

Warren Service Garage

Pageant of Progress Edition

The Niles Newspaper

Warren Service Garage Founded In 1918

JEROME MOORE IS PRESIDENT AND FOUNDER OF FIRM

Started Life As Farmer; Became Successful Business Man

Jerome Benjamin Moore is the way his name is recorded on the official birth certificate, but to his many friends and acquaintances the president of the Warren Service Garage Company of Warren is just plain "Jerry." Mr. Moore was a Santa Claus baby, having been born on Christmas Eve in 1889 in Sterling Township.

His life until he was 21 years old was spent on a farm, during which time he also attended the county line school District No. 4 of Sterling Township. Moving to Warren, he became a carpenter then foreman of the Eckstein Lake Garage for four years, after which he went into business for himself.

That he was destined to be a business man rather than a farmer was apparent to Mr. Moore early in life when he tired of farm life and moved to Warren in 1912. His success in his chosen field, as indicated by the expansion of his business from a barn in back of his father's house in 1918 to the modern sales and service building in which he is averaging \$100,000 worth of business annually, is adequate proof of his good judgment.

The year 1912 was also important in Mr. Moore's life as



JEROME B. MOORE

—Photo by Spellman.

marking the start of his married life. He married Miss Edna Murthum and they have four children, Harold, 14, Dayton, 12, Jeannette, 11, and Emma, 4 years old.

Fishing is Mr. Moore's hobby, hunting his favorite sport. He is a member of the Masonic Blue Lodge, Oddfellows, Forresters and Knights of Pythias.

The future possibilities of this section are good in Mr. Moore's opinion, because Warren is a growing community near Detroit with many modern improvements, schools, churches and attractive business places. The principal immediate needs, he believes, are



MARTIN G. MOORE

more local residents, more people moving into town and an enlightened spirit of co-operation that will permit present residents of the village to work shoulder to shoulder in promoting the community's development.

Mr. Moore's principal outside interest is in the conduct of the sheriff's office in Macomb County. He is one of the oldest deputy sheriffs, having been first deputized in 1921 by Sheriff John Spaller. He has served two years under Sheriff Spaller and four years under Sheriff George Smith and is now serving a two-year term appointment by Sheriff Percy L. Moore.



FRANK J. LICHT

—Photo by Henk.

Frank J. Licht, county supervisor from Warren township, is engaged in the garage business in Warren as the secretary-treasurer of the Warren Service Garage Co. Mr. Licht was born in Royal Oak, Michigan, June 28, 1885, and was a rural mail carrier in that section until making his present connection in this territory.

Supervisor Licht was married in 1908 to Margaret Flynn and is the father of two children, Eunice, 17 years old and Robert, 10.

Aside from his interests as an official and proprietor of the garage, Licht has no outside business interests. He spends his spare time when the weather permits in fishing.

MOORE BROTHERS STARTED IN BARN BACK OF HOME

Capital Secured By Mortgage Began Auto Business

The Warren Service Garage company a \$10,000 corporation with 7,500 square feet of showroom and service space, was started in 1918 in a barn back of the home of the founder's father. The present modern building was begun in 1919-20. The following year, the founders Jerome B. and Martin Moore, incorporated the business with Jerome B. Moore as president, Martin G. Moore vice-president and Frank J. Licht, secretary-treasurer. In 1925, the size of the building was increased to its present dimensions.

Capital for the start of the business in 1918, Mr. Moore recalls, was obtained thru a mortgage on his home for \$500. In 1919, he took a sub-contract for the sale of Dodge motor cars, which he continued to handle until March, 1917, when he was the thirteenth oldest salesman in the Thomas J. Doyle organization.

For the last year, the company has been handling Whippet, Nash and Willys-Knight motor cars and accessories in Sterling and Warren Townships. The firm employs the average annual business being \$100,000. During the World War, the company took a promoting and servicing automobile, three, besides the president, in part in promoting the sale of Liberty Bonds.

Warren Co-operative Company Enjoyed Phenomenal Growth

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