

Farmington Enterprise

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Chevrolet Building Formal Opening Saturday

**\$50 DOWN PAYMENT
AND TIRE TO BE
GIVEN AT OPENING**

Two Attendance Prizes Offered
To Guests; Flowers, Cigars
For All Visitors

A great friendly gathering will take place Saturday evening at the Farmington Motor Sales, when the local Chevrolet dealers will celebrate the formal opening of their new sales and service building. Besides inviting everyone in the community to attend the opening, the Farmington Motor Sales will provide an added attraction in the giving of a \$50 down payment on a Chevrolet car, and a Goodyear tire and tube, free to two lucky persons among those attending.

Then there will be flowers for all the ladies, and cigars for the men, to add to the festivity of the occasion.

Everyone attending will have an equal chance with the others to win the prizes offered. Upon entering the salesroom, every visitor will receive a coupon with a number on it. The two lucky numbers in the drawing will bring the two prizes.

Not Necessary To Buy
The winning of the \$50 down payment will not involve the winner in any obligation. It will not be necessary to purchase a car. Thirty days will be given in which to exercise the privilege, and the winning coupon is transferable.
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The new Chevrolet Building, pictured above, is on Grand River avenue, near Grove street, in Farmington, and will be formally opened Saturday night. It is occupied by Farmington Motor Sales, Chevrolet dealers, and comprises complete sales, service, and part departments.

HEATING SYSTEM IN NEW BUILDING IS ONE OF THE FINEST MADE

Among the most modern features of the new Chevrolet building on Grand River avenue, the formal opening of which is to be held Saturday night, is its heating system. As in every other detail of the building, the best and most up-to-date was selected for the new structure.

Elmer Weston, the plumbing and heating contractor chosen to do the work, selected for the build-

ing a hot-water heating system made by the American Radiator Company, with an Ideal water tube boiler, of the finest quality. The system includes an automatic water feed, with a mercury-sealed relief, and is considered the finest for the type of building in which it was installed.

Plumbing work throughout the building was of the same high character as the heating apparatus. The exacting demands of salesroom and garage buildings will be fully met by the heating system, is the assurance given Farmington Motor Sales by Mr. Weston.

HARDWARE FROM THE "HOME TOWN" IN THE CHEVROLET BUILDING

The great throng of visitors expected to attend the formal opening Saturday night of the new Chevrolet building on Grand River avenue, will first make contact with the new building through "hardware from the home town."

Door handles, locks, and other builders' hardware were supplied from stocks in Farmington. Lee Hardware Company furnished the hardware, excellent in appearance and quality, which went into the building of the new structure.

PUBLIC INVITED TO INSPECT NEW HOME OF FARMINGTON MOTOR SALES

WOMAN IS LEADER IN SELLING CHEVROLETS IN SOUTH DAKOTA

Selling automobiles, generally regarded as a business restricted exclusively to men, is the latest field to be invaded successfully by a woman, who has shown her ability to out-shine her masculine competitors.

Mrs. Pearl Bollig, of Sioux Falls, S. D., the first saleswoman in the United States to achieve the honor of membership in the Chevrolet Motor Company's 72-Car Club, a star salesman's organization, has just been awarded her second year's membership, marking her as one of the foremost sales experts among the company's 14,000 salesmen. This record means that since August 1, 1926, Mrs. Bollig sold 72 Chevrolet cars, an average of six cars monthly, and has duplicated her sales performance of the year previous.

Occupied with the manifold cares of a housewife, with two growing boys to look after, Mrs. Bollig's career as a Chevrolet saleswoman began with the purchase of a Chevrolet sedan for her personal use, back in 1923.

"I let nothing interfere with my work, although I never neglect my home and children. And I don't wait to let buyers come to me—I hunt them up by going from house to house."

New Structure Is Modern In Every Detail and Reflects Confidence In Farmington

Special Display For Opening

One of the most interesting events of the year in Farmington is scheduled for Saturday afternoon and evening, when the Farmington Motor Sales will hold the formal opening of its new sales and service building.

The new structure, located on Grand River near Grove, is thoroughly modern, and unusually attractive in every detail. The entire building, salesrooms, parts department, and service room, will be thrown open for public inspection at noon Saturday.

The formal opening will last throughout the afternoon and evening. Music has been arranged for the occasion, and each visitor will receive a favor, flowers having been selected for the ladies and cigars for the men.

To Have Special Display

There will be a special display of the new beautiful Chevrolet models on the salesroom floor for the formal opening. The climax of the celebration will be the drawing at 9:00 o'clock for the two attendance prizes, one a coupon entitling the holder to \$50 credit on the down payment for a Chevrolet car, and the other a Goodyear tire and tube.

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BUILDING SUPPLIES

Lumber and Face Brick

Furnished By

Farmington Lumber and Coal Co.

Farmington

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