

BUSINESS IS GOOD

During the month of December we stated that we were doing more business than ever before in our eight year history. We weren't exaggerating, and even though economist say we are still in a sluggish recovery, we continue to sell record numbers month after month. We're not trying to give the impression that we can sell cars without making a profit. No one can do that.

However, we believe that by dealing in volume numbers we can save customers money, everyday, all year. We do not believe in promising free gifts or free lunches or other gimmicks to lure customers to our showroom. We don't believe anything is free. We do believe in creating an atmosphere at our dealership that every individual sale gets treated as though it were our parents that we were selling to.

Some of our competition has stated that we are making a mistake and cannot continue to sell at a low profit level. Well . . . we are determined to prove them all wrong.

COURTESY'S NEW YEARS RESOLUTION

To You For 1992 will be to provide personalized service in every aspect of our dealership. We are the only dealership in Northeastern North Carolina to have committed to and now have already purchased a \$45,000 diagnostic machine. We are told, this will be a necessity to provide good customer service in the decade of the 90's. We sincerely believe this instrument of modern day technology will pay off by reducing customers time spent at service departments by having diagnostic problems corrected right the first time. We are committed to save you money in every department. We will honor any other advertized service special regardless if it's from another dealer or an independent service station. Just cut out the advertized special and bring it in . . . it's that simple. We will also honor any advertized price on any new Ford, Lincoln or Mercury product. Just cut it out and bring it in! We want to be your automotive store.

**We Will Not Be Undersold By
Anyone, Any Time, Any Place At Any Price!**



COURTESY

FORD • LINCOLN • MERCURY

ELIZABETH CITY

338-4783