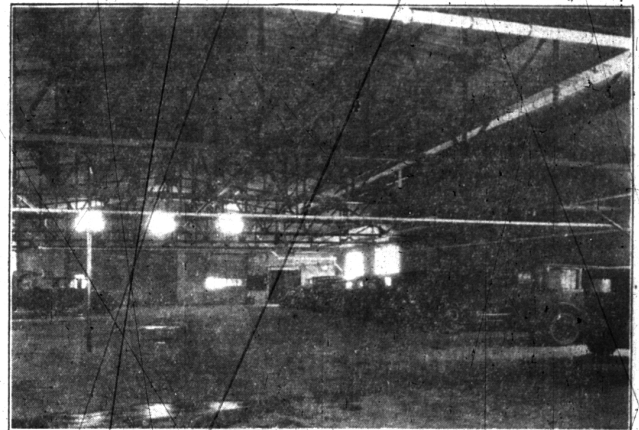


E. C. McBRIDE BUILDING SECTION



Outside View Showing Cadillac Salesroom and One of the Three Store Fronts



Interior View Showing Garage Space and Service Department

We Are Pleased To Announce

ON Saturday, January 22nd, the E. C. McBride Building will be formally opened at 314 South Woodward Avenue. After six months' construction Birmingham will find in this building, one of the most modernly equipped garages and salesrooms ever erected here. In addition are three very desirable store locations completed in the same attractive fashion as the salesroom and garage. The site of this building is considered by many as strategic; in the expected growth of Birmingham it is quite likely that this location may be the center of a commercial growth. At any rate, the building is located in a section which will undoubtedly feel Birmingham's growing pains first.

It is with much pleasure that we announce this formal opening Saturday and invite your inspection.

The building located on Woodward Avenue with an 85 foot frontage is occupied by a salesroom, three stores and a large garage. Every detail of construction has been carefully worked out.

The heating system of the garage is in the form of six overhead units which force the heat in any directed position making possible the rapid heating of any section of the building; the six units incidently form the ventilating system of the garage. The salesroom is large and light, and is being used by the Cadillac Sales as a showroom. The three stores, not as yet leased, are beautifully lighted and attractively decorated and will prove valuable for a number of business places. The building measures 85 feet by 234 feet and is a block deep with a rear entrance on the McBride Court.

Three Desirable Store Locations For Lease

Each store is finished in the most satisfactory manner. Equipped with Arcola heaters, comfortable quarters for business activity are insured in all three locations. The floors are of concrete foundation with a Terrazo finish. Ceilings are metallic and unusually attractive. The walls are highly finished and painted in a pleasing color. Large show windows permit a wide display of merchandise. Light and ventilation are of the highest order and every feature of modern business store lay out and space regulation has been unsparingly developed.

The desirability of location is beyond doubt. Reliable figures from the local bus company indicate that more people "get off" at Frank St. than any other corner in town. From the point of business desirability, a review of frontage development in Birmingham shows that expansion is toward Detroit and that property in this location will enjoy a bountiful increase very shortly. With the coming erection of the Birmingham Theatre, it is obvious that much business will be directed toward this new building and that store occupants will derive a great benefit from such development.

E. C. McBRIDE, *Owner of Building.*