

WOODWARD BLOCK CITE AS BUILDING TRIBUTE

NEW J. H. M'BRIDE BUILDING CALLED LARGEST SINGLE SPANNED STRUCTURE TO BE ERECTED IN BIRMINGHAM

30 Foot Open Space Front Unhampered By Columns Most Effective For Display Purposes; Walls Are Fireproof

The largest store in Birmingham in one open span, without columns, is the new J. H. McBride Hardware store, on south Woodward avenue, built by the Packard-Charlton building company. The cost of the store as estimated on the building permit issued the latter part of August, 1926, was \$35,000.00, with a \$6,000.00 warehouse in connection with it.

This 30-foot open space in front, unhampered by columns, is the most effective for display purposes and for general attractiveness. It was made possible by the steel framework and steel joints used in the construction, builders say. Instead of the ordinary 18 or 20 foot spans, special 30 foot ones were used. The steel was supplied by the Sterling Structural Steel company of Detroit.

Fire Proof Walls
Modern fire proof brick walls, conduit wiring, and the steel framework make for absolute fire proof. Frank S. Packard, of the Packard-Charlton company, said: "The building measures 30 x 35 feet, and is two stories high with a full basement underneath. The basement is eight and one-half feet deep. The foundation is such that three more stories may be added to the building at any time in perfect safety."

Part of the basement will be used as a barber shop, with a Woodward avenue entrance. The remainder of it, as well as the whole first floor, will be part of the J. H. McBride Hardware store. The basement section will first be used merely as a store room, later becoming a sales room for heavy pieces of hardware.

The second floor consists of several suites of offices, with special fittings for a beauty parlor and a doctor's office.

The face of the building is Indiana limestone. Two large plate glass windows provide ample display room for the store.

Realizes Dream



J. H. McBride

Completion of the new hardware and office building on Woodward avenue south of Maple avenue is the realization of a dream Mr. McBride has long had. The building, occupied by his hardware company, is one of the finest in Oakland County.

EXTENSIVE HEATING PLANT FOR BLOCK

An extensive heating plant valued at approximately \$2,500 has been installed in the J. H. McBride building by Fred Craven, 221 West Lincoln avenue. A one-pipe steam Hoffman furnace, No. 2 vacuum valve, will supply the heat.

These furnaces have gained a splendid reputation for heating store buildings, and are known to stand considerable wear and tear. A Capitol boiler, one of the best on the market, is being used.

Four inventories costing approximately \$1,100, bring Mr. Craven's work on the building to a total of about \$4,000. These are completely equipped. This does not include the fixtures for the barber shop which is to be in the basement and the beauty parlor upstairs.

These inventories are completely equipped with the most up-to-date fixtures made by the Standard Manufacturing company.

M'BRIDE OFFICES RENTING RAPIDLY

The second story of the J. H. McBride building, consisting of 12 offices, is being rapidly filled and according to J. H. McBride all vacancies are spoken for.

The entire front of the second story is to be occupied by Dr. Ralph Ferris's offices. Another suite of offices will be occupied by James Campbell and J. Benwick Bell, realtors. A beauty parlor is to take up a portion of this floor and an office will be occupied by Charles H. Soderberg, mechanical engineer.

A barber shop is installed in the basement.

VILLAGE FIRM'S WOOD USED BY J. H. M'BRIDE

Lumber and cement to the amount of \$500 were supplied for the new J. H. McBride building on south Woodward avenue by the R. C. Moulthrop Lumber company.

The wood supplied was yellow pine, to be used for partitions. It is good wearing wood, carefully dried and not likely to warp, according to company officials. Yellow pine is generally used for partitions and has been found very satisfactory, they say.

Cement of the highest grade was used for the floors of the store, it was reported, and the regular mortar for laying bricks was also supplied by the Moulthrop company.

Justice moves slowly in Hornell, N. Y., according to a press dispatch, which states that after a two weeks' session court was adjourned because of out 186 cases on the docket not one was ready for trial. Another proof that American efficiency does not extend to legal procedure.

Each new government estimate on the cotton crop confirms the suspicion that the boll weevil laid itself miserably on the job this year.

A Norwegian dispatch stating that a whale was captured in a Ford was an error. It was captured in a fjord.

The steamer Jarvis Bay was in constant wireless communication during an entire voyage from Australia to England.

J. H. McBride Realizes Old Dream With Completion Of Building

With the completion of his new building on Woodward avenue south of Maple avenue, J. H. McBride whose hardware store will occupy the first floor, is realizing a dream he has long had.

Mr. McBride was born in Beaver Dam, O., in 1881 and after completing his high school course there and studying a general course for three years at Ohio Northern University, he returned to Beaver Dam and taught school for three years.

The hardware business attracted him and he was not long before he entered it. He was a clerk in a store in Lima, O., until 1910 and it was there he began to learn the business. As it became more familiar to him the desire to build a large building where the hardware store would occupy the first floor and offices the floor above took hold of him and today that dream has been realized.

In 1919 Mr. McBride was made manager of the new store of F. J. Poole in Pontiac after Mr. McBride had opened the store. He remained there a comparatively short time and he with F. J. Slosser bought out the hardware store of Philip Schlaack at Woodward and Maple avenues here. Three years later he sold out his interest to Mr. Slosser and started in business for himself in the store he occupied before his new building was completed.

In 1923 the business was incorporated with his son, Russell, Nathan Harrison, Frank Harrison, Harry Bayley and Charles Parker.

Mr. McBride was village president of Birmingham for the two terms preceding the service of the present president, Charles J. Shain. He has always been active in civic work here and has served on numerous committees.

He is a member of the Exchange club, the Masonic order and the Baptist Church.

All the steel used in the construction of the new J. H. McBride hardware store, on south Woodward avenue, including the great 30-foot span across the front, which makes the store the largest in Birmingham without

Demonstration To Be Given Of Cooker

A cooking demonstration is to be given at the J. H. McBride hardware store January 28 by a special demonstrator of the Chamber Fireless Gas Range. The exhibition of a cooker which works on the principle of a thermos bottle retaining its heat for many hours, will start at 9 a. m. and continue to 9 p. m.

An added feature to the demonstration is a free distribution of sandwiches cooked in this range. Among advantages and features of the cooker are statements that it will greatly reduce gas bills, cooks with gas turned off and the fact that it will cook food in a much more palatable manner because none of the food juices are allowed to escape.

ANNUAL LUMBER COSTS COULD BE DECREASED

The National annual building bill for small and medium wooden dwellings and barns and other wooden farm structures is approximately two billions of dollars, according to the report of the sub-committee on Construction of the National Committee on Wood Utilization of which Secretary of Commerce Herbert Hoover is the chairman. The major portion of this construction is on farms and the cost, the committee claims, could be reduced by tens of millions of dollars if the consumer would abandon the habit of buying long length lumber exclusively and then cutting one-sixth or more of it up into short lengths called for by the plans. This is due to the fact that many of the same of the country offer these short lengths which are of equal quality with the longer lengths for at 15 to 25 per cent below the price of the latter. They are able to market, however, only about the fourth of what average timber would produce if fully utilized.

With girls wearing few clothes and starving themselves to reduce two may live as cheaply as one.

Why not offer a prize to the author who refrains from writing a book for a year or so?

No wonder poor Eve didn't use her head, inasmuch as she was made from a bone.

January will be "laugh month" at the movie theaters, during which we should comedy films will not be shown.

ELECTRIC FIXTURES INSTALLATION COST ESTIMATED AT \$250

Installing electrical fixtures in the new J. H. McBride Hardware store was done by the Bird & Ryder Electric company.

Included in the installation of fixtures by this company was the installing of the telephone service throughout the building and lighting system.

The approximate cost of the fixtures used in the new building is \$275. The fittings put in the job are of the best type and are made by the General Electric company.

Twenty-two ceiling units of the 100 watt type were used for lighting the main floor. Twenty-nine chain pendant commercial units were used in the building besides 14 chain pendant units of 200 watt power, and 15 chain pendants of 100 watt power. Seventeen drop cord fixtures were used in the basement.

Wiring of the showcases and of the warehouse in the rear was also in charge of this company.

Two men were used in the work done by Bird & Ryder and the job was completed in two days.


AMERICAN PLANS ARE USED FOR BUILDING

Typically American in every respect is the style of the new J. H. McBride Hardware store, on south Woodward avenue, according to C. W. Ditchy, the architect who drew the plans for the building. Mr. Ditchy resides in Royal Oak but his office are in Detroit.

The building has been planned to look like a hardware store, and not like a theater. It is almost severely plain, but in excellent taste. The materials are fireproof and the structure has been built to last and to retain its appearance.

The two large show windows are arranged with a lobby between so that persons who wish to stop and gaze into the windows may do so without being pushed about by other passers-by, Mr. Ditchy said.

Chambers FIRELESS GAS RANGE



Gas Bills Cut Right in Half

BECAUSE the oven and the Thermodom in the CHAMBERS FIRELESS GAS RANGE are insulated by a two-inch wall of mineral wool, you can cook 50 to 60% of the time with the gas turned off. Like the thermos bottle or ice box, the CHAMBERS oven and Thermodom are constructed to keep the heat in the range and out of the kitchen. The result is gas bills cut in half.

FREE! FREE!

A Sandwich from a ham prepared on the Chambers-Fireless Gas Range that "cooks" with gas turned off at our

COOKING DEMONSTRATION
Friday, Jan. 28, 10 a. m. to 9 p. m.
Be here and see this wonderful range in operation for yourself

1. Cuts gas bills in half.
2. Cooks with the gas turned off.
3. Gives a cooler, more pleasant kitchen.
4. More freedom and time for recreation.
5. Cooks evenly and scientifically.
6. Saves grocery and meat bill—30c saved on food shrinkage for average meal.
7. Retains the natural flavors and food juices.
8. Keeps food hot and moist after cooking if serving is delayed.

McBride Hardware Company
126 S. WOODWARD AVE. PHONES 535-555

Fixture Equipment

BY

Bird Electrical Company

(Successors to Bird & Ryder)

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111 E. Maple Ave.
Birmingham Phone 90