CHEVROLET TOPS OUTPUT OF 1926 IN MID-AUGUST

Vice-President Of Company Is Optimistic Regarding Outlook For Fall

That business conditions generally throughout the country are exceedingly fair, with every indication that they will continue so this fall, was the keynote of a statement issued recently by C. F. Barth, vice president in charge of manufacturing of the Chevrolet Motor Company. Mr. Barth's statement followed the announcement that on August 12 Chevrolet topped its entire output for 1926 by turning out the 732,147th car so far this year.

"Other healthy signs include heavy railway shipping, which stands above the million cars weekly mark; unusually large postal receipts; exports and imports above last year's high figures.

"The automobile, like every other staple commodity, is sensitive to any change in the econmic situation. The phenomenal demand for our cars is shattering all previous production figures for gear shift cars.

"On August 12 we turned out the 732,147th car so far this year and thus outstripped our entire output for 1926, our August schedule calls for 89,474 units, an increase over January, February and July of this year and a considerable gain over August of 1926. So far this year we have increased by a wide margin our own high marks for 1926."

CHEVROLET SERVICE MAN STUDIES METHODS IN FLINT FACTORY SCHOOL

To assure Chevrolet owners in this vicinity of the finest Chevrolet service it is possible to give, the Farmington Motor Sales, which celebrates the formal opening of their new building Saturday night, sent their service foreman, Ralph Lepley, to the Chevrolet factory at Flint recently to study factory methods.

The local man spent more than a week at the factory nearly two weeks at Flint, going through the entire Chevrolet service school. The knowledge gained there supplemented thirteen years' experience in servicing and repairing automobiles.

Mr. Lepley has been a resident of Farmington for many years, and his joining the Farmington Motor Sales force some time ago was popularly received in this vicinity.

MASON CONTRACTING ON NEW BUILDING WAS DONE BY JOHN VIVIER

Most of Farmington's brick residences have been built by John R Vivier, mason contractor, and it is thus but natural that Mr. Vivier should have been selected as mason contractor for the new Chevrolet building. Although his home is in Redford, Mr. Vivier is probably better known in Farmington.

The splendid mason work done on the new building is a tribute to Mr. Vivier's success in his line of work.

WILLIAM SMART SALES MANAGER FOR LOCAL FIRM

New Salesmen Are Constantly Being Added By The Farmington Motor Sales

One of the strong indications of the success the Farmington Motor Sales, Farmington Chevrolet dealers, is seen in the frequently-enlarged sales force that has joined the local organization. The force of salesmen has constantly been enlarged, and deliveries of cars have correspondingly been increased.

One of the most important steps in the company's growth was taken last Monday, when William Smart, formerly with the Highland Park Chevrolet sales company, joined the Farmington firm as sales manager. Mr Smart achieved an enviable record with the Highland Park concern, and his coming to Farmington indicates that the local Chevrolet dealers are among the most progressive in this section, attracting men of unusual ability.

To Live Here

Mr. Smart, who will make his home in Farmington soon, will have charge of sales for the local dealers in Chevrolet cars. He will be assisted in sales work by Jack Blair and Theron Pauline, who have been with the Farmington Motor Sales for some little time.

MODERN ELECTRICAL WORK AIDS DAYLIGHT IN THE NEW BUILDING

Sales and service rooms that are exceptionally light and cheerful are a feature of the new Chevrolet building, which is entitled to description as a "daylight building." For the evening hours, too, the Farmington Motor Sales, occupants of the building, wanted plenty of light and assurance of uninterrupted lighting service.

N J. Eisenlord & Son, Farmington electrical contractors, were chosen to do the electrical work on the building. Fireproof wiring with the most modern methods and materials, combined with the latest in indirect lighting fixtures, are a feature of the new Chevrolet building.

SUPPLIES FOR THE NEW BUILDING CAME FROM "ACROSS THE STREET"

"Just across the street," was as far as it was necessary to go in securing building supplies for the new Chevrolet building on Grand River avenue, in Farmington, which will be formally opened Saturday night.

Almost across the road from the new structure lies the Farmington Lumber and Coal Company, and the builders found in the yards of that firm all they needed in the way of lumber and builders' supplies to complete the structure. The finest materials were used, and the completeness of lines carried by Farmington Lumber and Coal Company was a big factor in the speed with which the building was completed.

"STEEL SERVICE" GOES BEYOND SELLING AND DELIVERY OF STEEL

In the erection of the new Chevrolet building on Grand River avenue in Farmington, the Plymouth Iron and Machine Works had an excellent opportunity to extend to the builder its "steel service."

The management of the Plymouth Iron and Machine Works believes that proper consideration for their customers does not begin or end with the delivery of steel to the building site. Expert advice on all phases of building is available to owners, architects, and builders, at all times, and undoubtedly helps to account for the high standing of the company among the steel concerns of this section.

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CHEVROLET BUILDING IS TO BE FORMALLY OPENED ON SATURDAY

R. E. Beckley and R. J. Nicholson, of the Farmington Motor Sales, who have in a few months as Chevrolet dealers attained an enviable success in Farmington, will be at the new building throughout the afternoon and evening Saturday to greet their guests. Although strangers to Farmington a few months ago, Messrs. Beckley and Nicholson have already built up for themselves a large measure of public confidence, and have won many friends in this vicinity.

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$50 DOWN PAYMENT AND TIRE GIVEN AWAY ON SATURDAY EVENING

Thus the winner, if he does not desire to buy a car, may realize on his good fortune by transferring it to some one who does wish to buy.

The Goodyear tire and tube is second prize, and will be available to the winner immediately.

The formal opening will begin at noon and last until after the drawing for the prizes at 9:00 o'clock. A special display of the new Chevrolet models will be made in the new showroom.

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