

Cole Muffler Expands in Rochester

Another new Cole Muffler Shop is open for service to Rochester motorists. The new Cole Muffler Shop is at 1735 Mount Hope Avenue, across Shelbourne Road from Mount Hope Shopping Plaza. It's the Cole Muffler organization's third location in the Rochester area.

The Syracuse based chain of Cole Muffler Shops specializes in exhaust system, shock absorber and trailer hitch installations. Don Cole, president of the privately owned firm, said that community response to the first Rochester area shop, opened in August 1977 at 1490 East Ridge Road in Irondequoit, encouraged an accelerated expansion effort in the Flower City.

The second shop opened August 3 at 17 Lake Avenue (at Lyell) in downtown Rochester and several more Cole Muffler Shop locations are on the "drawing board" for the Monroe County Area. "In barely over a year we have expanded to three shops," Cole said. "Our goal is to provide Cole quality products and service to even greater numbers of motorists — regardless of where they live or work — throughout the Genesee Valley Region."

According to Mount Hope shop manager Dave Root, the working area includes a large storage section and seven service bays. Root explained that several thousand individual parts are stocked in his new shop, supplemented regularly from the huge inventories of the Cole Distributing Warehouse in Syracuse. Root moves to the Mount Hope location from the Lake Avenue shop. John Firsching steps up as manager at Lake Avenue.

Like other Cole locations, the Mount Hope shop

features an attractive brick facade and shingled mansard roof. "Our aim is to add to the community, both from a business standpoint and as a "good neighbor." Cole managers understand that "good housekeeping" is an important part of our property maintenance program," Cole said.

Cole Muffler shops cater to both the wholesale and retail trade, according to President Cole. The wholesale service includes parts — whisked by Cole delivery trucks to servicing dealers throughout the area as well as complete installations at wholesale prices. Cole noted that "Dealers have proven that our wholesale services actually reduce costs and add profit as well as providing time-saving efficiency. Dealing exclusively in the auto-service items permits us to utilize our facilities and purchasing power to its utmost efficiency," Cole said.

"Our equipment is designed for these specialized services; our men are trained specialists; our inventory is complete for servicing all current and earlier model vehicles — American-built and imported." Cole emphasized that "We do not install universal type fits — all mufflers and home-made pipes. Every Cole installed muffler and pipe is finest quality, original equipment manufacture — exactly right for a clean, tight and safe installation for every customer by make and model of his car. We are equipped and can make custom installations, however — for the sake of economy and quality workmanship — custom work is reserved for unusual needs." Cole's highly trained staff is fully prepared to service the catalytic exhaust systems first introduced in 1975 and installs trailer hitches which meet the demands of the

energy-absorbing bumpers featured on the 1973-78 passenger cars. For boat and camper towing, Cole Muffler Shops offer trailer hitches and custom matched shock absorber installations for all classes of towing. A typical hitch installation includes a receiver that bolts directly to the vehicle frame. It installs and operates completely free of the bumper and receives a hitch assembly for the class of towing desired. Over two decades of experience in trailer hitch installations is a guarantee of quality, according to Cole. "We can match shocks and hitch to the trailer towing need," he said.

Shock absorbers are an important vehicle suspension component, according to Cole. "Worn out shocks will affect steering and braking safety; they will cause tire wear and waste fuel," he said. "And, since bad shocks offer less resistance to pitch and sway, they can cause driver fatigue — even limit his ability to maintain control in critical situations." The life of shocks will vary, depending upon the roads, load and driving style, according to Cole. "In normal driving — on a wide variety of roads, streets, and highways, the motorist can expect 25,000 or more miles of safe performance," he said. "Hot-rodming on rough roads can limit shock life to as little as 6,000 miles. Regardless, shocks should be checked for wear after 20,000 miles."

The Cole Muffler organization, now entering its 22nd year of specialized service, has grown from a single shop in Fulton New York to its present scope of retail shops and warehouse distribution operation. The firm has earned its significant position of prominence based on quality service and sales volume. In addition to shops in the Rochester Area, Capital

District and Glens Falls, and the Mohawk Valley, there are Cole Muffler Shops in Central New York, Northern and Southern New York, Northeastern Pennsylvania and in Florida. The Mt. Hope shop brings to thirty-six the number of shops now in operation that are owned and operated by Don Cole.

In discussing the growth and success of each individual shop, Cole attributed "customer confidence in our integrity, product quality and value, and courteous service" as principal ingredients. "We provide the finest quality products, installed at quoted or advertised prices. There's never a hidden or surprise charge for any part or service in a Cole Muffler Shop, and because of our large volume purchasing and specialized service efficiency, Cole prices will consistently be many percentage points below average."

Cole Muffler guarantees its shocks and mufflers. When installed at retail prices on a domestic auto; they are guaranteed for as long as you own the car, van, or pick-up truck. On import models the guarantee covers twelve months. It is not transferable and commercial and wholesale installations are excluded.

On the subject of a trend that some people feel exists towards deceptive practices in the auto services industry, Cole states that "I can't believe it's a widespread practice; however, I can only speak

with certainty about my own shops. We're not a public corporation, and we're not a franchise. Every employee is

trained and supervised by managers and supervisors who are personally responsible to me.

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