

—From The Wall Street Journal,  
July 30, 1928.

## PONTIAC'S GROWTH RECALLS DETROIT

General Motors Plants Served As  
Foundation For City's Notable  
Expansion—Worth of Products

PONTIAC — Increases totaling 284% in the value of its manufacturing products, 253% in its payroll, and practically 100% in its population is the story of the industrial progress of this Michigan city over a period of five years ended 1927, with every indication of more than \$100,000,000 increase in the output of its 40 manufacturing plants during 1928 and continued expansion through the addition of new plants.

Pontiac manufactured \$49,500,000 worth of products in 1922. In 1927 its manufacturing value had increased to \$178,000,000. Its payroll was \$8,500,000 in 1922 while in 1927 it had grown to \$30,000,000.

In 1920 the last official census gave Pontiac a population of approximately 34,000 people. At the beginning of 1928 the Polk Directory gave the population as 66,263, and increase of practically 100% in seven years, with hundreds of new houses going up to take care of the steady stream of newcomers who are thronging to this industrial center, which today is employing more than 20,000 workmen.

Pontiac's growth in the past few years is proportionately just as remarkable as the growth of Detroit, which began 25 years ago when that city was first getting its manufacturing momentum. But while Detroit had to go through its pioneer days of the survival of the fittest, Pontiac's growth started on the rock foundation of several important units of the General Motors Corp., including Oakland Motor Car Co., manufacturer of Oakland and Pontiac automobiles, which has grown to be the second largest unit in number of cars produced within the General Motors family; and the General Motors Truck Corp., which is producing all the General Motors trucks, coaches, taxis, and a complete line of light delivery vehicles, and a constantly growing unit of the Fisher Body Corp.

In a recent interview D. R. Wilson, of the Wilson Foundry Co., another Pontiac industry, announced that his company was employing 4,310 men, with an annual payroll of \$7,500,000 and was melting 1,100,000 pounds today as compared with 17,000 pounds in July, 1917.

Wilson Foundry Co. makes all the motors for Willys-Knight and Willys-Overland automobiles. That company recently announced a production of approximately 200,000 cars for the first six months of this year, more than equalling its best previous 12-month record.

In addition to these large manufacturing plants, Pontiac has the new Baldwin Rubber Co. factory, the American Forging & Socket Co., the Pontiac Paint Co., the Pontiac Varnish Co. and 35 other manufactories, for which conservative business circles are predicting a combined production of \$300,000,000 in 1928, with the assurance of other big plants scheduled to be located in this city.

# NEW WABEEK BUILDING

## Ready September First

**NEW WABEEK BUILDING** - - one of the finest types of office and shop buildings in America - - will be ready for occupancy September First. Today a score of interior decorators and painters are hard at work on both the stores and the offices, while another group of skilled artisans are polishing and finishing the beautiful marble pilasters and wainscoting which flanks the walls of the magnificent lobby, leading to the elevators and stairs of the offices above.

### Strength, Beauty Everywhere

As you walk through its corridors, stores and offices, probably your first impression beyond its beauty and strength will be the spaciousness and light and airiness which meets you on every side, the result of high ceilings and the scientific use of both windows and lighting.

All the corridors and lobbies are wide and inviting and will be kept in the spotless condition such a building deserves.

### These Stores Are Models

The Wabeek stores are built to comply with the most exacting demands of modern merchandising, and will be leased to only the finest type of merchant.

With a frontage of 20 feet on Maple, and a depth of 60 feet, the unusually high ceilings give the appearance of a largeness and quality which unquestionably appeals to all buyers.

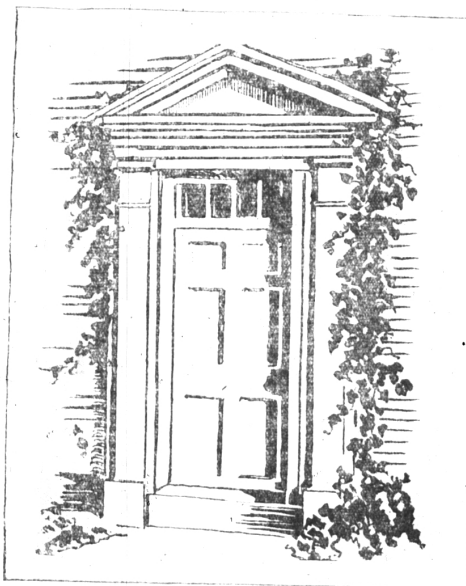
Large display windows are of the latest extruding type of bronze, designed for the finest kind of display.

Each store includes its own well-ventilated basement and will be heated by the modern plant of the Wabeek Building.

### Exceptional Parking Facilities

From both an engineering and merchandising standpoint, these stores are the equal of the finest shops in either New York or Chicago.

Added to their beauty and splendid location is the advantage of exceptional parking facilities at both the curb and in the Wabeek parking property in the rear, and you can readily see why these important factors are all bound to make the Wabeek stores the most desirable shopping section in the entire Birmingham-Bloomfield district.



### Elevators to the Offices

Above these stores are series of bright, modern offices which are reached by both elevator and broad stairway from the handsome lobby, which faces on Maple Avenue.

The entrance to this lobby is finished in ornamental cast iron and bronze with marble walls and staircase on the inside.

These offices are the last word in modern construction and are approached by well-lighted spacious corridors.

These offices can be leased as either single office, 18x25 feet, or in suites for either professional or business purposes.

High ceilings, large windows, the best there is in heating apparatus make them by far the most attractive in Birmingham for both the tenant and his clients.

### These Offices in Demand

Already more than half of the office space is under lease with several groups of physicians and professional men figuring on the balance.

### You Are Invited to Inspect This Building

As exclusive rental agents for both offices and stores, we extend to you a cordial invitation to inspect this building. If you will give us a telephone call or drop into our offices, we will be delighted to take you through the Wabeek Building at any time, and show you the many advantages it offers to both the professional man, the business man and the merchant.

# Colgrove, Buck & Tillotson

First State Bank Building  
Telephone 830 or 1185