



LOOK FOR US AT THE FAIR

BELLOW ALL YOU WANT BUT THERE'S NO "BULL" ABOUT "KING TUT"

— SERVICE —

"DROP AROUND AND GET TANKED UP—THANK YOU."

"READY FOR BUSINESS"

ALL THE CONVENIENCES OF HOME

THE BEST IN TIRES

ACCESSORIES—PARTS

Shower Baths

Ladies' Parlor

Southern Red Tread—Made in the South—None Better Made Anywhere

A Complete Stock of Everything for your convenience and comfort while touring. Look them over
GAS, OIL, WATER, AIR, 'N EVERYTHING

Eats!

Drinks

Smokes!

Candies!

Oversize Cord
Concord Agency For Michelin Tires

AT NIGHT LOOK FOR THE LIGHTS IN TREE
Just Below Southern Station—Around the Bend on National Highway.

Miller Geared-to-the-Road Tires

KING TUT SERVICE STATION

ON THE WAY TO THE FAIR

Fisher Has Most Successful Career

Starting in the ladies' ready-to-wear business with plenty of nerve and a knowledge of his business but with very little capital, Julius Fisher, head of the Fisher and Company, today is the owner of three prosperous stores with a net stock of about \$500,000 enjoying a large patronage from his popular piece of merchandise at Concord, Kannapolis and Gastonia. Mr. Fisher is the first to realize that much of his success is due to the ability of his wife, who, since their marriage nine years ago, has been associated with him in the ownership and management of the business. Mr. Fisher was born and reared in Concord, and on leaving school, went to work with H. L. Parks and Company, department store here, where he remained until 1910. Then he entered business for himself in the premises where the Central Barber Shop is now located. Fortune smiled on him from the beginning and he moved to a larger store on the square where Piggly Wiggly is now located. In 1913 growing business made another search for larger premises necessary and the present fine store on South Union Street was secured where there is floor space of 40 by 100 feet on each of two floors. In 1915 a store was opened at Kannapolis, one floor 25 by 75 feet and a few weeks ago another fine store was opened at Gastonia 25 by 100 feet in a choice loca-

tion on the best retail block, where he has been most generously met by the public in Gaston county.

Mr. Fisher is a member of the Merchants Association, the Merchants and Manufacturers Club, is an Elk and attends the Presbyterian Church. The firm deals in headwear, outer and under garments for women and children, ladies' and children's ready-to-wear suits, skirts, etc., house furnishings, china and glass and toys. The buying is given particularly close attention as Fisher and Company is noted in Cabarrus for being a centre of correct fashions.

Cabarrus Grocery Has Grown Fast

The Cabarrus Cash Grocery was established five years ago by J. L. Petrea and A. O. Swearingen, both of whom were born and reared in Cabarrus county and have a wide acquaintance in the surrounding country. Up till five years ago Mr. Petrea was farming and Mr. Swearingen was teaching school. Together they established their present business and have expanded in other lines owning the Sanitary Grocery on Union Street and the Ideal Lunch Room on Barbriek Street.

They specialize in the Cabarrus Cash Grocery in the handling of heavy groceries, both retail and wholesale, and are distributors for the Spartan Grain and Mill Company, pushing strongly the fact that the products of this firm are made

in North Carolina. They do a strictly cash business and maintain an excellent delivery service to all parts of Concord. Although a young firm they are said to be getting the largest amount of feed in carload lot shipments of any firm in the county. They distribute Grimes' first patent flour for Concord and Kannapolis.

Mr. Petrea is a Knight of Pythias and a Dokkie, married with three children. Mr. Swearingen is also a Knight of Pythias and a Dokkie, married with one child.

Patterson is All the Important Deals

The oldest established real estate and insurance firm in Concord is that of John K. Patterson and Company, with which is associated Mr. Patterson's son, S. K. Patterson, who is a member of the firm and looks after the insurance department. John K. Patterson, who is 73 years old, is most active in business and has been associated with most of the important realty deals of the last 25 years, notably in securing the property owned and occupied by the Cannon interests at Kannapolis. For years he was connected with the county administration, being Register of Deeds for about 20 years. He is a member of the Lutheran Church.

S. K. Patterson is a graduate of Trinity College, a Rotarian, and a Knight of Pythias. He attends the Lutheran

Church and is superintendent of the Sunday school.

John K. Patterson and Company enjoys a large patronage in both real estate and insurance, representing in fire companies, the Aetna, the Hartford, the Home and the London-Liverpool and Globe, which are among the largest insurance companies in the world. In life underwriting, the Mutual Benefit and the New Jersey Life are the companies represented.

Cline and Moose Do Big Seed Business

Cline and Moose, wholesale and retail grocers in heavy and fancy lines, who also sell feeds, grains, grass and field seeds, lime and cement, is one of the best known firms in its line in the county, especially with the farmers who give the firm a large patronage in the purchasing of seeds. They furnish the majority of the seed used in Cabarrus county and in parts of Rowan, Stanly and Mecklenburg counties.

The business was established sixteen years ago by J. A. Cline and J. O. Moose, the former being manager, and both being active in the business. Both are well known throughout this section of the Piedmont district, where they have been interested in various enterprises for many years.

The firm occupies a building 30 by 135 feet and the growth of the business has been such that two additions to the

building have had to be made since they became tenants. Mr. Cline built the store and started the business, being joined later by Mr. Moose.

Mr. Cline is a leading member of the Lutheran Church, being an elder for many years. Mr. Moose attends the Reformed Church, is an elder and superintendent of the Sunday school. He was for some time a deputy sheriff. The firm has 10 employees and two delivery trucks, doing a large business with both city and country patrons.

New Piggly Wiggly Owner Prospering

Although only a resident of Concord since August, C. W. Jenkins, the new owner of the Piggly Wiggly Store on South Union Street, opposite the St. Cloud Hotel, already feels at home and has won the goodwill of a large number of patrons. He bought the stock, fixtures and goodwill from J. H. Williams in August of this year, the stock then invoicing at about \$3,000. Today the stock is double that sum and business is growing fast. Mr. Jenkins was born in Gaston county, and on completing his education joined the army until the end of the war. In 1918 he got married and began farming near Gastonia, where he remained until this summer when he came to Concord and bought his present business. He is a member of the Merchants Association and attends the Methodist Church.

Concord National Bank is Strong

Concord is fortunate in having a bank of the type of the Concord National Bank which is known far beyond the territory in which it does business as one of the best managed and strongest financial institutions in the Piedmont section. With a capital of \$100,000 and a surplus of a like amount the stock of the bank is highly prized and only on the rarest occasions can a share be purchased. In addition to the surplus there are undivided profits of over \$30,000. Deposits amount to over a million dollars and loans to about the same amount.

Lippard and Barrier Old Established Firm

Lippard and Barrier is one of the oldest established firms in Concord, having been started many years ago by the father and uncle of the present owners who are H. S. and C. T. Barrier. On the death of their father, Mrs. M. E. Barrier, the mother of the present owners, ran the store for 15 or 20 years, being assisted towards the end by her two sons, who, when they left school, entered the business. A line of general groceries is carried, with fruits and vegetables, in a large store 30 by 80 feet, at 12 South Church Street, to which location the firm moved about 10 years ago. One truck and a bicycle delivery

is maintained. There are five employees. The firm has a large and steady family trade and is known through the county for the high quality of its merchandise and the satisfactory service given. H. S. Barrier is a Knight of Pythias, a Woodman and a Junior, as is also his brother, C. T. Barrier. Both attend the Reformed Church. Both are married.

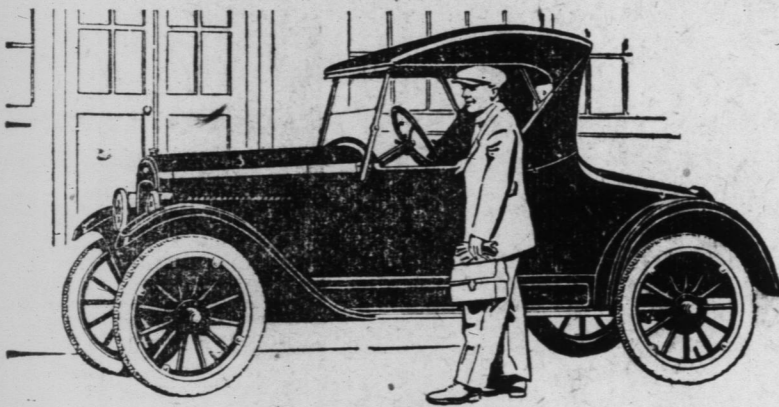
Love Has High Class Store Here

J. E. Love, dealer in men's clothing and furnishings, has had a most successful career since locating in Concord in 1911 when he started in business at 41 South Union Street as a tailor. In 1916 he added a line of clothing and men's furnishings and shoes. With this addition to his stock his business rapidly expanded and in 1921 he moved to larger quarters at 18 South Union Street to a one-story building 20 by 75 feet where he has again increased the size of his business.

Mr. Love came here from Danville, Va., where he was in the tailoring business. He is a 32nd degree Mason, a Shriner and a Pythian.

He specializes in Society Brand and Style Plus clothing, Eagle shirts, and Florsheim shoes, carrying a stock of about \$25,000.

If you wish to accomplish great things, busy yourself with what the mediocre refer to as "mere details."



1924 SUPERIOR Line Chevrolet 2-Passenger Roadster

All these advantages apply with added force to the SUPERIOR Roadster pictured above, which, due to reduced passenger capacity, develops still lower mileage costs.

No need to waste space with fulsome selling arguments. The American public knows automobile values. The spontaneous demand for these remarkable cars will tax even our greatly enlarged productive facilities.



See Display of New Model Chevrolet Automobiles

Chassis	-----	\$395
Roadster	-----	\$490
Touring	-----	\$495
Coupe	-----	\$640
Sedan	-----	\$795
Light Delivery	-----	\$495
Utility Express Truck	-----	\$550

Prices F. O. B. Flint, Mich.

QUALITY CARS at QUALITY PRICES

for Economical Transportation



More than ever before the Chevrolet Motor Company has again emphasized its admitted leadership as producer of the World's Lowest Priced Quality Automobiles.

The SUPERIOR Models here illustrated, at no higher prices than those of our preceding Models, represent the most sensational values in modern economical transportation ever established.

QUALITY has been still further improved by more artistic design and added equipment.

ECONOMY has been still further increased by engineering refinements and greatly increased service facilities throughout the whole country.

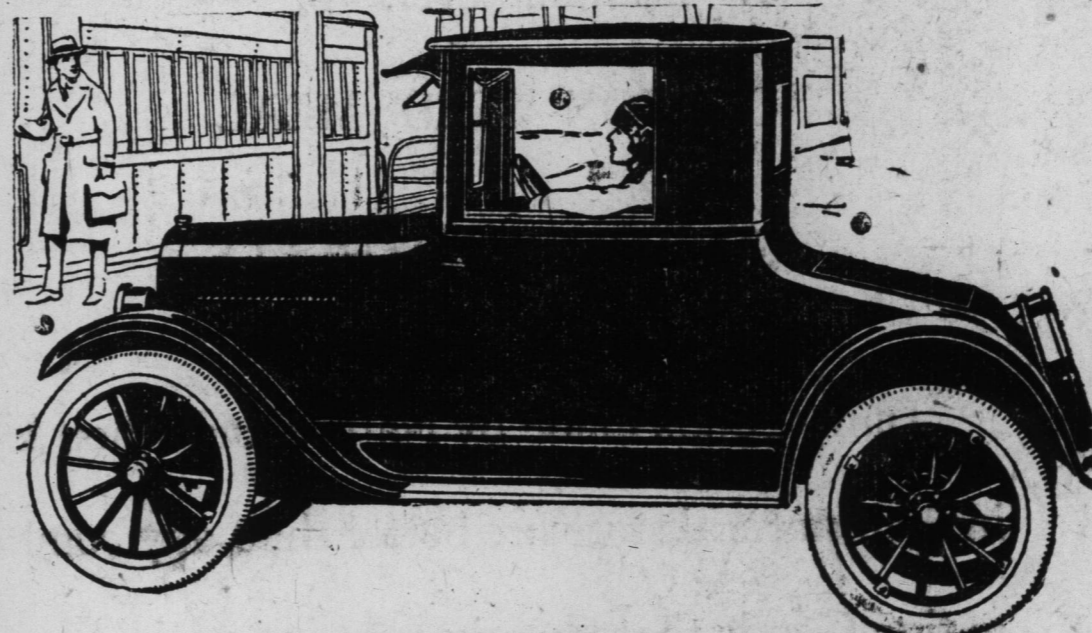
PRICES are being reduced in spite of added equipment and more expensive construction which have materially increased the average values.

Chevrolet Motor Company, Detroit, Mich.

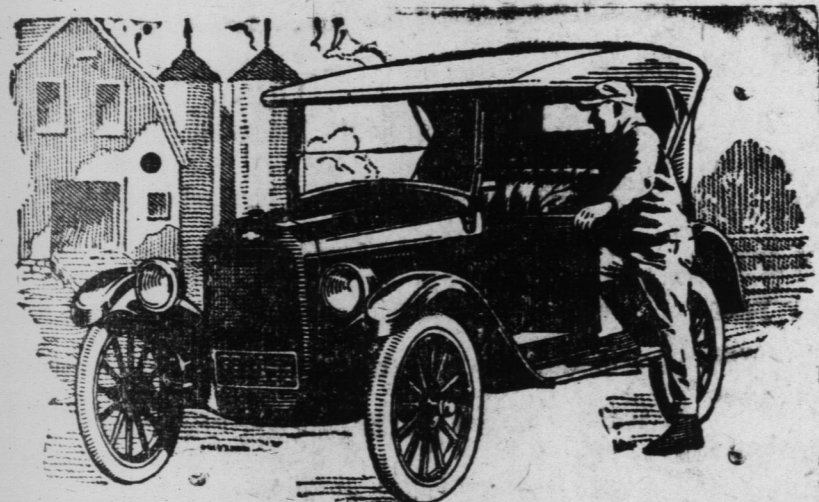
DIVISION OF GENERAL MOTORS CORPORATION

Motor and Tire Service Company

19-25 East Corbin Street



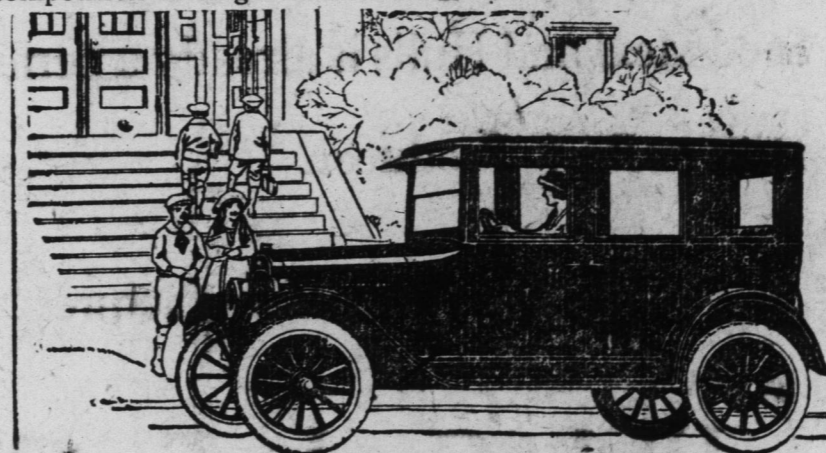
1924 SUPERIOR Line Chevrolet 2-Passenger Utility Coupe. The SUPERIOR Utility Coupe is bound to surpass the magnificent sales record of its 1923 predecessor. This is the world's lowest priced quality closed car, and far outdistances all competition in single seat closed automobiles.



1924 SUPERIOR Line Chevrolet 5-Passenger Touring

A glance at this photographic reproduction of the SUPERIOR Touring Car shows why it stands in a quality class of its own—incomparable.

Here is an automobile which anyone can be proud to own, because of its up-to-the-minute style, complete, modern engineering, and the lowest operating costs of any 5-passenger automobile made.



1924 SUPERIOR Line Chevrolet 5-Passenger Sedan. The SUPERIOR Sedan, like our preceding Sedan, is the outstanding world leader in the all-year type of family car. Chevrolet has led the automobile world in the pronounced shift to closed cars and our five passenger Sedan has been the chief reason.

At no time during 1923 after the first general distribution of the Sedan, were we able to keep pace with our orders. With this SUPERIOR model, improved in design, construction and added equipment, an even greater demand is anticipated that will maintain our position of leadership in the production of Closed cars with Fisher bodies.