

**Lutz-Yelton Tractor and Truck Company  
Shelby, N. C.**

Lutz-Yelton Tractor and Truck Company is located at 400 N. LaFayette in Shelby and they are the authorized dealer for Gehl Forge Harvesters which is the complete three unit harvester used in the harvesting of silage. Gehl has three attachments which include the row crop attachment sickle bar attachment, and the pick-up attachment. These three attachments offer you the convenience of quick change improvements in the matter of minutes. The International Harvester Company has been famous for over 100 years in the manufacture of Forge Harvesters. This firm also carries a full line of Mall Chain saws for all your cutting needs.

This firm is your authorized dealer for the world famous International Harvester farm implements, including the Farmall Tractors, the McCormick Farm Machinery, the International Motor Trucks.

This progressive company is a farmers headquarters when it comes to farm implements and ma-

chinery, and no where in this section of the state will you find such a complete line of equipment to choose from, modern farm implement to keep up crop production and increase your yearly income.

The name International is your assurance of top quality, it is a name and a product you can depend on for years of dependable operation and service, and there is a type of tractor and implement to fit all jobs, and the economy of using International Harvester can not be out done by any other line.

The International Truck comes in all sizes to meet the demands of farmers, business men and contractors, it's long lasting endurance at hard work has made it famous the world over, and where the hard work is there you will find an International Truck doing an outstanding job.

And in this Guide of the better business firms of this section we wish to recommend this modern farm implement dealer to all our readers as one worthy of the fullest consideration.

**Suburban Rulane Gas Co. of N. C., Inc.  
Shelby, N. C.**

The Suburban Rulane Gas Company of North Carolina, Inc. is located at 212 S. Washington, phone 5751, in Shelby. This firm is distributor of Rulane gas for cooking, heating, refrigeration, and water heating. South Carolina residents near Rock Hill may call the Rock Hill, S. C., office at 212 E. Black Street, phone 3200.

Rural residents throughout this area have for many years looked to this modern gas company, not only for their needs in gas systems, but for a complete selection of home appliances by the country's leading manufacturers.

The gas systems supplied you by this concern are ideal, not only for cooking and heating, but for water heating and refrigeration as well. They are most essential for an absolutely modern home regardless of whether that home is located in a modern city or the most remote of rural communities.

This firm, backed by large capital resources and equipment, has the confidence of our small town and rural homemakers; they have expanded and grown until today they

are considered to be the undisputed leaders in this special field.

Their complete knowledge of the gas industry, plus their personal interest in each and every customer has earned for them a reputation that has spread throughout this section of the country. Their sincere desire to serve you with the very best in both gas and gas equipment has made them a growing concern that has been built upon the goodwill and satisfaction of all their customers.

The gas and gas systems supplied by this concern will modernize your living standards to equal that of the city homemakers. When ordering from this firm of gas specialists you will be supplied with a pure, clean gas that is very economical, as well as being ideal for all your cooking, heating, refrigeration and water heating requirements. In addition to all this, you are always assured of prompt delivery service.

So if you are not already one of their many satisfied customers, but have been planning on installing a gas system, why not call on this reliable firm.

**Fetzer Concrete Block and Products Co.  
Shelby, N. C.**

Fetzer Concrete Block and Products Company is located at 417 S. Morgan in Shelby and carry a large line of steel windows, masonry mix, frames, drain tile, cement, waterproofing paint, sand and gravel. See them for all of your concrete building needs.

This firm's products meet the specifications of Architects and Builders throughout the country as a whole. Their blocks are in great demand by all in the trade that have used them, and are being used in every type of construction where permanency is foremost. The public as a whole has found this to be the cheapest construction they can use and this firm has met the demands of all the cities with many beautiful structures built with concrete blocks.

This well known firm has spared nothing in the way of installing modern equipment. They will gladly furnish you ideas on how to con-

struct your farm buildings—barns, storage bins or any other building that you might need to build. This also goes for homes and commercial buildings. At this plant you will always get uniform blocks and the best material is put into the product. Their blocks are made of an aggregate, properly mixed and manufactured by the latest and best process.

We are pleased to compliment this firm on the progressive policy that you have followed in the company management of stepping up business ahead of the times, thus setting a pace for which they have earned a reputation of being a go-getter.

We are glad to pay tribute to this firm, and to point out to our readers, that a sincere desire to serve coupled with enterprising methods is largely responsible for their progressive standing.

**George Dover—Venetian Blinds  
Shelby, N. C.**

George Dover, Venetian Blinds, located on the Shelby Road, phone 5514W1, in Shelby, are manufacturers of all Flexalume venetian blinds.

For those who want the finest in custom made venetian blinds, the all Flexalume is from top to bottom your best buy, and here are just a few reasons why; they wipe-clean with a damp cloth and are equipped with the wipe clean plastic cords, tassels and tape. Flexalume use only the finest spring-tempered "Snap-Back" aluminum slats, and all Flexalume blinds are equipped with their fool-proof operating hardware mechanism.

Flexalume Quality Venetian Blinds offer you many decorating advan-

tages not found in any other stock or custom made blind on the market today. They are made in many beautiful color combinations to harmonize with the color scheme of every room of your home; these, and many other features make the all Flexalume Venetian Blind the "one" Blind to give you the utmost satisfaction.

If you are planning on having venetian blinds installed in your home, store or office, then let us call your special attention to this dependable dealer for you will find them best qualified to give you a complete service. Why not do as so many of your friends are doing and call this venetian blind specialist for your needs, in venetian blinds.

**Carolina Well Drilling Company, Inc.**

Carolina Well Drilling Company, Inc. is located at 319 Lineberger in Shelby and does drilling for six, eight, and ten inch wells. They also do test hole drilling for rural homes, farms, and industrial establishments.

See this firm for complete and reliable domestic, commercial, industrial and farm well drilling and irrigation service. See them for the installation of pumps and complete water systems.

When in need of anything in the line of well drilling, irrigation

pumps or water systems you can do no better than to contact them. They have long been noted for their dependable and up-to-date service; they have in their employ only the most experienced and most capable men whose years of experience and study is your assurance of the finest quality work. They have at their disposal modern well drilling equipment to complete your job in record time—saving you money in labor and material. Those of our readers who are in need of well drilling or water supply service, will find no

concern better equipped to handle this very important work.

The farmers and stock raisers should realize the unquestionable value of this important service. Every farmer knows the importance of having at all times a sufficient supply of fresh water. We can recommend this reliable well drilling firm to the people of this section and if in need of well service of any kind contact them for free estimates and advice. We take great pleasure in recommending these well drilling experts to all of our readers.

**Shelby Sporting Goods**

Shelby Sporting Goods is located at 211 N. LaFayette in Shelby. This firm carries a large line of sporting goods including athletic equipment by Spaulding, MacGregor, and Wilson. They have a full line of hunting and fishing equipment, hobby supplies and equipment in their hobby shop, such as model airplanes, model boats, airplane and boat motors, balsa wood, paints, and other hobby craft accessories.

This firm is known by sportsmen of all classes as headquarters for the best in all types of equipment, so regardless of what sports equipment you need or are interested in, they have it. They stock a most

complete line of equipment for all the sports, such as: Fishing, Hunting Supplies, Guns, Ammunition, Tackle and Tackle Boxes and complete supplies for these major sports. Good equipment means good performance and a satisfied customer. Their complete stock comes from the nation's leading manufacturers of sporting goods.

Of outstanding interest to all is their Athletic Department, in which they carry a complete stock and equipment for individuals, institutions and clubs, also schools, colleges and other athletic groups. They stock and supply the finest equipment by the World's Leading

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Manufacturers of Athletic Goods, in golf, tennis, baseball, football and others of the major sports.

The heads of this firm, being sportsmen themselves, naturally have a better understanding of what is needed in the pursuit of various games and sports—therefore are better equipped to advise you on the selection of your equipment.

Through the medium of this Friendly Guide, we take pleasure in calling your special attention to this Athletic and Sporting Goods Establishment as being the right place to purchase all your needs in Sporting Goods.

**Shelby Concrete Products**

Shelby Concrete Products, located on Lee Street in Shelby, N. C. are manufacturers and distributors of Vibrated and Steam Cured Tuff-Lite Blocks and concrete blocks. These are manufactured in thirty-eight different styles and sizes for any type of commercial, industrial and residential construction.

These blocks are in great demand throughout the country and are most popular with those building contractors who have had wide experience in the use of concrete blocks for building purposes. The economy, safety, and architectural supremacy of their concrete blocks are acknowledged facts and need no comment here. Let us add, however, that they are prepared to take care of all demands from the larg-

est to the smallest amount.

Farmers, real estate men and subdividers, should be especially interested in this firm. Their blocks will permit the farmers to build better houses, barns, and outbuildings. When you build with their blocks your building is not only fire proof, but will last for all time, there is no continued upkeep, your insurance rates are lower, and the building, whether house, barn, outbuildings, commercial or industrial building will look as well years from now as it does the day it was constructed. Farmers of this vicinity as well as building contractors and home builders are urged to consult with this firm on matters pertaining to any type of construction and you are certain to find such a consultation to your

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advantage. Though they are experts in the line of manufacturing concrete blocks, they have always been very reasonable in their prices, people of this community have always found it worth while to consult this firm before buying. Special service and comprehensive information will be given to customers at all times whether the request be in person or over the telephone.

The management is among the well-known business men and manufacturers of this community who have always taken an active interest in our onward progress and development. We wish to compliment this progressive firm upon their success and wish to recommend their products to all of our readers.

**O. G. Penegar Co.**

O. G. Penegar Co., located 176 W. Franklin Ave., in Gastonia, phone 5-1236, offer a complete office outfitting and planning service. They also handle Greeting Cards, Stationery, Gift Items and a complete line of Luggage. They are your Sales and Service dealers for Underwood Typewriters, Underwood and Standard Adding Machines and R. C. Allen Adding Machines and Business Machines. Their Modern Service and repair department covers all features of the typewriter and adding machine business, and their experienced mechanics are completely trained to

render you the best in repair work. Another feature that assures you of a good buy is that this firm stands behind every machine they sell with dependable repair work at all times.

These machines will be found in offices of all kinds of business in this part of the State, and all who use them will attest to their good service.

They feature quiet, Standard, Portable Typewriters. All carriage widths, type styles, keyboards. Take your typewriter in and get it repaired by a factory trained man.

This well known firm has a

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complete supply of all kinds of office equipment and supplies to make your office convenient and capable of getting your work out on time.

The rapidly changing conditions in our present office routine are making it necessary to have office equipment that will do the job accurately and quickly. Shortages of manpower are making the demand greater on the smaller force and require the equipment for speed. Their prices are reasonable and the merchandise top quality.

They are gaining new customers daily because of their dependable practices.

**Bryant Electric Repair Co., Inc.**

Bryant Electric Repair Co., Inc., located 609 E. Franklin Ave., in Gastonia, is your sales and service dealer for Westinghouse TV and agent for Westinghouse Industrial Equipment. They also offer a complete Electric Motor Repair, Rewinding and Rebuilding Service and a repair service on all types of electrical appliances.

This firm of electrical contractors specialize in Residential, Industrial and Commercial wiring. There are many jobs throughout the county that are a tribute to their ability as electrical contractors, schools, hospitals, industrial plants. They do wiring for homes as

well as industry, also maintenance and repairs.

This section of the country as a whole, has an added business advantage by having in its midst such a well known electrical establishment whose commendable policies and products of quality have gained for them an ever increasing business that can be noticed by the large contracts they are completing throughout this section. They are an authority in all fields of electrical wiring and contracting, for all homes, industry and commercial buildings alike.

The patrons of this company in their electrical field of contracting are assured of the very best that

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can be obtained in workmanship. This also applies to the materials that the company uses on all their jobs; so, from the standpoint of thoroughness, the policies of this reliable Company are of the best, and you will be wise to consult them before you let your next contract. Nothing in the way of an electrical job is too large for them and nothing is too small.

This section of the country is fortunate indeed to have an electrical Contractor that can supply all electrical needs in such a masterful way. We take great pride in referring this firm to all our readers of this Buying and Shopping Guide.

**Shelby's Studio**

Shelby's Studio is now in its new down-stairs location at 139 S. Merietta St., in Gastonia, phone 5-3191. They have been serving this and the surrounding section with the finest in Portraits and Commercial Photography since 1913.

When in need of anything in the line of photography you will find this studio one of the very best in the community.

The management has especially prepared this studio to take care of those customers who desire the very best in photography.

The studio has an excellent reputation for high class work and

for prompt and courteous attention to each and every customer.

Your photographs are finished in the most up-to-date manner, insuring the best at all times. Their prices are within reach of every one. All telephone appointments will be promptly taken care of. This Studio has established a large and substantial patronage among the people of the city and surrounding territory.

Every woman loves a picture. Photographs have always been more than a mere gift sentiment. A birthday photograph, for example, always delights because

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of the significance of the occasion as well as the enduring quality of the gift itself. So when you give, let your gift fulfill that existing desire for something lovely—a picture of yourself!

This firm has always been a booster for the community and through its efforts much out-of-town business has been attracted here.

We take great pleasure in recommending this firm as outstanding photographers. They will come to your place and make shots of special events, weddings and in fact will do all types of photography.