

NELSON SALES COMPANY, Inc.

DISTRIBUTORS

AUTOMOTIVE REPLACEMENT PARTS

ACCESSORIES -- EQUIPMENT

REIDSVILLE, GEORGIA 30453

1929

1979

50 Years in the Automotive Parts Business

In 1929 my father Lee Roy Nelson, age 34, started Nelson Sales Company as a wagon Jobber. He had previously been a successful partner in Nelson-Kicklighter-~~Sixes~~ Motor Company, a Ford dealership in Glennville, Ga., selling model T Fords. In 1928 they sold the Ford Dealership and Lee Roy Nelson took his part of the capital and established the Nelson-Sixes Motor Company, a Whippet-Willis Knight dealership in Waycross, Ga. The whippet was comparable to the model A Ford, which Ford had just started producing. The Willis Knight was the deluxe 6 cylinder auto comparable to Buick, Packard, Cadillac or Dodge. These cars and Nelson-Sixes Motor Co. probably would have survived, except for the very severe depression of 1929. People could not pay for a car, and most of what they had sold had to be ^{RE POSSESSED} repossessed. Many were burned. The business failed and left my father over \$30,000.00 in debt. He refused to declare bankruptcy and did pay every creditor over a 9 year period.

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In the fall of 1929 Lee Roy Nelson managed to Salvage a burned out Whippet 2 door sedan. He borrowed \$100.00 from a friend, went to Atlanta and bought auto parts. He established Nelson Sales Company as a wagon peddler, selling to Service Stations, and Garages, and Car Dealers. In 1937 he opened his first parts store and service station in Reidsville, Ga. He still retained his truck route selling to customers in about a 50 mile radius of Reidsville.

In 1949 we began some Jobber redistribution, and in 1972 we became a 100% warehouse Distributor.

We have grown some every year since 1929.

During our entire 50 years I remember us as having very little money, but we did increase our Auto parts inventory.

Thanks to all our customers and friends.

R. Merrill Nelson
President.
Nelson Sales Co. Inc.