

New Oakland-Pontiac Sales Building Opens Saturday

Unique Features Planned For Introduction Of New Structure To Public

The new home of Farmington's newest motor car sales and service organization, the Oakland-Pontiac Sales will be formally opened to the public Saturday afternoon and evening, March 31. The new structure, located at Division and State streets, is the third new automotive building opened in Farmington within the past seven months.

A number of unique features will mark the opening, including a song contest for school children, with prizes totalling \$10 in gold, for the best quartette, free motion picture shows, special music, and a special display of the new models in both Oakland and Pontiac lines.

The new structure, located in the hearts of the business section will provide Oakland and Pontiac owners in this section with convenient and complete service facilities for the maintenance of their cars. Provision

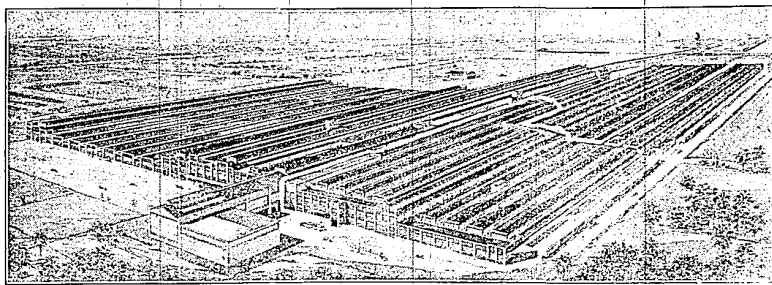
is made for anticipated expansion of the present building, which is 30x65 feet, and for added equipment.

The new building is leased from Warner Brothers, owners of the property, by C. H. Dunham, who has been occupying temporary headquarters on Grand River avenue since late in December. Despite the handicap of lack of salesroom facilities, Mr. Dunham has enjoyed a large measure of success in selling Oakland and Pontiac cars. With the new building available, a great increase in the already widespread popularity of the line is expected.

The new building comprises a handsome showroom with entrance on Division street, and an unusually light and airy service department entered from State street. Modern equipment will be installed throughout.

Mr. Dunham extends a personal invitation to all in this section to visit his new headquarters on Saturday. It is announced that the salesroom will be open every evening until 9 p. m. and on Sunday afternoons.

Eighty Acres of Oakland-Pontiac Floor Space



Oakland All-American Six factory expansion including new assembly and addition to shipping facilities (both to right of white line) will open April 2. Approximately the left half of the factory group is devoted to Pontiac Six manufacture. The Fisher body plant, connected with the factory by an enclosed overhead conveyor, is in the right background.

CONSTRUCTION AND EQUIPMENT ARE OF MOST MODERN TYPE

Farmington Firms Provide Nearly All Materials And Work On New Structure

"Modern equipment in a modern building" characterizes the new home of the Oakland-Pontiac Sales in Farmington, which is to hold its formal opening on Saturday afternoon and evening.

The building is of steel, brick, and glass, providing a maximum of light, ventilation, and comfort, while at the same time retaining all of the sturdiness demanded in present-day construction ideas.

The salesroom is of attractive coloring, with walls of decorative plaster, the work of Spaller Bros. of Farmington. Plumbing and heating in the building, utilizing the Modine unit, was the work of Elmer Weston, while the electrical wiring and fixtures were furnished by N. J. Eisenlord and Son. Building materials and supplies were furnished by the Farmington Lumber and Coal Company, builders' hardware by Lee Hardware Co., and structural steel by the General Machine and Iron Works of Plymouth.

Concrete blocks were furnished by the Gates Cement Block Plant, of Grand River road west of Farmington.

Amos Otis was the general contractor on the building, constructing it for Warner Brothers.

Singing Contest, Free Movies, To Feature Opening

Gold Pieces To Be Awarded Winners Of Competition For Student Quartettes.

The contest, sponsored by C. H. Dunham of the Oakland-Pontiac Sales, is for quartettes. Pupils will be allowed to form their own quartettes, and are furnished with a number of Oakland-Pontiac adaptations of popular songs. Among the well-known tunes are "Let the Rest of the World Go B.," "There's A Long, Long Trail A-Winding," "East Side, West Side," "Smiles," "Sweet Adeline," and others.

The members of the quartette winning the prize will each be awarded a \$2.50 gold piece by Mr. Dunham. Judges of the contest, which will be held Saturday evening, are to be selected within a day or two.

Another feature will be free movies with a performance scheduled for the afternoon, devoted especially to the children, and including a comedy, news reel, sports film, and pictures of tests at the General Motors proving ground at Milford. A similar performance will be given in the evening, at eight o'clock. The matinee showing starts at three o'clock.

Throughout the afternoon and evening there will be music, and at the close of the evening performance, a drawing for attendance prize, the \$100 down payment on an Oakland or Pontiac car, will be held.

All those visiting the new building during the afternoon or evening will receive favors as part of the opening celebration.

PERSONNEL OF NEW FIRM HAVE WIDE MOTOR EXPERIENCE

Work With Oakland Company Qualifies All For Handling Service

An unusually thorough experience in the motor car field, and particularly in the manufacture and servicing of Oakland and Pontiac cars, is possessed by every member of the Oakland-Pontiac Sales, new Farmington firm which holds the formal opening of its new quarters on Saturday. C. H. Dunham, head of the firm, was one of the pioneers in the development of the Pontiac Six, working on the new car long before its introduction to the motoring public. He did a great deal of experimental work on both the original Pontiac Six and the latest model of that popular line.

In addition to his connection with the Oakland Motor Car Co., Mr. Dunham was with the Cadillac Motor Car Company engineering staff for nearly two years.

F. P. McCaskill, who will be associated with Mr. Dunham, was also connected with the Oakland and General Motors engineering department, having been in these departments for the past three years. Harold Dunham, who will have charge of service for the new company, has been with the Oakland Motor Car Company for two and one-half years, in the experimental and motor testing departments, as well as for some time in the new car repair division.

The experience of the new firm's personnel assures all Oakland and Pontiac owners of satisfactory service at all times.

FARMINGTON OWNER DROVE 43,000 MILES, REPAIRS COST \$12.50

Reed Webster Finds Old Oakland Economical, Buys New All-American

"Oakland and Pontiac motor car owners throughout the world are enthusiastic over their cars, but it would be hard to find a more satisfied owner than one right here in Farmington," says C. H. Dunham, of the Oakland-

Pontiac Sales, "Among our patrons we are glad to count Reed Webster.

"Mr. Webster has just purchased a new Oakland All-American two-door sedan," said Mr. Dunham, "and when he came to the car a total of just \$12.50 for repairs.

never was any question of the make he wanted.

"Mr. Webster was driving an Oakland that had travelled 43,000 miles. Outside of tires, Mr. Webster spent, during the time he had the car a total of just \$12.50 for repairs.

CEMENT BLOCKS

For This Building Were From

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of

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in Farmington

Lee Hardware Co.

Furnished Builders' Hardware in the

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Compliments of the

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C. H. DUNHAM

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We Wish You Success!

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