

Project Profile

Beshore & Koller Ford
Manchester, Pa.

Scope:
Restroom renovations and
installation of new
HVAC systems.

Here Is Why CRAFT Trucks Are Red

Faros and James W. Craft had a blue 1930 Chevrolet truck. Immediately after World War II, Faros ordered a new pickup truck from the Chevrolet dealer in Mt. Wolf. He was promised the first Chevrolet pickup truck that came in. Later, James W. ordered a pickup truck from the Ford dealer, Beshore & Koller in Manchester.

When the first Chevrolet truck arrived in Mt. Wolf, a blue 1946 pickup, the dealer succumbed to pressure from another customer and sold the truck to him. When the first Ford truck arrived in Manchester, a red 1947 pickup, James W. received it.

That is how "CRAFT" trucks came to be red Fords, instead of blue Chevrolets.



This 1947 red Ford pickup truck which was originally ordered by James W. Craft.



Photo: Dennis J. Mueller



The service department.



The new showroom.



New restrooms.

Project Spotlight

Beshore & Koller Ford

Renovations & Mechanical Upgrades

Manchester, PA

Beshore & Koller Ford has been a part of the community in Manchester, Pennsylvania, since before World War II, and James CRAFT & Son has been a proud Ford customer nearly as long.

When this local Ford dealership began planning its renovation project, we were more than happy to be involved with redoing the plumbing for the restrooms and installing new HVAC systems, as well.

After several months of renovations the place looks amazing with a new showroom, renovated offices, a plush customer waiting area, modernized service department, a parts department, and a cashier station.

James **CRAFT** & Son
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