

# Farmington Enterprise

FORTIETH YEAR—No. 9.

FARMINGTON, OAKLAND COUNTY, MICHIGAN, THURSDAY, JANUARY 5, 1928

5 Cents Single Copy; \$1.50 a Year

## Formal Opening of Buick Building Saturday

### FINE FACILITIES FOR SERVICE IN BUICK BUILDING

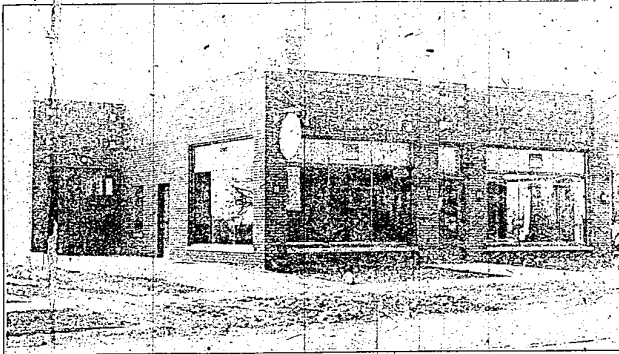
Equipment And Personnel Of Highest Standard To Serve Buick Owners

Service facilities of the very finest are assured patrons of the new Buick sales and service operated in Farmington by George K. Checketts. Complete equipment and adequate space for all kinds of work will make available to Buick owners in this vicinity a service that will undoubtedly be heartily welcomed.

Personnel of the service department is in keeping with the equipment, purchasers of Buick cars, as well as those already having machines, will find in the Farmington branch every type of service ordinarily needed during the lifetime of their cars.

In charge of service is Fred Friebe, who started his work with the Buick concern in 1916, giving him more than ten years' experience in handling Buick cars. Mr. Friebe first spent two years at the Buick factory, then two years at a large branch, followed by two years in the Engineering Corps of the U. S. Army.

Mr. Friebe has been with three of the largest Detroit Buick branches, and is thoroughly versed in every detail of Buick cars. Assisting him in the service department is Merlin Adams, formerly with Olin Russell



A distinct addition to the business section of Farmington is the new home of Buick automobiles in this territory, the George K. Checketts Sales and Service to be formally opened Saturday. Besides a showroom of unusual attractiveness, the building includes complete sales and service departments.

### BEAUTIFUL LIGHTING EFFECTS ACHIEVED IN NEW BUICK BUILDING

One of the outstanding characteristics of the new Buick Building is to be opened Saturday, is the splendid lighting, which has been achieved. An exceptional amount of daylight is present in the structure throughout the day, and the matter of lighting has been solved so successfully that daylight effects are accomplished at night. The unusually beautiful showroom is equipped with handsome

lighting fixtures, while the service department is illuminated by an efficient system that floods the entire service room, with light. The wiring and fixtures in the building were furnished by N. J. Eisenlord and Son.

Motor vehicle laws in Wisconsin allow only three adults in the front seat of any motor car. No person is allowed to ride on fenders, the hood, running board or any part of the car other than that part intended for riding purposes.

### HARDWARE OF BEAUTY AND UTILITY MARKS NEW HOME OF BUICK

Hardware that is in keeping with the other handsome details of the structure characterizes the new Buick building in Farmington, to be formally opened Saturday.

Door handles, locks, and other builders' hardware, selected for both beauty and utility was furnished by the Lee Hardware Co.

Driving with a dirty windshield is similar to driving on a foggy night.

### George K. Checketts' Sales And Service Structure Ready

New Home Of Buick One Of Finest In This Section; Special Display Of New Models To Feature Opening Event

The new and beautiful home of Buick automobiles in Farmington will be formally opened to the public Saturday afternoon and evening with a special display of Buick models for 1928. At this time George K. Checketts, Buick dealer in this territory, will open for public inspection the sales and service building recently completed on Grand River avenue.

### STURDY STRUCTURAL WORK BENEATH BEAUTY OF BUICK BUILDING

While the beauty and completeness of the new Buick building on Grand River avenue in Farmington, to be formally opened by George K. Checketts on Saturday, arouses a great deal of admiration, builders are adding their praise for the excellence of the structural work which underlies this beautiful exterior.

Maximum light, with no sacrifice of sturdiness, was required, and the achieving of this aim is due to a large extent to the skill and service of the General Machine and Iron Works of Plymouth, who furnished the steel for the new building.

Besides selling steel, the General Machine and Iron Works furnishes its customers expert advice on problems such as that afforded by the Buick building requirements. The company has become noted for the excellence of its "steel service."

The new structure ranks with the finest automobile sales and service buildings in this section, and affords a particularly pleasing setting for the showing of new Buick cars. One of the outstanding features of the new building is the handsome showroom, with its unusually large windows, and pleasing interior.

Mr. Checketts will be at the new home of Buick cars throughout the afternoon and evening, and extends an invitation to all in the vicinity to visit his new building. There will be favors for both men and women attending the opening.

All space in the passenger car and commercial car divisions of Detroit's 1928 Automobile Show has been contracted for. H. H. Stuart, manager has announced.

The Detroit Auto Dealers' Association will stage the show in Convention Hall from January 21 to 28.

There will be at least 15 new models in the show to be exhibited by various makers.

## BUILDING SUPPLIES

Lumber and Face Brick

for The New

Buick Building

FURNISHED BY

Farmington Lumber & Coal Co.

Phone 20

Farmington

## Plumbing and Heating

In the New Buick Building—the last word in modern heating—with the Modine Unit Heater

Installed By

Elmer Weston

Phone 28-F4

Farmington