

New Building To House Chevrolet

Construction Time Establishes Record

Wetsman Building Erected On Woodward Avenue In Two And One-half Months; Contractor Is Complimented

Completion of the Wetsman building, at south Woodward avenue and west Ruffner street by Glenn E. Routier, general contractor, 108 1/2 north Woodward avenue, in two and one-half months is a record for the time of year, according to men connected with the building business, among them A. J. Meilstrup, district manager for northern Michigan of the Segelke & Kohlhaas Lumber company. "Birmingham is to be congratulated on having a contractor who works so rapidly and yet withal so efficiently as Glenn Routier does," Mr. Meilstrup said.

Ground was broken for the building Jan. 25, 1927, and it is to open Saturday, Apr. 9. The cost of the structure is estimated at \$25,000. It is to be occupied on long-term leases by Tracy & Cotton, Chevrolet dealers, and the South Birmingham Pharmacy, owned by S. B. Sweet, of Detroit.

Second Structure

The Wetsman building is the second \$25,000 sales and service house built by Mr. Routier within the last six months. The other was the Buick Sales and Service, at 602 South Woodward avenue, completed in January of this year.

The new building is purely utilitarian in architecture. It is first of all entirely fireproof. It was laid out with an eye to good lighting. It looks like a practical place

of business. Both the inside and the outside are in neutral colors.

The building itself is in the shape of a parallelogram, its sides are 83 feet 9 inches by 100 feet. It covers three 20-foot lots and one 24-foot lot, with a total area of 8,500 square feet. Of the 83 feet 9 inches facing Woodward avenue, the Tracy & Cotton sales room has 44 feet. Besides its Woodward avenue frontage, the South Birmingham drug company has 25 feet of frontage on west Ruffner street.

Buff colored brick has been used for the outside of the building, forming a pleasing background for the large plate glass windows of the sales room and the drug

(Continued on next page)

NUMEROUS STATES SUPPLY MATERIAL

Building To Combine Products From Many Parts Of Country

Material from all over the United States is being supplied for the new Wetsman building by the L. W. E. Lumber company. Cement, lime, brick, mortar color, sewer pipe, coping, floorings, and some construction lumber, all are included.

The Actna Portland cement is one of the two things in the lot from Michigan. It comes from Fenton. There is also an Actna Portland cement company in Bay City. The other Michigan product is the brick, from the Pontiac Brick company.

Ohio supplied the sewer pipe and lime. The lime is from the Woodville Lime Products company of Toledo, Tennessee, produced the mortar color used in the new building and the lumber, comes from Arkansas.

Yellow pine has been used in construction lumber, and the floorings have been laid in the automobile show room of Tracy & Cotton and in S. B. Sweet's drug store.

NEW DRUG STORE OPENS SATURDAY

Called Step Toward Development Of Business District In Southern B'ham

The new South Birmingham drug store, will open Saturday in the Wetsman building, at west



THE NEW WETSMAN BUILDING

The new Wetsman building, pictured above, is situated at south Woodward avenue and west Ruffner street. It was built by Glenn E. Routier, general contractor, 108 1/2 north Woodward avenue. The two stores are to be occupied by Tracy & Cotton, Chevrolet dealers, and the South Birmingham Drug company. The rear of the building is a Chevrolet service station.

Ruffner street and south Woodward avenue. "I feel that South Birmingham is developing a business center of its own," S. B. Sweet, manager of the store said. "And I believe that I am doing the people a service in starting a drug store in this rapidly developing community."

Mr. Sweet is a druggist of long standing, having been a registered pharmacist for more than 25 years. Besides his new store in south Birmingham, he owns one at Hamilton and Geneva avenues, Detroit.

He will carry a complete line of drugs, candy, magazines, tobacco, and toilet accessories, and will offer fountain service. The equipment in the new store is modern and up-to-date in every respect, he announced.

MODERN HEATING SYSTEM IS USED

New Plant Cost \$3,500; Said To Combine Latest Improvements

The heating plant in the new Wetsman building on south Woodward, which is of an unusual design known as the Buckeye type, cost \$3,500 according to W. R. Meese, of the Miller Plumbing and Heat-

ing company, east Maple avenue, the installers.

The heat is supplied by an American Radiator cast iron sectional boiler to the radiators in the stores and show windows, while in the garage an even temperature is maintained by five suspended Buckeye thermocouples equipped with blowers to distribute the heat.

The plumbing fixtures are of the usual standard type and hot water is supplied from a Humphrey triple coil heater.

Mr. Meese stated that the Buckeye system which has been installed is very satisfactory where a large space is to be kept at an even temperature. The forced circulation from the blowers accomplishes this.

Reflection of Growth Seen in New Building

Tracy & Cotton Report 100% Increase In Business; Garage Will Employ More Service Men

The opening of the new Tracy & Cotton sales and service in the Wetsman building at Woodward avenue and west Ruffner street Saturday will be active testimonial to the more than 100 per cent increase in the Chevrolet business in Birmingham since Guy A. Tracy and Paul P. Cotton took it over last June, it is seen.

Although according to plan, about two-thirds of the year's sales are made during the first seven months of the year, more were sold after June last year than before. The popularity of the Chevrolet has increased by leaps and bounds, until we had to have new, larger and more conveniently located quarters," Mr. Tracy said.

In the new service room 18 cars can be housed and worked on, and for just storage, 25 can be accommodated, Mr. Tracy said. Several men are to be added to the present force of four, to take care of the service section.

At the formal opening Saturday, a special display of the newest models of the Chevrolet will be made. Favors are also to be given away.

One of the especially attractive features of the new garage is the large amount of parking space around it. There is a large concrete

WINDOW CASEMENTS ARE OF SPECIAL TYPE

Steel sash and window casements for the new Wetsman building at west Ruffner street and Woodward avenue were supplied by the Detroit Steel Products company, 1255 Washington boulevard, Detroit. A special type of sash and casements, known as "fenestra," has been used.

Glenn E. Routier
General Contractor

Phone 446

108 1/2 N. Woodward Ave.