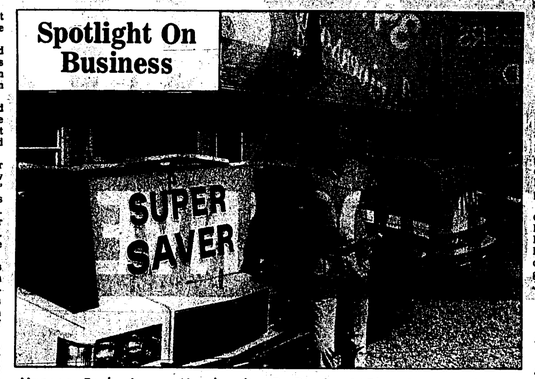
Oakleaf Geared For Used Car Market

Spotlight On Business



Manager Pecha Among Merchandise On Display At Plaza Drive Dealership

One of Mooresville's newest businesses is the result of a change in direction by veteran car dealers.

Oakleaf Auto Sales, which opened in late July on Plaza Drive across from Templon, is the fourth store in a year-old chain that deals in nothing but used cars.

The company is owned and operated by car dealers with more than 75 years of experience. Last year, those veterans decided used cars were the way to go.

"We got out of the new car business because the prices on new cars were going out of this world," Jim Landrum, the company's general manager, said last week. "When somebody buys a new car today, they're looking at five years. We think used cars are more in line with what people want."

Landrum oversees the operations at the company's stores in Mooresville, Charlotte and Cornelius. The Cornelius dealership is on N.C. 115 across from Town Square Mall. The fourth Oakleaf dealership is in Myrtle Beach.

Saturday, Landrum was relocating vehicles on the Oakleaf lot while Stephen Pecha, manager of the Mooresville dealership, met with customers. Landrum explained that the founders of Oakleaf Auto Sales decided first-rate used cars would be just as popular with customers as new cars.

"We deal in quality used cars, nothing else," Landrum, who has 18 years of car-dealing experience, said. "We really pick our cars carefully and we know what to look for in a good used car."

Landrum said customers comment regularly on the condition and quality of the cars on the Oakleaf lot. He added that business at Oakleaf's stores has proven that the move to used cars was the right step.

"Yesair, there's a big market for used cars these days," Landrum said. "Used cars, especially good quality used cars, are just right for people out there who can't afford a new car but want a car they can depend on."

And the selection of vehicles on the Oakleaf lot ranges from sportscars to pick-up trucks, foreign and domestic, catering to the tastes and needs of just about any car-hunting customers.

"We have all makes and models, shapes and sizes," Landrum said, "and if we don't have what the customer is looking for, we'll do anything we can for find it."

Landrum explained that it's tough to place orders for used cars, but that many times the right kind of car can be found with a little bit of work.

That work could include making some phone calls and working through Oakleaf's experienced buyers.

"We have buyers on the road who look at cars and pick out the ones that would fit in on an Oakleaf lot," Landrum said. "They get trade-ins from new car dealerships and go to plenty of car auctions to find the cars we want to have."

But Landrum explained that selling a car is only half the job at Oakleaf. Getting the car that's right for the customer is also a big assignment.

"We try to provide personalized service," Landrum said. "A young person might come in here and fall in love with a sportscar that will cost them $1,200 a year in insurance.

"They don't need that and we try to steer them toward a more practical car," he added, "but, of course, they make the final decision. We just don't want them to buy a car and then, a few months later, decide it's not the right car for them."

Pechs, after completing his talk with a customer, joined the conversation and emphasized many of the same points Landrum had discussed.

Pecha said Oakleaf's goal is to provide customers with good cars that will not create any headaches for the owners.

"About 90 percent of all the cars we sell have some type of extended warranty," Pecha said. "We deal in quality cars and we believe it's important for customers to be satisfied in the car they get."

Oakleaf Auto Sales is open Monday through Friday from 9 a.m. to 7 p.m. On Saturday, the dealership is open from 9 a.m. to 6 p.m. The business phone number is 664-7124.

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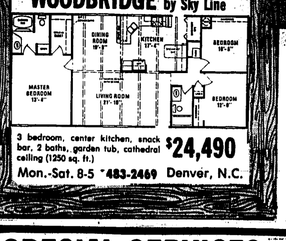

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THERESA KIRKLAND

New Nurse Kirkland On Davis Staff

Theresa Kirkland has joined the nursing staff of Davis Community Hospital, where she has been assigned to psychiatric care.

Kirkland is the daughter of Mrs. Eunice Kirkland of the Mazeppa community. She received an associate degree in nursing from Mitchell Community College last spring, and she recently was notified that she passed N.C. Board of Nursing examinations.

She is a 1984 graduate of South Iredell High School.

Local Donors Reach Milestones

That was some kind of blood-mobile visit the Piedmont Carolinas Regional Blood Center paid to the War Memorial Sept. 23: 179 pints.

And the collection was unusual in the number of super-givers who came: Robert Howard rounded out 13 gallons for his donor career.

Jack Culbertson gave his 150th pint, and Helen McLean completed her ninth gallon. An eight-gallon pin went to Harold Freeze, and Jerry Philemon's pint topped off his seventh gallon. George Ebert was cited as a five-gallon-giver, and Everette Goodman gave his 64th pint.

Receiving salutes for having donated three gallons were Betty Boone and Robert Waugh, while Laura Holdsclaw, Elizabeth Cook, Dean Anders and Ewe Kutschenko completed their second gallons. One-gallon donors were Brenda Perry, Joe Isaac and Sylvia Williams.

The regular visit was sponsored by the Mooresville-South Iredell Chamber of Commerce, Duke Power Co.'s local office and Sterling Engineering.

19-Gallon Givers Culbertson And McLean

Ancestor Awareness Encouraged

The Genealogical Society of Iredell County has announced plans for Iredell County's Bi-Centennial celebration in 1988. It will be 200 years in November 1988 since the county was created and removed from Rowan County.

To commemorate this important milestone in the county's history, the local genealogical society wants to encourage descendants of persons who were residents of this area in 1788 to submit an application for a Pioneer Certificate, suitable for framing, which will be presented as a part of the celebration next year.

The only requirement to qualify is that your ancestor or ancestors were residents of the county at the time of its creation. Application forms are available at the Iredell County Library or at the Society's office in the Old Courthouse which is open on Tuesdays and Fridays from 10 a.m. to 2 p.m.

The part of Alexander County that was taken off Iredell County is included in this project, so if you had ancestors living in that part of the county in 1788, you are eligible to participate.

Entries must be well documented. Although published sources may be used, the GSIC committee encourages applicants to send copies or original materials, including Bible records, other private papers, pension applications, etc. that are not readily available to the public.

Another goal set by the society as a part of the celebration is the publication of a book on gravestone art and local burial customs. Additional information will be available in the near future.

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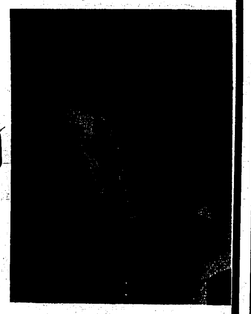

DAVID STEWART

David Stewart is the radio evangelist for the new weekly radio program, "Today." He also appears on other local radio and television programs.

His ministry includes evangelistic services in the United States as well as overseas evangelism.

David is a recording artist with two albums, "It is Well" and "Today."

David graduated from Southeastern College of the Assemblies of God in Lakeland, Florida and is ordained with the North Carolina District of the Assemblies of God. At the invitation of the Youth Department of the North Carolina District, David made a Speed-the-Light Tour for the district during January of 1983. David has preached various youth-oriented meetings including a youth camp and a city-wide youth revival.

Originally from North Carolina, David was primarily raised in India as the son of missionaries.

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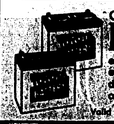

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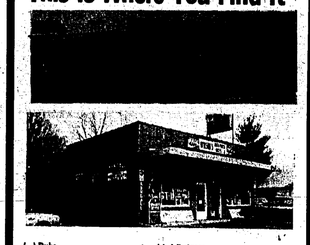

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