

"STARS" In Our Firmament

LET'S LEARN FACTS ABOUT YOUR OWN FORD DEALER

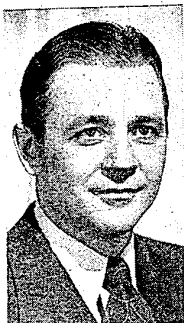
During the past 15 months your Farmington Ford Dealer has been very hard at work analyzing personnel — replacing the weak with strength. We are proud to announce and to introduce our permanent staff with a brief case history on their experience and accomplishments. We know that nowhere in the Detroit, Michigan, Area can a more efficient, more courteous, better trained staff be found, and invite you to "Try the New Look" as well as the "New Ford Feel" at your Friendly, Progressive, Farmington Ford Dealer.



JUDY RUDBERG
Employed by Ford dealer for past two years. Efficient switch board operator, competent assistant to office manager — very promising future.



OFFICE MANAGER
HAROLD BOWMAN
Local resident, wife and three children, very fond of Farmington. Powerfully efficient in accounting — having served with Cameron Plywood Company. Graduate of Dover Business University, Dover, New Jersey.



M. H. BERLING
SECRETARY-TREASURER



BEV. SMITH
PRESIDENT



MANAGER OF OPERATIONS
RAY McHUGH
Former sales manager of Jarvis company, Ford dealership, Detroit; Ford Motor Company, Rouge plant during war. Prominent authority in Michigan on used car valuations.



BETTIE KNEEVIES
A local product, a June graduate from Farmington High School. Award winner — National Honor Society. Newest member of our Ford family. We expect many fine things from Bettie and believe her future to be very bright.



SALES MANAGER, NEW CAR DEPT.
J. P. LINENFELSER
One of our several first line members, employed by John Hettche Ford dealer, Detroit, fourteen years. Jack handles all new and used car introductions into Smith-Berling family.



TRUCK MANAGER
BOB STEWART
Former assisting sales manager of the Southwestern Motor Sales, Ford Dealer, Detroit. One of the best Fleet and truck authorities in any area.



AFTERNOON & EVENING SERV. MGR.
SAM HARDACRE
Associated in Ford business with Mr. Smith for the past eleven years. Outstanding record for motor and service authority — capable, courteous and honest.



DAY SERVICE MANAGER
MORRIS CONN
Employed by Ford dealership for past two years. Has won many friends in the Farmington area for completing efficiently any given job.



PARTS MAN
DON KRANT
Family man, has two children. Recently leased a home in Farmington. Learning Ford parts and service business rapidly. You'll like this man.



NEW AND USED CAR SALES
KENNETH MOSHER
Associated with Mr. Smith in 1940, '41 and '42. Has outstanding record and many satisfied customers in Northville and Plymouth area.



USED CAR AND TRUCK SALES
GEORGE LEE
A newcomer to the car and sales department. Honest, willing to learn, and a hard worker.

Watch The
Farmington
Enterprise
Each
Week
For
REAL
MONEY
SAVING
SPECIALS
That
REALLY

SAVE
YOU
PLENTY
!!!



PARTS AND SERVICE MAN
JAMES GAUCHEY
Associated with Fords for the past eighteen years. Formerly with Herb Estes and Stark Hickey. Always willing to please, very capable.



ENGINE TUNE-UP — MASTER REPAIR
BILL MILLER
You will see Bill on our afternoon shift from twelve noon on. Married, clean cut young man. 8 years experience with one Ford dealer. You can't help but like this chap.



LUBRICATION EXPERT
RAY HEATH
This Farmington Ford Dealer has never seen a better lubrication man. Customers fifty to seventy-five miles in area come in to have Ray check their cars. Experienced through the years. His personality and capable workmanship will assure you always of a fine working product.



PARTS MANAGER
O. K. SLAGLE
Former wholesale manager for Bob Ford, Incorporated. Associated in Ford parts business for the past fifteen years. Most brilliant parts authority in Detroit area.



DEAR WHEEL ALIGNMENT OPERATOR
WILLIAM WERTH
One of the most conscientious men on the staff. An expert on ability and efficient craftsmanship.



A FOREMAN
ALFRED CLARK
In charge of precision work, 27 years a Ford master mechanic, has been employed the last fifteen years with Ford Motors. We are proud to have him with us.



TUNE-UP SPECIALIST
MERRITT LANE
Employed by Bev. Smith for past six years. Back bone of mechanical operations. Smart, affable, and brilliant future.



WASHING & SHINING DEPT.
JOHN HARRIS
Willing and very hard working employee in charge of almonizing and general cleanliness of building and grounds.



PORTER AND CAR WASHER
FLOYD LONDON



BUMPING AND PAINTING DEPT.
JAMES SEATZ
Reasonable and excellent workmanship. Formerly assistant to manager of paint department, Ford Motor Company, expert, you will meet no one to compare for workmanship in any area.



HEAVY REPAIR DEPARTMENT
FRANK JANAS
A specialist of rear end. Excellent in gears and other intricate engineering. We have had no complaints about his work. Past associated with service department of Moore Manufacturing and Ford Motor Company.



MASTER CRAFTSMAN
RUSSELL COHEA
Employed by Edmandson, Sweeney and Stark Hickey for past fifteen years. Master in intricate mechanical operations for General Motors, Ford and Chevrolet products.

DON'T
FORGET

You
Don't
Need
Any
Money
Down
On
Parts
and
Repair!

INSTANT
SERVICE
and
24
MONTHS
TO
PAY!

We are ready to give you not only the best in service — but guarantee that our Used Car Department has the best values at lowest prices anywhere — Just Stop and Compare and you'll come back to

SMITH-BERLING COMPANY

GENUINE
FORD PARTS

"SERVICE STERLING"
PHONE 2690 - 91 - 92

FINEST SERVICE
BUMPING & PAINTING

NEW FORD PASSENGER CARS
NEW FORD TRUCKS
FINE USED CARS