

NEW BUICK HEAD IN AUTOMOTIVE WORK 20 YEARS

New York, Massachusetts and Michigan Included in Checketts Experience

The formal opening Saturday of George K. Checketts' new Buick sales and service building is the climax to twenty years of automotive experience. Mr. Checketts work has taken him in many cities and a number of states in the eastern part of the country. During many years Mr. Checketts represented three of the older selling agencies in New York City handling foreign and American cars, followed by a number of years spent in selling Buick and Cadillac cars in Massachusetts and Detroit. For seven years Mr. Checketts supervised automotive instruction at the Y. M. C. A. Automobile School, Detroit under the Detroit Institute of Technology.

The past three years Mr. Checketts has spent with the Louis Rose and Linwood Buick companies, before coming to Farmington. He is assisted here in his work by A. H. Seeley, and Miss Pagel, the latter formerly with Olin Russell.

GENERAL MOTORS, BUICK PARENT COMPANY, HAS 9 PLANTS IN DETROIT

Within the 139 square miles of area which comprises Detroit proper, the General Motors Corp., which this year has earned profits estimated at \$225,000,000, is operating nine major plants directly concerned with the production of motor vehicles, in addition to the great General Motors Building in which is housed the directing force behind the production and distribution of gasoline-driven vehicles to 104 countries of the world. Recently artists were commissioned to visualize General Motors operations in direct relation to this city, and the result was the accompanying picture, which gives an idea of where the G. M. C. buildings are and how they look from the air.

VETERAN IN AUTO FIELD



- GEORGE K. CHECKETTS

HEATING SYSTEM IN NEW BUILDING IS OF UNIT TYPE

Unique Equipment Maintains Uniform Temperature Everywhere; "Hangs In Air"

A heating system that is "suspended in the air," and may be moved in any direction, yet affords the most modern heating method available, is one of the unusual features of the new Buick sales and service building to be opened Saturday. The system employs the "Modine" Unit Heater, and was specially designed for the new building by Elmer Weston, who installed the entire plumbing and heating system.

The new Buick structure presented a problem in heating, because of the unusually large amount of glass employed. Asked to provide the most efficient and most modern system made, Mr. Weston chose the Modine Unit, which is in appearance not unlike a large automobile truck radiator.

The unit is suspended from a steam line, and by means of a fan, blows the heat as an auto radiator blows cold air. The heated stream can be turned in any direction and up or down, and makes it possible to maintain uniform temperatures in all parts of the room at all times. It weighs only 125 pounds.

TWO-CAR OWNERS PURCHASING MANY NEW BUICK CARS

Series 115, With Seven Models, Find Favor In Families Using Two Machines

The seven Buick models comprising the Series 115 group, are finding particularly ready acceptance among the fast-growing ranks of two-car owners, George K. Checketts, Farmington Buick dealer said recently in discussing the American family's increasing recognition of its need for more than one automobile.

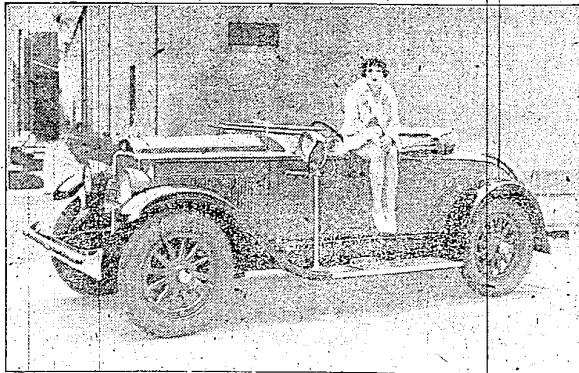
Reports, Mr. Checketts said, indicate that a surprising proportion of the Series 115 models sold during Buick's record-breaking past three months were bought by owners who already possessed one or more of the Series 120 or Series 128 models. Buick's retail sales for the period between June 30 and October 1 totaled \$2,955,555, of which approximately half were cars of Series 115.

Credit for the immediate success of the Series 115 Buicks is given by dealers to one-quality policy governing construction of the entire Buick line. Though designed to the requirements of the lighter car than the 120-inch and 128-inch wheelbase Buicks, the seven models on the 114 1/2-inch wheelbase are identical with the others in quality of material, in workmanship, and in engineering details.

"This fact," said Mr. Checketts, "has made our Series 115 cars popular among owners who have long derived satisfaction from the larger Buicks. It is only natural that when need for a second car arises, they turn again to Buick. Besides assuring themselves of reliable transportation, they secure added convenience in operation and servicing, through use of two or more cars of the same make."

The Series 115 Buicks are designed to meet a variety of owner requirements. They include five-passenger two and four-door sedans, roadster, touring car, two-passenger coupe, four-passenger country club coupe and five-passenger town brougham.

Screen Beauty Buys Buick



The young woman holding down this Buick Sport celebrities to whom Buick ownership opens avenues. Reader is Marie Prevost, famous motion picture of outdoor enjoyment in California. This photograph actress, Miss Prevost is only one of many film stars who have taken on the Buick lot.

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Detroit Sales Office:
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Glen. 6032-6033

Best Wishes for

SUCCESS

to

George K. Checketts

from

The
Farmington Enterprise