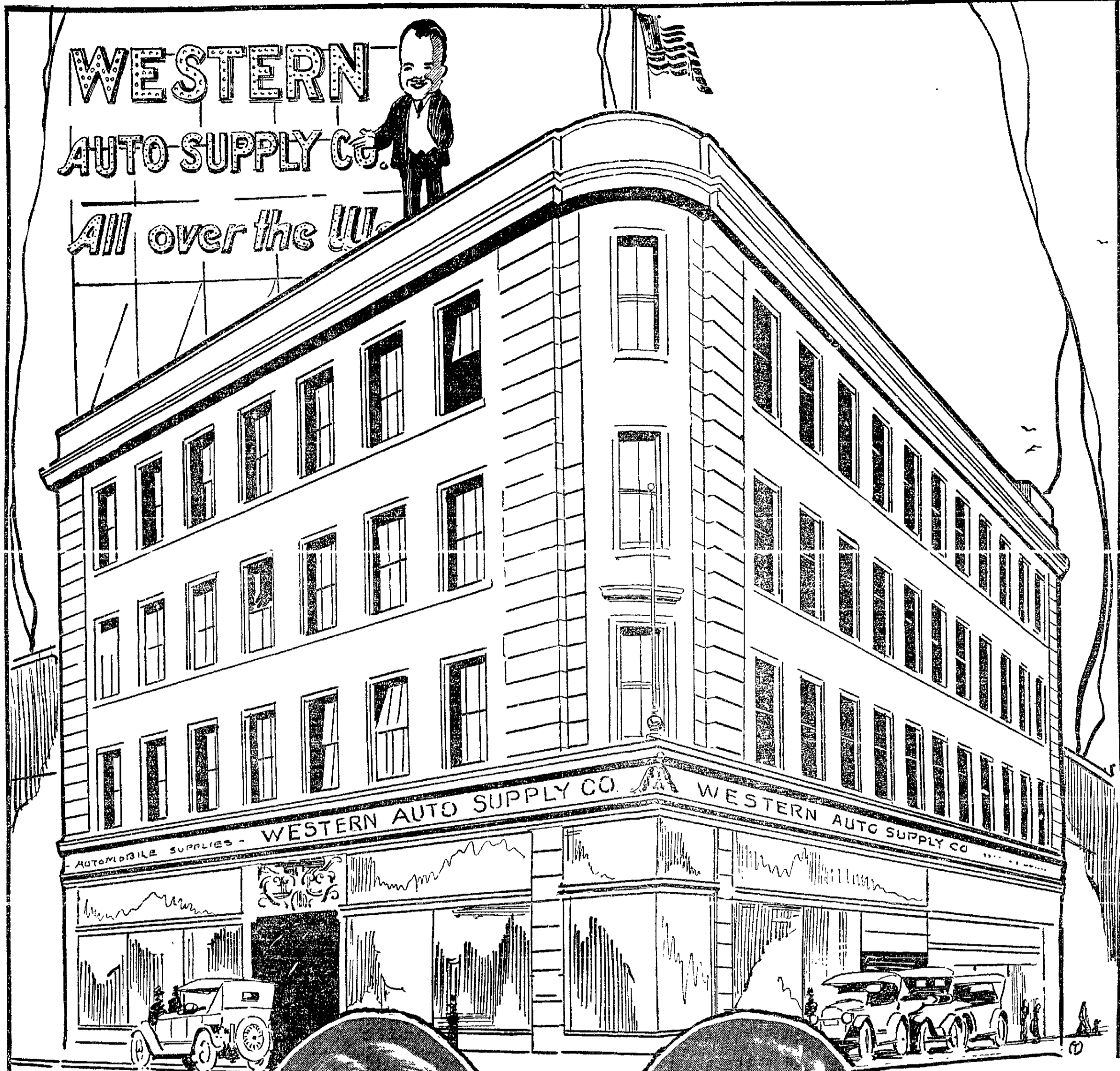
Pepperdine had that idea—and had it so fixed in his mind that he decided to invest a few dollars of savings he had been able to accumulate after paying himself a butler's salary, baker and the like out of his \$12 weekly stipend. His idea of an investment seemed, to his friends and acquaintances, about as safe as buying city lots in the middle of San Pablo Bay in the hope that some day the ocean would dry up and the property become extremely valuable.

\$10 WORTH OF STAMPS.
Nevertheless he did invest this money, it did not exceed ten dollars, I am told, in the purchase of one-cent postage stamps. To a friendly printer he gave an order for several hundred circulars that portrayed and priced several of the most popular automobile accessories then on the market, and by quoting a price that would allow him a small profit and yet be lower than the regular retail price, he hoped to be able to secure mail orders for the merchandise.

Who can tell, in mere words, the almost breathless suspense with

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Western Auto Supply Company Opens New Building in Oakland
The upper view shows the new home of the Western Auto Supply Company in Oakland, at Twenty-fourth and Broadway. Below are the heads of the company, Mr. and Mrs. George Pepperdine. A great celebration is planned for Tuesday next when the formal opening will take place. These views show the exterior and the interior.



NEW SUPPLY
STORE OPENS
ON TUESDAY

Officials of the Western Auto Supply Company, who open at Twenty-fourth and Broadway Tuesday, June 23, one of the largest stores in the United States to be devoted exclusively to the retail sale of automobile accessories and equipment, are demonstrating with an investment of approximately \$350,000 their faith in the future of Oakland.

The growth of the Western Auto Supply Company from one small store in 1916 to the commanding position of being the world's biggest retailer of automobile equipment, has been based on mature judgment as to the commercial future of the communities in which they have centered their activities and it speaks well for Oakland that this concern has selected the East-bay metropolis as their headquarters for the Northern California district.

As Western Auto headquarters for the district reaching from Merced on the south to Chico on the north and as far eastward as Reno, Nev., the new Oakland store and warehouse will supply upward of 25 of the Western Auto's smaller retail stores, including those in San Francisco.

In order to secure a building large enough for this purpose, the four-story structure at Twenty-fourth and Broadway was purchased and completely remodeled to adapt it for use as an accessory

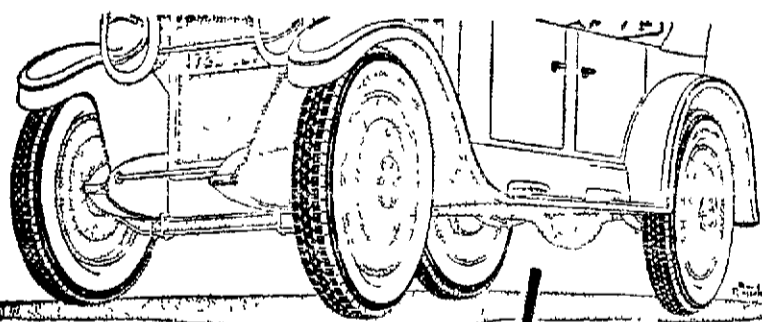
BUILDING REMODELED.
The alterations to this building, consisting as they did of work that practically amounted to an entire remodeling of the structure, were completed in what is supposed to be record time for the amount of work that was required. But five weeks will have elapsed on the opening date from the time work was first started on the building, and those who are familiar with the appearance of the structure before it was purchased by the Western Auto Supply Company will find it hard to realize that it is the same building.

New floors have been laid, the interior has been remodeled, a balcony floor for offices has been installed, and exterior refinements placed so that it has all the appearance of a new building. The alterations necessitated the expenditure of many thousands of dollars, but the appearance and the increased value of the building, now that remodeling has been completed, have more than justified the expense. The new Western Auto headquarters is a four-story, reinforced concrete structure that has a frontage of 100 feet on Broadway and 150 feet on Twenty-fourth street.

WELL-ARRANGED STORE.
The main floor, which will be devoted to retail sales and service facilities, has a height of two stories from floor to ceiling and is to be one of the best-arranged stores in the entire Western Auto chain of more than 125 stores.

The second floor of the building will be devoted to the supply of the Oakland stores and the other Western Auto stores in the Northern California district. The shipping

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Western Giant Cords!
ALL Around!

A foundation for successful motoring. Four big, husky brutes that like hard wear so well they always come back for more.

Road conditions never worry them. They are surefooted—the row of deep suction cups and the rugged edges in the wide, heavy tread enable them to dig-in and hold fast on the hills, slippery pavements and sandy roads.

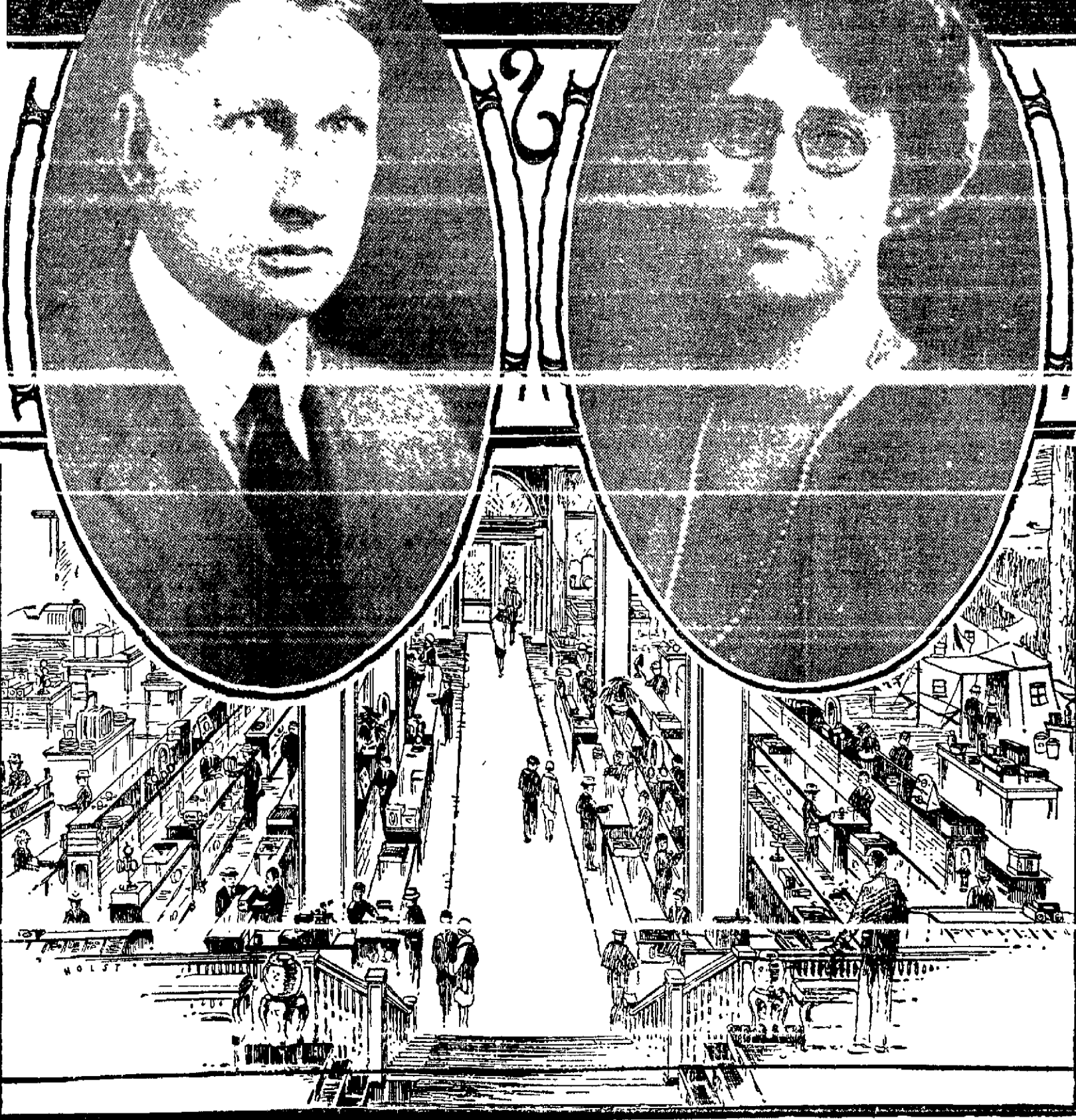
Thousands of enthusiastic users recommend Western Giants to their friends.

To inspire such enthusiasm, these tires must have something. Don't you owe it to yourself—to your safety, comfort and economy in driving—to know what this something is? There's a "Western Auto" store near you. Dive in today—look at this tire—ask about the liberal guarantee that protects you. Then prepare for peace of mind and the complete confidence in your tires that will make motoring a real pleasure.

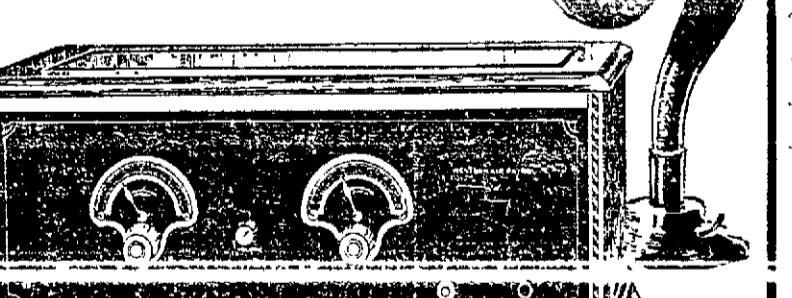
Your Tires will be mounted Free at any "Western Auto" Store

Everything for Your Car
More than 125 stores—all over the West

Western Auto Supply Co.
24th and Broadway



See This Set at Our
CAMP GOODS
and RADIO SHOW
10:00 A. M. to 11:00 P. M.



\$98.50
5-Tube Complete
Tuned Radio Frequency

Complete with the following standard accessories: 5, 201A Radiotron Tubes; Brandes Table Talker with plug; 2, 45-Volt Franco "B" Batteries; Wizard Rubber Case Storage Battery; 100 ft. 7-strand aerial wire; 20 ft. silk-covered lead-in wire; 20 ft. rubber-covered ground wire; 5-wire loom for "A" and "B" battery connections. 3 Porcelain Insulators. Installed in your home for \$98.50. Aerial not installed. Convenient terms.

More than 125 Stores in the West
Western Auto Supply Co.
Main Store
24th and Broadway