

So many times in an average life situation develop that create the soil in which self-pity flourishes; yet a simple mental adjustment can change this soil into one rich in "self-reliance" fertility. Then the harvest is truly of value.

Service Dept. Contains Latest Mechanical Aids

Customers and prospects will find the Wilson Pontiac-Cadillac agency's new building one of the country's most modern and efficient dealerships, as it was designed especially to speed up customer service, to increase the quality of the service, and to foster better customer relations.

Visitors to Wilson Pontiac-Cadillac will find a large, comfortably outfitted reception area in the service department where the service manager and his four assistants will be on duty at all times to discuss the customers' service problems.

WILSON lubrication department

has the most modern equipment available. Each stall has its individual exits to enable the company to render immediate service according to factory recommended specifications.

A four-stall tune-up department with the latest scientific testing and checking equipment is available, as are nine hydraulic hoists for better, faster and efficient visual inspection of cars.

Front-end pits and equipment are of the latest design and permit the rapid inspection and adjustment of faulty steering, tire wear and hard riding.

ELECTRONIC visualinera and wheel balancing devices eliminates "guess work" when the car is serviced.

Double wash racks, a complete undercoating department and a polishing department are just a few of the "extras" at Wilson.

Experienced As Office Manager

Arlene Pincomb, office manager of Wilson Pontiac-Cadillac, has had more than ten years experience in dealership office management with General Motors. She has been in her present position with Wilson for more than 2 years. She lives in Royal Oak.

Kitchen, Luncheon On Second Floor

A completely equipped kitchen and dining facilities will be available to Wilson Cadillac-Pontiac employees, when the new building opens July 16. Housed on the second floor, it is completely air-conditioned and furnished in Williamsburg colonial decor.



CHARLES E. WILSON, JR.

EDWARD E. WILSON

When Wilson Cadillac-Pontiac moves into its new headquarters July 16th, there will be no change in management. Since its founding in 1949, the dealership has been co-owned by Edward E. and Charles E. Wilson, Jr., sons of the U. S. Defense Secretary, Charles E. Wilson.

The two brothers also own and manage the G.M.C. Truck agency in Pontiac. Edward Wilson is chairman of the Oakland County Republican Committee, and also is chairman of District 1, Boy Scouts of America. He makes his home with his wife and four children at 5380 Beech road.

CHARLES WILSON IS a graduate of the University of Michigan and was employed by General Motors in the Motors Holding Division, prior to the formation of the auto agency. He resides with his wife and three children at 5961 Lahser road, Birmingham.



NEW PONTIAC-CADILLAC AGENCY BUILDING AT SOUTHEAST CORNER WOODWARD AND MANOR ROAD



RUSSELL DOWNEY

MAC McINTOSH

ELMER EAGLE

RUSSELL DOWNEY, sales manager of Wilson Pontiac-Cadillac, started his automotive career 17 years ago with Hupmobile. He has had extensive sales experience with Pontiac Motors. He is a resident of Birmingham, a member of the Lions Club and Forest Hills Country Club. He is married and has three children.

"MAC" McINTOSH, service manager of Wilson Pontiac-Cadillac, has been in the automotive business since 1922. He has been Service Manager for Wilson for the past 4 years. He is a resident of Birmingham and has two boys in the Armed Forces at the present time. He has been associated with General Motors in various capacities since 1926.

ELMER EAGLE, used car manager of Wilson Pontiac-Cadillac, has had more than 10 years automotive sales experience. He is the father of four children, commutes between Birmingham and Berkeley and is a member of the Knights of Pythias.

VERNE ERNST, assistant service manager of Wilson Pontiac-Cadillac for the past two and a half years, started as a service salesman for the company and has been promoted steadily to his present position. Mr. Ernst is married, and lives in Pontiac, and is the father of one child.

JAMES GRISHAM, Parts Manager of Wilson Pontiac-Cadillac, has had extensive parts experience and has been in his present position with Wilson for the past four years. He has received several sales awards for his outstanding work from General Motors.

At Grand Opening

Previews of Progress, a dramatic, non-technical science show sponsored by General Motors, will be shown in Birmingham July 16 and 17 at the new Wilson Pontiac-Cadillac, Inc. Showroom, 1350 North Woodward. There will be no admission charge, and the public is invited.

Witnessed by millions of Americans, Preview of Progress will graphically present many of the most recent developments in scientific research, which will contribute to a more enjoyable and comfortable life in the years to come.

The Pontiac Strato Streak, on display July 16-17 at Wilson Pontiac-Cadillac, Inc., has proved itself a tomorrow's style car with an appeal to the fancy of today's public.

The spectator sports car, one of the "dream cars" shown at the General Motors Motorama this year, gave Pontiac designers a chance to test the general reaction to futuristic styled autos. It proved a popular favorite wherever it has been shown.

Pontiac-Cadillac Dealer Moves To New Big Building

One of the country's most beautiful automobile showrooms will open in Birmingham July 16th and 17th, when Wilson Pontiac-Cadillac move into their new headquarters at 1350 N. Woodward Avenue. The opening will be highlighted by a two-day visit of General Motors "Previews of Progress" exhibits and the exclusive showing of the Pontiac "Strato-Streak" and the Cadillac "Park Avenue", dream cars direct from the New York GM Motorama.

The showroom and offices are completely air-conditioned and are furnished in the Williamsburg decor. It displays five cars and has recessed lighting and acoustical ceilings.

THE NEW WILSON DEALERSHIP building, of Williamsburg architecture, covers some 30,000 square feet—20,000 square feet of which comprises the service and parts area. It is designed specifically to facilitate the efficient and rapid service of customers' vehicles.

There are 26 service stalls, two lubrication racks with their own entrances and exits, 9 hydraulic hoists, together with front-end pits to handle wheel alignment. Underground exhaust systems and cooling and exhaust fans further enhance the convenience to both customer and servicemen.

A completely furnished customer lounge is adjacent to the service area.

LARGE, MODERN PAINTING and pumping facilities which were completed last year will continue to be housed in a separate building at 2502 N. Woodward in Royal Oak as will their distinctive used car lot.

The new dealership building was designed by Harry W. Deneves, Jr., AIA; general contractor was the Shurrer Construction Co.; electrical contracting by Grey Electric; landscaping by Laurence Smith and interior decorating by Allene Hanna.

Best Wishes To
WILSON
PONTIAC - CADILLAC
on their
GRAND OPENING

Friday & Saturday, July 16 & 17

It was our pleasure to have installed the plumbing, heating and air conditioning in their new building.

Eames & Brown, Inc.

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CONGRATULATIONS
And Best Wishes To
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Bruce A. King, Jr.
Consulting Mechanical & Electrical Engineers
884 S. Adams, Birmingham

WILSON
PONTIAC - CADILLAC
Our staff wishes you
continued success.
Harry M. Denyes, Jr.
A. I. A. Architect
386 E. Maple, Birmingham, Michigan

Congratulations and Best Wishes To
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PONTIAC-CADILLAC
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Pontiac-Cadillac
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2307 West Grand Blvd. Detroit, Michigan

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Friday & Saturday, July 16 & 17
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