

## Roanoke Chevrolet Company's Formal Opening Saturday

### Extensive Supply Of Parts Carried By Local Company

#### Chevrolet Firm Has Several Hundred Tailor-Made Bins For Parts

Modern business requires a lot of planning and a lot of material things, and the automobile business possibly leads the list with its whimsical and exacting demands.

With this in mind, the owners of the Roanoke Chevrolet Company set out some months ago to build a garage that would meet those demands and needs. In addition to the installation of thousands of bins in steel cases and tables, the company tailor-made hundreds of compartments for special parts. Ordinarily one would think comparatively little space would be necessary for automobile springs. But to offer the best service, the company had constructed fifty compartments for springs alone. A ten-year-old model with spring trouble could be fitted up from the supply and repaired without delay. The same condition surrounds glass for cars, the company carrying at least fifty pieces on hand in as many compartments.

Then there are compartments for parts ranging from a tiny bolt or nut on up to large fenders. There is no doubt about it, but the parts man has something to keep up with. But all the little gadgets are in numbered locations and can be readily found.

Most of the small parts are carried on the ground floor, but the larger parts are carried in the bulk storage on the second floor.

It isn't enough to have one steering wheel or some other individual part. There must be a steering wheel for this model, and that model, the company making it a policy, as far as it is humanly possible to do so, to keep parts available for all models dating back ten years or more.

The parts business is a big problem, but the Roanoke Chevrolet has and continues to work to solve the problem to the advantage of their patrons.

### Fewer Enrolled In The Colleges

For the first time since the end of World War II, the more than 1,600 institutions of higher learning in this country show a drop in enrollment this fall—187,809 from last year's record high. They report a total of 2,344,509 students. A substantial decline in veterans enrolled is partly responsible for this 7.4 per cent loss.

### Roanoke Chevrolet Company Personnel



Pictured above are those who have been instrumental in the steady growth of the Roanoke Chevrolet Company here down through the years. Several of the personnel have been with the company since it was established on January 1, 1934. All are experts in their respective fields and are well known in this section and in the automotive field throughout the State. They are, left to right, seated, Miss Irene Tetterton, office secretary-accountant; John

Henry Edwards, secretary-treasurer and general manager; standing, Moses Alexander, wash and grease man; Raleigh Mizelle, mechanic; James Vann, paint and body man; Oscar Davenport, salesman; Reuben Bailey, mechanic; Perry Odom, mechanic; J. D. Baldree, stock clerk; Joe Johnson, mechanic; Walter Speller, shop foreman; Preston Johnson, mechanic; Harvey Baggett, salesman; James Speller, mechanic; and Cleveland Godard, janitor. Photo Royal Photographic Center)

### Special System For Ventilation

While it is strictly modern, the new Roanoke Chevrolet Company building has several especially unique features.

Its ventilating system is so arranged that exhaust fumes are sucked directly from motor vehicle exhaust pipes and blown out. The system also pulls fumes from the open building, eliminating the danger of monoxide poisoning and other disagreeable odors.

### Elephants Go For Sweet Potatoes

Barcelona, Spain.—A group of circus elephants being taken through the streets of this city surrounded a sweet potato stall and all the efforts of their keepers to move them were unavailing until the elephants had eaten the lot.

### FAITHFUL

While the Roanoke Chevrolet Company personnel moves as one big, happy family, several of the group are entitled to special distinction in that they have been with the firm from the day it was organized on January 1, 1934, to the present.

Miss Irene Tetterton, the capable office secretary who remains so young despite 17 years of service; Raleigh Mizelle, mechanic, and John Henry Edwards, the efficient manager, have been with the company since it was established. Several others have been with the firm for long periods.

Blonde: That husband of mine is a worm if I ever saw one!  
Redhead: He certainly is. I just saw a chicken pick him up.

Student: Where is the capital of the United States?  
Economics Prof.: Loaned out all over the world.

### Firm Better Able To Serve Patrons In New Building

Although recognized for its dependable service down through the years, the Roanoke Chevrolet Company is now able to offer an enhanced service in its new building, corner of U. S. Highways 17 and 64.

It was in keeping with the company's policy to keep in step with modern progress that its old quarters were vacated on Washington Street and the modern and spacious building was constructed and outfitted. "We owe much to the people of this section for the confidence, friendship and patronage in the past years, and we considered it only right and just to provide the best service humanly possible for them and others," Manager John H. Edwards said.

Relieving the congestion that was a great handicap in the old location, the new building is uniquely arranged to offer an efficient and reliable service.

There are ten car stalls where mechanics have complete sets of tools, work bench and other materials available in settings ideal from a lighting and convenience standpoint. The company is installing much modern equipment and new "gadgets". The new equipment includes a Bean front-end alignment machine, twin post hydraulic lift for lubrication, Sun motor analyzing machine for making precision adjustments and tuning motors, pressure purger for cleaning out radiators and motors, Allen battery charging units, complete equipment for rebuilding motors, not to mention the equipment for the body and paint departments.

### ASSET

The Roanoke Chevrolet Company is a big asset in the commercial life of Williamston and section, and its new building on the corner of Washington and Sycamore Streets is another monument to the progressive march of the town and community have enjoyed down through the years. Its owners and management are to be congratulated for their progressiveness and for their action, advanced to provide the people of this section with a modern automotive service in their chosen field.

### Want Machines To Do Nothing

Wanted: Four machines, weird and wonderful but good for nothing; British-built to prove that Britain's line in eccentrics is the most eccentric in the world; for exhibition during next year's Festival of Britain.

Laura Lee, poet and one of the Festival organizers, is searching for these white elephants of the workshop, because, he told a reporter, a tiny corner of the London Festival exhibition will be devoted to "British fantasy."

"In the four fantastic machines I want a whirl of cogs and wheels working full out—doing nothing."

"I want machines that are luxurious, extravagant, beautiful." Poet Lee admits he doesn't really know what he wants—but he's sure it exists somewhere.

## Expect Thousands To Inspect Modern New Building And See 1951 Model Autos On Display

### Modern Heating Unit For Garage

The new building of the Roanoke Chevrolet Company here has one of the most modern heating systems known to engineers. There are no radiators and there are no visible pipes. The system, known as radiant heat is buried in the concrete-tile floor, the heat coming through the floor to offer maximum comfort.

Installed by the Martin County Plumbing and Heating Company, the new system, powered by a special oil furnace, required one and one-half miles of one-half inch tubing and nearly 1,000 feet of one and one-half and two-inch pipe.

The power house or boiler room occupies a small building of its own just to the rear of the main building. The system is automatically controlled.

### County Leaders In Local Firm

The Roanoke Chevrolet Company, organized here on January 1, 1934, is made up of well-known men and leaders in the county.

Noah R. Peel is president, Fred Taylor is vice president and John H. Edwards is secretary-treasurer and general manager. Other organizers are silent partners, leaving the active management and operation to Mr. Edwards who has capably presided over the firm's ever-expanding operations.

### Flies 1,376 Miles To Unlock a Door

London—Able Seaman C. Templer flew home from Malta—1,370 miles—to bring his mother the keys to the front door.

Mrs. Bella Templer had been working in Israel and her son on the Mediterranean aboard a minesweeper. The son had the only keys to their house here.

Mrs. Templer decided unexpectedly to fly home. She cabled her boy. To higher authorities in His Majesty's Navy he explained the problem of the keys. He could airmail them but couldn't be sure they would arrive in time. The navy granted him leave.

### MANAGER



John Henry Edwards, secretary-treasurer and manager of the Roanoke Chevrolet Company, is well-known as a business man and one who figures prominently in the civic and religious life of the community. He is also chairman of the Martin County Board of Commissioners.

### Valuable Prizes Being Offered By The Management

#### Cordial Invitation Extended All The People To Attend Special Event

The Roanoke Chevrolet Company will hold its formal opening and display several of the new 1951 Chevrolet models in its modern and spacious new building, corner of Washington and Sycamore Streets, here on Saturday of this week, the event to mark another important milestone in the company's progressive march down through seventeen years of operation in Williamston.

The management and all employees are rapidly completing plans for the history-making event, and a warm welcome is being extended the general public throughout this entire section to attend.

There'll be valuable prizes awarded, including a 12-gauge Winchester pump gun, Elgin wrist watch, Sunbeam Mixer, U. S. Royal tire, two cases of Esso oil, Chevrolet safety light, AC oil filter, Trico auto windshield washer, two car rugs, set of seat covers, a heater, DuPont polish and cleaner. Refreshments will be served, and there'll be entertainment.

Announcing the formal opening, Manager John H. Edwards explained that the large building, including all departments, would be open for inspection, that he and his employees are anxious to greet all the people in this section at the formal opening and at any and all other times.

The main building, measuring 65 by 135 feet, is one of the most modern of its type in this section of the State. Constructed of brick and blocks, the building, including a 30x43-foot paint and body shop, has 10,027 square-feet of floor space.

The showroom, parts department and offices measure 40 by 60 feet, and are finished with knotty pine and tile flooring with large plate glass show windows in the front and sides.

Concrete drives lead to entrances, also paved, to the body and paint shops.

(Continued on Third Page)

### Spending More Than Taking In

The Federal Reserve Board reports that more than a third of the nation's families spent more than they took in last year, managing to get by chiefly on credit. Most of them were in the low-income brackets, adding that families in the top tenth in income piled up more savings than all other families put together.

### Allot Billions Of Dollars for Planes

More than half of the \$8,092,000,000 which have been obligated for new supplies and equipment by the armed forces in the last four months is going into aircraft, according to the Defense Department. Without specifying actual figures, between the Navy and the Air Force it was said that \$4,357,000,000 had been allotted for aircraft.

# Congratulations

To Our Friends, The

## Roanoke Chevrolet Company

It was our pleasure and privilege to install all the Plumbing and

## THE RADIANT HEAT

One of the two buildings in Williamston Heated (under and through the floor) by Radiant Heat.

Martin County Plumbing & Heating Co.

## ATTEND THE FORMAL OPENING OF Roanoke Chevrolet Co.

WASHINGTON STREET

WILLIAMSTON, N. C.

Saturday, December 9, 1950

An on the spot broadcast will be recorded at 9:45 a. m. for re-broadcast over WRRF at 12:45 p. m. Saturday.



WRRF

930 on your dial

