

MEET YOUR MERCHANTS

CONLEY MOTOR COMPANY

CONLEY MOTOR COMPANY, INC.



One of Western North Carolina's most modern shops, complete with display room, service department, body shop, paint shop, parts department, lubrication department, is housed in this large brick structure.

TWO USED CAR LOTS



Shown above is Conley's Main Street Used Car Lot located directly across from Conley Motor Co. Here you will find a good selection of late used cars and trucks as well as many economy buys.



Conley's No. 2 Used Car Lot located on West Palmer Street is marked by the large amount of space available which allows a large number of vehicles to be on display at all times. Also three convenient entrances make this lot very accessible for the customer and easy drive in.

HERE IT IS!



Shown above is a 1959 Ford Station Wagon. Visit Conley's show room and get a good look at one of "The World's Most Beautifully Proportioned Cars."

Sell More Cars — Conley Motor Company Puts Honest Dealing To Trial

By NORMAN B. SMITH

Do you know why Conley Motor Company sells more new cars than any other dealer in Macon County? I think I do.

I was asking Charles Conley, manager, if he recommends trading cars annually. I expected, of course, a broad grin and a firm "yes". I got the broad grin, and he said, "Well, what we'd like to say is that today is the day to trade regardless of how old the car is! But, what we really recommend is to wait until the car is three years old or has 50,000 miles on it." For several reasons, Mr. Conley told me, that's the best time — soon there may be costly repairs, but there still is good trade-in value in a three-year-old car.

Then I asked him how he felt about the new law that requires standard prices on new cars plainly marked on the windshield (beginning with '59 models). I was looking for an almost unprintable reply because bargaining down from a too high "factory price" has always been standard operating in car dealing, but instead I heard Mr. Conley say, "I'm proud of it! The public was fooled long enough. Why, they had no idea of what a car was supposed to sell for."

That's why Conley Motor Company has led the other dealers in the past two years in new car sales. People have learned they can come here for an honest opinion and an honest price. They've learned

that under these conditions they'll come out better in the long run than when they try to beat a dealer at his own trade.

1959 Ford Tops Everything In Styling, Performance

Price Increase Is Very Slight

The 1959 Ford car line, which already has received an award at the Brussels World's Fair for styling elegance, will go on display at Ford dealerships on Friday, October 17.

The 1959 Ford car is new in concept and new in style. The 1959 styling theme is good taste, a result of consumer demand for more elegance and dignity in automotive styling as opposed to gaudiness or extremism.

In addition to Ford engines that have been engineered for greater fuel economy, Ford offers quality-designed construction and a new, lighter Fordomatic transmission with 105 fewer parts than in 1958. Mr. Wright said.

Every piece of body sheet metal in the 1959 Ford has been changed to reflect the good taste of the Thunderbird — America's most successfully-styled car. The Thunderbird's crisp, taut lines have given the Ford a formal quality and the impression of a bigger, heavier car without the addition of bulk.

Ford's 1959 styling earned the plaudits of the noted fashion authority, the Comite' Francais de l'Elegance, which, for the first time in history, bestowed a gold medal for styling on an American automobile at the close of the Brussels international exposition.

The 1959 Ford engines offer greater operating economy and improved engine performance in the normal driving ranges, 30 to 70 m.p.h. Ford recommends regular grade gasoline in all standard engines, which can result in a saving of up to one dollar a tank full. These benefits have been achieved in part by a slight horsepower reduction.

Every 1959 Ford is "quality-designed", a term Ford engineers use to define the emphasis placed on quality in the basic design of the car, starting from the drawing board stage. The result is a simplified design where possible, elimination of unnecessary parts as in the case of the new transmission, and more durable parts, such as Ford's new extended-life muffler and Diamond Lustre finish, an enamel that requires no waxing for the lifetime of the car.

Supporting the "quality design" program is a "quality built" philosophy, that centers on Ford's recently-dedicated Quality Control Center at Allen Park, Mich., where 1959 models were assembled on a pilot line months before introduction to be sure that each part met all engineering specifications and assembly requirements.

The 1959 Ford line includes 17 models ranging from the Custom 300's, which are six inches longer than in 1958, through the six station wagon models, to the Fairlanes and Fairlane 500's. Station wagon length has been increased more

than five inches; cargo area is eight inches longer, and cargo space is 11 cubic feet more than in last year's models. All 1959 Fords will be on a 118-inch wheel-base and will have an over-all length of 208 inches.

Windshield area has been increased 280 square inches, or 29 per cent, over 1958 Ford models.

With its refined engines, Ford is introducing a new version of the Fordomatic transmission. The 1959 Fordomatic, a two-speed automatic transmission, has eliminated the need for 105 parts, which, with the use of aluminum for the transmission case and bell housing, has reduced the total Fordomatic weight by 50 pounds, or 22.8 per cent.

Ford's four modern engines combine efficiency, durability and economy with the added customer savings resulting from quick and easy servicing. The full-flow oil filter, standard equipment on all 1959 engines, permits Ford to recommend an oil change only every 4,000 miles, resulting in further savings to the customer.

Ford is introducing a new version of the Magic-Aire Heater which provides instantaneous temperature response and even control. The new heater mixes hot and cold fresh air by mechanical dampers instead of modulating the water temperature in the heater core, thus maintaining a constant temperature even when car speed is changed.

The safety concept of "packaging the passenger" against injury, which Ford introduced to the auto industry, includes as standard features the extra-rugged, five cross-member frames with wide-flared side rails, safety door locks and the Lifeguard steering wheel. Safety seat belts, padded instrument panel and padded sun visors are available as optional equipment. Laminated safety glass, which Ford pioneered, is used in the windshield and side windows. The roof is strongly supported at the four corners and reinforced by channel-section cross braces.

The 1959 Ford with new Diamond Lustre finish, a super-enamel that doesn't require waxing, is available in a wide selection of solid and two-tone exterior colors, color-keyed to match the interior upholstery.

In This Series . . .

YOU WILL MEET

- Franklin Hosiery Company
- Nantahala Lumber Company
- Franklin Machine Shop
- Burrell Motor Company
- People's Department Store
- Reeves Hardware Company
- Macon County Supply Company
- Macon Theatre
- Franklin Indoor-Outdoor Theatre
- The Fashion Shop
- Franklin Gem Shop
- The Twin's Shop

YOU HAVE MET

- Belk's Department Store
- Franklin Hardware Company
- Franklin 5 & 10c Store
- Our Mountain Home Gift Shop
- Macon County Airport, Inc.
- Zickgraf Hardwood Company
- The Carolina Pharmacy

THEY'RE EAGER TO SATISFY WHEN TRADING

Will Give Guarantee On New Or Late Models

Wise traders wait for Conley Motor Company used car specials advertised in The Franklin Press and over WFSC. Five salesmen at two convenient lots are ready to help you with a trade that will make you happy.

"We'll trade any way," says Charles Conley, "if it means giving boot, taking boot, or swapping even." Real used car bargains are offered all day six days a week at the lot across from Conley Motor Company on Main Street or at No. 2 lot on West Palmer Street.

As for new cars, Ford prices are better than ever this year. "We offer sale bargains in Fords every day we're open," says Mr. Conley.

With late model used cars and all new cars there is a written guarantee. On new cars this 100% warranty is sometimes even extended past factory specified limits if performance isn't satisfactory. All autos are thoroughly checked and rechecked before put up for sale.

Service Department Tops In All Types Of Repairs

Complete Line Accessories Offered Here

The Conley Motor Company service station handles Shell gasoline (with TCP) including new power formula Super Shell and Shell motor oils.

The accessories department carries a complete stock of seat-covers and floor mats, tailored to order for any make or year auto. A full stock of radios, heaters, and other accessories are available.

Tires by B. F. Goodrich, Gates, and Goodyear—with attractive time payment plans—are offered. Batteries are by Ford.

Here are three products on display in the main salesroom that the motorist will find helpful, but inexpensive:

- (1) FoMoCo on the spot touch up paint for nicks and scratches in all Ford body paints. Comes with handy applicator on lid.
- (2) Zep sanitizer, deodorizer to freshen your car. Mint fragrance.
- (3) FoMoCo windshield washer solvent. For all weather use in removing bug spots, grease, grime.

Two Wrecker Trucks Ready 24 Hours Daily

Conley Motor Company's well-staffed service department offers complete repair to any make or model automobile. This includes paint, body, glass, electrical system, front end alignment, radiator, engine, fuel system, everything. Also offered are washing and lubrication.

First Class Shape

"All our equipment is in first class shape," says J. C. Aycock, shop foreman. "We stock special tools for each model as soon as it comes out."

Free Estimates

Estimates with no obligation are given on request. Parts that aren't in stock will be ordered immediately and arrive within 24 hours to maintain Conley Motor Company's traditionally rapid service.

24 Hour Wrecker

Wrecker service is offered 24 hours a day. Night wrecker call is 170-J. Two wreckers are available for use at all times.

Only Undercoating Job

The Conley Motor Company paint shop offers the only undercoating spray job in town. Other dealers even bring in new cars to have this protective spray applied to combat rust underneath the car.

Now's The Time To Get Conley's Winter Checkup

Winter is coming on fast. Now is the time to drive by Conley Motor Company for a complete winterizing checkup at very low cost. Be sure of safety and avoid needless repairs.

Here's what they'll do: tune engine, check brakes and tires, check battery, change oil, flush radiator and add anti-freeze, check heater and thermostat, tighten hose connections.

17 Are Employed To Serve You At Conley Motor Co.

Including Charles Conley, manager, Conley Motor Company employs 17 people. Salesmen at the main office are Charles Conley, Jr., Bob Moore, and Ralph Hensen. Palmer Street lot salesmen are Roy Mashburn and Jimmy Conley.

Foreman of the service department is J. C. Aycock. Also in the service department are T. J. Chavis, Bob Phillips, Fred Slagle, Frank McCall, and Tom Stewart. In the body shop are Clarence Roper and Richard Barnett.

Service station operator is Edgar Younce. Bookkeeper is Sarah Conley. Parts and accessories manager is Albert Harman.

Conley Bought Dealership From Duncan

Incorporated in 1955 As Family Enterprise

Duncan Motor Company, founded in 1941, was the first Ford dealer in Franklin since the Depression. Charles Conley came to work for the company in 1944.

He had previously been manager of Garland Conley Lumber Co., a finished wood products manufacturer in Greenville, Tennessee. His first experience with the automobile business was as bookkeeper for Perry-Jones Chevrolet Co. in 1927. This firm was located across the street from Conley Motor Co. in the building that West's Florist now occupies. Mr. Conley, a Macon County native, had graduated from King's Business College in Raleigh.

Charles Conley bought an interest in Duncan Motor Company in 1945. In April, 1953, he bought out his partner, Frank Duncan, and at this time the firm was given its name, Conley Motor Company.

The company incorporated in 1955 to include as stockholders Charles Conley, Charles Conley, Jr., Jimmy Conley, and Bob Moore. Charles, Jr., and Jimmy are sons of Mr. Conley, and Bob Moore is a son-in-law (married to the former Sue Conley). All four of the stockholders work at Conley Motor Company as does daughter-in-law Sarah Conley (wife of Jimmy).

Latest addition to Conley Motor Company was the West Palmer Street lot, opened in April, 1957, to relieve congested conditions on the Main Street lot.