

FARMINGTON BUICK DEALER AT A BIG FACTORY MEETING

Geo. K. Checketts Among Scores Who Visit Plant and Proving Ground

George K. Checketts, Farmington Buick dealer, returned recently from Flint, where he spent two days as a guest of the Buick Motor Company. Buick is entertaining the majority of its 3,800 dealers at the factory and the famous General Motors Proving Ground this fall, at the rate of about 250 a week.

Mr. Checketts' party, numbering about 125 men, was met by Buick executives, divided into groups of a dozen or so each, provided with guides, and started at once on an inspection tour through the plants.

Except for luncheon which was served at the Hotel Durant, the tour occupied the entire day. The luncheon was attended by E. T. Strong, president of the Buick Motor Company, C. W. Churchill, general sales manager, and other Buick executives, who addressed the visiting dealers on various sales and service problems, and congratulated the dealers for their part in making this by far the greatest of all Buick years.

Visit Proving Ground
The next day the dealers landed at the Proving Ground, a few miles from Milford. Here they were shown the testing through which Buick goes constantly, to safeguard its position of quality leadership. After a day crammed with incident, they left for home.

"It's hard to say which was more amazing, the factory or the Proving Ground," said Mr. Checketts. "Each was a wonderful experience and a genuine treat. The day at the factory brought home the marvelous efficiency of Buick manufacture and explained how it is that Buick can offer such startling values. We saw the conscientious care that goes into making of every Buick car—the relentless tests which insure that every one is right when it goes out—and we gained some conception of the enormous resources this policy has enabled Buick to develop."
"I was especially impressed at

the way machinery has taken the place of man power, whose work it does more quickly and more accurately than men. Movement of parts, in their transformation from raw material into finished cars, is taken care of by a system of conveyors of marvelous ingenuity, each designed perfectly for its own particular job. They run from moperation to operation, and from plant to plant, in what seems like a hopeless maze; yet their movement is perfectly coordinated, and their combined effect is efficiency itself.

"For all its machinery, Buick employs almost 30,000 workers. Its factory is nearly two miles long and several blocks wide; it has its own fire and police departments, its own water and telephone systems—in short, it is a god-sized city in itself."
"The Proving Ground visit got us straight on one point: the Proving Ground was not established to set a stamp of approval on General Motors cars—to prove them good, as rumor sometimes has it—but to put those cars through the most rigid tests, in comparison with all other cars made, so they may perform with the best at all times."

Average 900 Miles
"Buick keeps a big fleet there constantly, going through the roughest sort of grind, so that performance may be constantly bettered. These Buicks' average 900 miles a day apiece the year round, which gives some idea of the tests through which they are put."

"The demonstration of Buick roadsters on the speed loop was amazing. I did not know before an automobile could go so fast. I think of the dealers in the territory felt that the visit was the experience of a lifetime. For myself, the visit to the plant and the Proving Ground, and our contact with Buick's builders, made me mightily proud of my connection with Buick. It put a real significance in the slogan: 'When Better Automobiles are Built, Buick Will Build Them.' We've got inside information, now, that Buick doesn't mean maybe."

Cleaning a messy matter from brake lining can best be done by removing the band or shoe and brushing it with gasoline.

WENZEL A LEADER IN CONTRACTING IN THIS SECTION

Achievements Of Farmington Man Include Many Fine Structures

An enviable position among the leading contractors of this section is that of Leonard E. Wenzel, of Farmington, mason contractor, for the new Buick Building which is to be formally opened Saturday, January 7.

Many of Farmington's finest residences and a number of other buildings may be pointed to with pride by Mr. Wenzel as examples of his work.

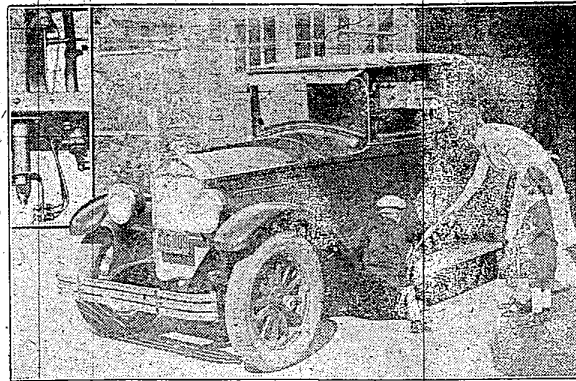
Among residences, Mr. Wenzel has within the past completed the Stanley Smith residence on Wilmarth street, and the Tuttle residence. Particularly noteworthy are the residences of Marcus R. Burrows, David Gray and Kirby E. White, the latter two on Farmington road. Mr. Wenzel had charge of the mason work on these residences, intricate work requiring more than ordinary skill and experience. The houses now completed, are among the show places of this section.

The Farmington Enterprise building is another structure of which Mr. Wenzel may be proud, it having been described as the finest and most modern newspaper building in Oakland County. Mr. Wenzel was the contractor on the Enterprise building, and successfully met all the problems connected with providing for the particular needs of a newspaper plant.

"ON TIME" DELIVERY OF BUILDING SUPPLIES HELPED NEW BUILDING
Much of the credit for erecting and completing the erection and completion of the new Buick Building on Grand River avenue in an unusually short time is accorded to the Farmington Lumber and Coal Company, which furnished all of the lumber and building supplies for the new structure.

A complete supply of all kinds of building materials and lumber required carried in the local yard, made it possible to have the necessary supplies on hand as soon as the foundations were ready.

Buick Lubrication Easy and Positive



The ease with which Buick for 1928 may be greased is one of its outstanding features. There is no need of crawling under the car, for accessible chassis points are reached with grease gun through trapdoors in running board apron, as shown here. Inset shows portion of chassis with cluster of grease connections and extensions which make possible this refinement. Rear end connections are similarly extended.

Congratulations

TO
George K. Checketts

On the opening of your splendid new building.
May great success be yours!

LEE HARDWARE CO.

Furnished the
BUILDERS' HARDWARE
FOR THE NEW BUICK BUILDING

Mason Contracting

In The New Buick Building

"A Job We're Proud Of"

By

L. E. WENZEL

Phone 192

Farmington

Success to
George K. Checketts

It is a pleasure, indeed, to welcome to this community a new business institution of such a character. We believe you will find this community worthy of your confidence and your endeavors.

Peoples State Bank

OF FARMINGTON

"The Bank Good Service Is Building"