

NEW BUILDING ON WOODWARD TO BE OPENED

Four Large Stores Will Be Established In Briggs Bldg. By Jan. 11

The latest addition to Birmingham's increasing list of attractive buildings in the heart of the business district, the new \$200,000 Briggs Building at the southeast corner of Woodward avenue and Maple road, will be opened to the public on Saturday when the Piggly Wiggly Co., nationally known grocery concern, begins its first day of business on the site.

Three other well-known business establishments will be in operation in the new building soon after the new year. Of the series of eight stores planned for the building, four have been rented and applications for the others are being considered by the Briggs Commercial and Development company.

Stores Open Soon
The Birmingham Department Store, now located on Woodward avenue opposite the Briggs Building, is expected to be transferred during the Christmas Holidays and the Economical Drug Co., which will occupy the corner store will be opened on Dec. 15. The Woolworth Five and Ten Cent store will be opened the second Saturday after the new year.

Future Provided For
Every precaution for future

needs of the building has been taken. The construction of the foundation and the steel work was made with the proper provisions for addition. The steel columns were cut off at the roof. The roofing is necessarily temporary and the stone work around the coping can be moved up to the fourth floor.

The most modern and attractive fixtures have been installed and the building is equipped with the latest mechanical improvements. The building, which is 200 feet long on Maple road and 150 feet on Woodward avenue is of Indiana limestone.

Automatic thermostat heating devices, separate steam mains equipped to furnish tenants with gas and compressed air, an in-ginerator fed building court, an automatic ash-waste, the most modern boilers and a soft water unit are some of the more outstanding features of the building.

Drug Store Is Largest
The Economical Drug Company's store, which is irregular in shape, will have 54 feet of frontage on Woodward avenue. The greatest depth of the store is 66 feet.

The Piggly-Wiggly, best known by its "help yourself" slogan, is 72 feet long and 32 feet wide and will be stocked with its usual brance of foodstuffs.

The Woolworth store is 30 feet wide and extends from Woodward to Maple, with an arcade affording additional display space.

The Birmingham Department Store, when established in its new quarters will be one of the most attractive business places in the village. The interior finishings are of walnut and wrought iron. A large mezzanine floor with a modern circular staircase are features of the establishment.

Bronze Fixtures Featured
All of the stores will have adequate basement space, and the electric fixtures are of staturary bronze.

An atmosphere of permanence and stability is given by the Levanto marble lobby. The large investment of the Briggs Commercial and Planning Company is seen as an indication of the future of the retail center—based on the influence of Wider Woodward avenue, the advent of rapid transit, and the fact that Birmingham's population has doubled in five years.

Development of the corner was foreshadowed by the construction of the Kunsky-Birmingham Theater by the Briggs interests. The theater building includes the 1,500 seat theater and a group of retail stores.

Tentative plans of the Briggs Commercial and Development Co., for further development of the east side of Woodward avenue include the construction of additional buildings on the site of the Thornton Garage adjacent to the Kunsky-Birmingham Theater.

The property, which is owned by the Briggs interests, has a frontage of 106 feet on Woodward avenue and is immediately south of the new Briggs building.

Builder

of the

NEW BRIGGS BUILDING

C. O. BARTON

GENERAL CONTRACTOR

1900 East Jefferson

Sub-Contractors and Supply Companies for the NEW BRIGGS BUILDING

- Excavation..... Michigan Excavating Co.
- Reinforcing, Steel Joists..... Truscon Steel Co.
- Tile Partitions..... Anchor Fireproofing Co.
- Cut Stone..... Pontiac Cut Stone Co.
- Granite..... New England Granite Corp.
- Steel Sash..... Lupton
- Structure Steel..... Mahon Structural Co.
- Miscellaneous Iron..... Daigl Iron Co.
- Tin Clad Doors..... Fire Doors, Inc.
- Carpentry..... Richard Dettlof
- Copper Work.....
- Glass and Glazing..... Cadillac Glass Co.
- Awning Service..... National Tent & Awning

OPEN SOON

Another

ECONOMICAL DRUG STORE

in the

New Briggs Building

Another

Economical Feature

will be

A Complete Luncheonette

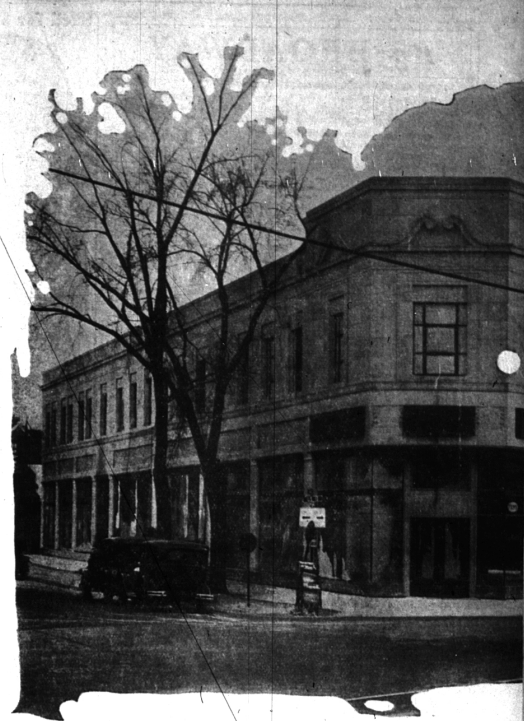
PRESCRIPTIONS,
the most important part
of our business
"INSTANT SERVICE
and
PROMPT DELIVERY"

Birmingham's Finest - Largest Department Store!

When we say the finest, we mean this: the finest exterior, the finest interior, the finest merchandise and the finest service obtainable.

This briefly paints a picture of what you may expect when the new Birmingham Department Store opens immediately after New Year's in the Briggs Birmingham Building, Birmingham's finest business building.

L. & D. Davidson
BIRMINGHAM DEPARTMENT STORE
Birmingham's Finest Store



Now Nearing

THE NEW BRIGGS BUILDING

KEEPING pace with the growing needs of Birmingham, the Briggs Commercial and Development Company presents the new Briggs Building, now nearing completion. This building is the second unit in the development of one of Birmingham's most important business corners. The initial step was taken more than two years ago with the construction of the Kunsky-Birmingham Theatre Building.

This new, modern store building at the southeast corner of Woodward and Maple avenues is of an architectural design in accordance with the prominence of the location. It is designed to carry, eventually, two additional stories. The ten main floor stores, almost completed, have, in all, a frontage of 150 feet on Woodward avenue and 189 feet on Maple avenue. All the stores

A full description will be provided

BRIGGS

Commercial and Development

1800 Buhl Building