

The CRAWFORD-CHEVROLET CO.

Announces The Formal Opening Of Their Fine New Automotive Building

WEDNESDAY, JULY 17th (NEXT WEDNESDAY)

Everybody Cordially Invited To Attend. Music: Souvenirs: Refreshments

ERECTED AT A COST OF TWENTY-FIVE THOUSAND DOLLARS, THIS IS ONE OF THE MOST BEAUTIFUL, SUBSTANTIAL, AND THOROUGHLY EQUIPPED AUTOMOBILE PLANTS IN ALL THE CAROLINAS. IT IS A PLANT SUCH AS ALL CLEVELAND COUNTY PEOPLE MAY TAKE PRIDE AND YOU—EVERYBODY—IS INVITED TO ATTEND THE OPENING, WHEN YOU WILL BE SHOWN THROUGH THE BUILDING FROM TOP TO BOTTOM, AND ALL THE INTRICACIES OF AUTOMOBILE REPAIR WORK, AND THE LATEST IN MACHINERY WILL BE DEMONSTRATED.

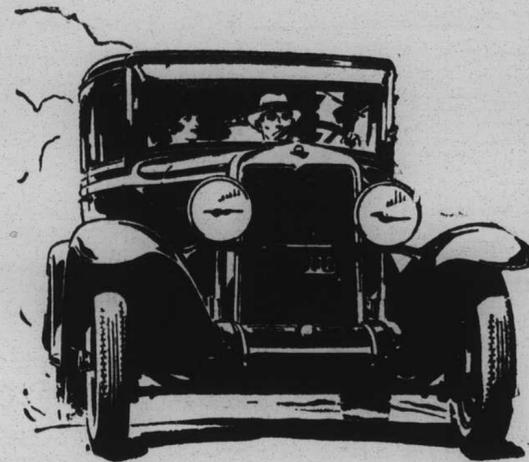


NEW CHEVROLET HOME

The new building occupied by Crawford Chevrolet Company built and owned by Senator D. Z. Newton.

It is a most modern structure of approximately 20,000 square feet floor space, built of brick, steel and concrete and fire proof throughout.

It is conveniently situated near the court house square on E. Warren street, on state highway number 20, the Wilmington-Charlotte-Asheville highway and thoroughly modern in every respect. It has the latest type of heating plant with electric blower radiators sending the heat immediately and continuously to every part of the building. It has a tile show room 40x50 feet and a beautiful plate glass front and side.



CRAWFORD-CHEVROLET SERVICE

One of the principal reasons for building the new building which will be officially opened to the public on Wednesday, July 17th, was the desire on the part of Mr. Crawford and his associates to give the best possible service to Chevrolet owners throughout this section.

Visitors to the new building will be forcefully impressed with the neatness, efficiency and completeness of equipment dedicated to better Chevrolet service.

The Chevrolet flat rate system is used, by which every owner knows in advance what a given repair job will cost. Only genuine Chevrolet parts are used and every job is guaranteed. Among other things the Chevrolet Company has a thoroughly equipped Duco paint department.

The Service Department is in charge of Mr. Charlie Hullander, who has had many years of thorough training and experience and according to local Chevrolet owners "knows his onions," when it comes to making a car run right.

Mr. Hullander was in charge of the Service Department of the Crawford Chevrolet Company, at Kings Mountain, where Mr. Crawford and Mr. Burwell formerly operated before coming to Shelby.

HAS BEAUTIFUL ELECTRIC SIGN

According to many Shelby citizens, the newest and prettiest electric sign to beautify the city is that of the Crawford Chevrolet Company at their new building on E. Warren street near the court house square.

This sign, which has recently been installed uses three hundred and fifty seven light bulbs in a beautiful variety of colors.

It is a brilliant reminder that the new Chevrolet Six, in the price range of a Four, with the Chevrolet organization solidly behind it, is a leader of automobile value, dependability and performance.

CHEVROLET GOING GOOD HERE

The popularity of the new Chevrolet Six is proven thru the ever growing demand for this unusual value—A Six in the price range of a Four—The great purchasing and producing power of General Motors, the largest manufacturers of automobiles in the world, has been combined to give an unusual value in the Chevrolet Six. Quick acceleration, easy to steer and easy to stop, easy to park and easy to handle in modern traffic has made it a favorite with men and women everywhere.

The Crawford Chevrolet Company has for several months over sold its quota of new Chevrolet cars. With such a product it has been easy for them to make a wonderful success of their business in Shelby.

CHEVROLET OFFICIAL'S COMMENT

That's a pair of real "go-getters" says Mr. G. J. Gates, manager Chevrolet branch for the Carolinas in speaking to a representative of this paper yesterday. He was referring to the Crawford Chevrolet Company, particularly Jack Crawford and Ernest Burwell, who own and operate it.

Those boys "know their onions" when it comes to automobile business. They have a long successful record behind them and they are doing a good business in Shelby. I share their enthusiasm, for Shelby indeed is one of the finest cities it has ever been my privilege to be in.

"You are right Gates," says Mr. Eearl R. Fenton, assistant manager, "I will second the motion for Shelby and for those boys too."

Mr. Gates and Mr. Fenton have been associated together in the Chevrolet business for many years and "when you see that pair blow into a town you know something is about to happen," says a bystander who knows them both.

ANNOUNCEMENT

The Public Is Cordially

Invited

To Attend The Formal

Opening Of Our New Building

On East Warren St., Shelby, N. C.

Wednesday, July 17, 1929.

From 9:00 A. M. Until 6 P. M.

Refreshments And

Souvenirs For Everybody

Come and See Our New Building And

New Equipment

CRAWFORD CHEVROLET CO.

For Economical Transportation



VISIT USED CAR LOT

Visit our USED CAR lot, adjoining the Crawford Chevrolet building, and see our display of BETTER USED CARS. Open from seven o'clock in the morning until nine o'clock at night.

The late closing is planned to accommodate those who can not come during the day.

CRAWFORD-CHEVROLET COMPANY

STRONGLY FINANCED

The Crawford-Chevrolet Company has a paid in capital of \$25,000, a comfortable surplus and is very strongly financed. It is here to stay and by its policy of "satisfied customers" hopes to earn and merit a large share of the local automobile business and complete business confidence from the public.



GENUINE CHEVROLET PARTS

Step up and meet Mr. Frank Kendall, manager of the Parts and Accessory Department of the Crawford Chevrolet Company in their new building on E. Warren street. Mr. Kendall is the jolly, jovial parts man who sees to it that you get what you want when you want it, and that all supplies are genuine Chevrolet parts. He also carries a good line of accessories and a few minutes with Mr. Kendall will convince you that you can decorate your Chevrolet like a Rolls Royce for a very small investment.

The parts department is equipped with new steel bins, every compartment numbered by the proper part that belongs in it with an automatic and perpetual card system that shows at a glance how many of each piece are required for normal stock. It is just another feature the Crawford Chevrolet Company has installed to insure efficient service to its many "satisfied customers."

And we want you to meet Miss Beam, our efficient lady bookkeeper. She wields a neat and accurate pen and the Chevrolet Motor Company says we have one of the finest sets of books in the state. Miss Beam has a smile for every Chevrolet owner and entertains the ladies while they are waiting for their car to be washed, greased or serviced.

BETTER USED CARS

The value of the new Chevrolet Six is so outstanding that purchasers of this fine new car are willing to turn in their old cars at reasonable prices. The better used cars are immediately reconditioned and offered to the public at very low prices and ready for thousands of miles of dependable service.

The Chevrolet is the only company that has a plan for junking old out of date models traded in and cars that do not represent dependability and satisfactory service are immediately junked and destroyed as this type of car does not make "satisfied customers," the policy of the local Chevrolet dealer.

This organization composed of experienced automobile men know the used car end of the business as well as the new car end and since most used cars offer a greater value of transportation per dollar investment than any new car on the market those who contemplate the purchase of a good, clean used car can get it from the Crawford Chevrolet Company with full confidence of its true worth and condition being honestly represented and an extra good value for every dollar invested.

The Crawford Chevrolet Company has a very convenient lot next to the new building which is used for the display of cars making it very convenient and easy to select your preference from a choice and variety unequalled elsewhere.

CHEVROLET OFFICIALS ATTEND NEW OPENING

A number of Chevrolet officials from the Charlotte branch, in charge of Chevrolet operations throughout the Carolinas, will be on hand to welcome the crowd who visit the new building of the Crawford Chevrolet Company at their opening on Wednesday, July 17th.

Mr. G. J. Gates, Zone Manager, Mr. E. R. Fenton, Assistant Manager and Mr. Luce, sales promotion expert, Mr. Drury and Mr. Hales, all of the Charlotte office of the Chevrolet Company.

The Chevrolet officials have expressed themselves as highly pleased with Shelby's new and most modern automobile building and service station. "Shelby should be very proud of the organization and equipment representing Chevrolet and we, too, are greatly gratified to have a leading dealer so splendidly equipped in the home town of the governor of our great state," says Mr. G. J. Gates, Chevrolet manager for North Carolina.