

McBRIDE HARDWARE SPECIAL SUPPLEMENT

McBrides Open Large, New Hardware Store

NEW HOME OF McBRIDE HARDWARE CO.



Exterior view of the new McBride Hardware store. Spacious open windows allow a clear view of entire interior of the store to the passerby, and at the same time provide for attractive window displays.

Says Business Has Outgrown Old Location

Goal Of Local Merchant Is Greater Service To Community

The high point of his many years as a hardware merchant in Birmingham will be attained by J. Harry McBride, April 1, with the opening of his new store on South Woodward avenue, the largest of the three of which he has been proprietor during that length of time.

The new store will occupy an area of 1250 square feet more than his former place of business, Mr. McBride announces. This has been utilized by enlarging the space allotted to each department, and by increasing the stock in all departments. Associated with Mr. McBride in his business, is his son Russell who has been his father's assistant since 1922.

A cordial invitation is extended to all Birmingham to visit the new McBride Hardware store on the opening day. In addition to inspecting the new establishment and its augmented stock, there will be attractive displays with demonstrators who will explain the uses of new and special merchandise.

See the Silex

Birmingham residents who do not own a Silex coffee maker will have the opportunity to see a demonstration of how coffee is made in the Silex and to taste it afterwards at McBride's opening. For those who have the spritz urge to paint their homes inside or out, will be a special paint demonstration which will be featured as one of the opening attractions of the new store. The housewife who is always on the lookout for new homemaking conveniences, will be particularly interested in the special demonstration of the Nesco roaster to be given. The demonstrator will actually cook a roast so that observers will have a chance to see the Nesco roaster in action.

With spring housecleaning in mind, the housewife will want to be present at McBride's opening to see the demonstrator put the Wagner Carpet Sweeper through its paces. The Wagner Sweeper is the one that is adaptable to rugs of both light and heavy nap, by merely changing the position of the handle. It is also the sweeper which contains mechanical comb to keep the brushes clean and in perfect working order.

Another demonstration of interest to all who enjoy an open fireplace in their homes, will be that of the Bennett Flexscreen, a new and ingenious device for the fireplace with special features for safety as well as ornamentation.

Casting Demonstration

For the men, who now are mentally rambling through the woods in search of a good trout stream, a demonstration by a representative

of the American Fork & Hoe Co., will have a strong appeal. The demonstrator will show how to cast, using one of the steel rods which his company manufactures.

Birmingham residents attending McBride's opening will find besides the exhibits and demonstrators, many other things of interest to them as home-owners, prospective builders, or as builders in the business. Throughout the city, McBride's have already become famous for their linoleum department. In the new store, this has been enlarged to increase its facilities and offer greater service. This department, already possessing a special service delivery truck, and has two men engaged in the laying of linoleum under the supervision of Mr. McBride.

For Feminine Eyes

Mr. McBride wishes to call particular attention to the house furnishings department, augmented with a new line of aluminum, the Wearaver, cooking utensils, and the many bright colored accessories to give the kitchen a festive air. The bride-elect or the seasoned housekeeper alike, will delight in examining the many gay gadgets for the kitchen. There are bread boxes, canisters and such boxes in a tempting array, enameled in the brightest of tints to prove that the modern kitchen may be as decorative as it is practical.

With their wisdom of choice in offering only the best in merchandise to their growing circle of customers, McBrides have stocked well in the Wearaver line of aluminum utensils. The brand speaks for itself, and now is a reasonable time to purchase some as a common sense gift for the girl who is planning to enter the ranks of homemakers this spring. Speaking of brides-elect, there's nothing like a kitchen shaver to give a young bride the right start, at McBride's new store, one will find many useful as well as decorative things for the kitchen from which to choose.

For those who are now remodeling their home or planning on building a new, McBride's new

store has several sources of interest. In accord with the modern interest in the reproduction of early American designs in architecture, with the quaint old fashioned hardware to complete the picture, McBride's have a varied and distinctive line to offer.

For faithful reproduction, there are "H" and "L" hinges, and the long-favored strap hinge in wrought iron, to give a house the appearance of having been built in ancient times. For finishing hardware for virtually any type of house, builders will find a full and well stocked line at McBride's. This includes also, complete equipment for the ever-popular cement sidewalk, which is so much a part of the early and provincial designs.

No matter how quaint and old fashioned a house may be in effect, it must be equipped with modern devices as far as fixtures are concerned to make it comfortable for the modern family.

Bathroom Fashions

Our forefathers may have been content to drink out of a dipper, and use a granite pie tin for a room dish, nowadays, one expects fastidious gadgets. McBride's has a special line of accessories in chromium, brass and to the bathroom. There are medicine cabinets in the neatest and most compact designs. There are both types, the surface and inset, fixtures such as soap holders, rests for drinking glasses, towel racks and other accessories, to give every bath in the house that orderly appearance.

As for a general line of hardware—if you're looking for anything from paints to tools you'll probably find it in McBride's new store. The man who needs tools in his particular craft will be interested in this, as well as the handy man who likes to keep a well-stocked tool chest at home in case of emergency. For paints one can go to McBride's new store and be sure of finding quality as well as variety in the line of paint to fill every need for which paint is used.

Linoleum Will Occupy Special Section In Store

Birmingham will be enabled to follow the current trend towards linoleum, through the greatly enlarged department devoted solely to linoleum, in the new McBride's Hardware Store. Special features of the department, besides the increased space, include a special truck which will service linoleum installations exclusively, and a staff of two specialists in the work.

The special truck is an innovation made necessary through increasing demands for linoleum in smart Birmingham homes. In this district alone, more than 200 trips were made for the special purpose of laying linoleums, according to J. Harry McBride, senior partner in the firm.

Every popular style and color, in all of the better-known brands, will be found in the new store. Samples will be available, and the staff stands ready to answer problems and give advice.

With the improved facilities now offered by McBride's, it will be possible to modernize even the most old-fashioned kitchens, so that tables and shelves present only colorful surfaces, easily kept in a condition of shining cleanliness. Floors too will be pleasanter to live with, when covered with linoleum. In the kitchen, bath and room or playroom, in halls and entryways, in fact in any part of the house which is subjected to hard wear or moisture, linoleum will play a stellar role in lightening household drudgery.

She will be glad to know that McBride's new store is a very complete headquarters for all house cleaning needs. The first move is usually to take down all the curtains, wash them and put them on stretchers. Don't risk tearing, new curtains on old stretchers, get new ones from McBride's, and you'll find it a quick and easy process.

The efficient housewife begins at the top of the house and works down. Likewise does she begin a room by cleaning the walls. The subject of wall cleaners is one upon which McBride's are prepared to tell you all you want to know and to show you some of the quickest and most approved methods.

For Cleaning Walls

Have you tried Dic-A-Doo powder for washing painted walls? This is particularly good for painted surfaces, and will do an excellent job of cleaning. It is so simple to use too, just dissolve in water and apply. Many calls have come in so far this spring, Mr. McBride says, for H. R. H. cleaning powder. This is also for walls and woodwork and will make your home as bright and fresh as a spring day.

Another excellent wall and woodwork cleaner is Savagran, which will do the job efficiently. If you have never tried any of these up-to-the-minute aids, get acquainted with them in house cleaning this spring.

With the wall-cleaning task disposed of, the housewife looks down at her floors. They may seem pretty dingy, but she knows that at McBride's new hardware store, she will find all the best remedies to cure sick floors.

To Make Rooms Glow

If you have always used Old English or Johnson's wax, in either the paste or polish form, you may find McBride's well stocked with both. Perhaps you are one of those open-minded housewives always interested in new ideas. If you are, have you ever used Rubber Gloss furniture polish? It is somewhat new to this part of the country, although it is well known in the East. As an instance of the progressive attitude of the store, Mr. McBride said some families who moved here from an Eastern city asked for Rubber Gloss. As he did not have it in stock, he ordered it for them, and so introduced a new line. It has proved very popular, he said, and many are now using it.

Another convenience McBride's affords, is that sanding and waxing apparatus can be rented from them.

Furniture, as well as floors, will

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McBride's Store Headquarters For Spring Cleaning

No matter how small or how large her home, every woman is interested in the business of spring house cleaning as soon as the first balmy breezes drift through the window. She regards her rooms with a critical eye, and then gets to work.

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PARTNERS FOR SEVENTEEN YEARS



J. H. McBride Russell McBride

Father And Son To Share Business Triumph With Opening Of New Store

One of the most successful McBride Hardware stores on South Woodward avenue. The senior McBride is not only one of Birmingham's most progressive merchants, but during his residence here, he has taken an active interest in municipal and educational affairs. For four graduation from Baldwin High years, he served as a member of the Village Commission, before Birmingham was incorporated as a city. Two years of this period, Mr. McBride presided as president

of the Commission. He served as a member of the Board of Education for five years.

Came Here in 1915

Some of Mr. McBride's previous experience in the hardware business was gained when he operated a store for P. J. Poole in Pontiac. In 1915 he came to Birmingham, and engaged in his first local venture, a partnership with L. J. Slusher, now owner of the Birmingham Hardware Co., in a hardware store on the southwest corner of Woodward and Maple avenues, which they bought from its owner, Phil Schlaack. This partnership continued until 1918, when both men set up independent businesses. From 1918 until 1922, he operated his store alone, but in the latter year was joined by his son Russell.

Long Partnership

"We're partners," said the senior McBride, "Russell has been with me since 1922, and shares responsibility like a true partner." The new store will be the third in Birmingham to be operated by Mr. McBride.

"Our business is growing so rapidly that we found it necessary to secure larger quarters," Mr. McBride stated, "The facilities in our former store were inadequate to take care of our expanding business."

The new store contains 1250 square feet more of selling space, which enables us to enlarge practically all of our departments.

Visit McBride's New Store Next Saturday. Free Souvenirs!

NO FOOLING!

We'll Hold Our

GRAND OPENING

Next Saturday **April 1st.**

McBRIDE HARDWARE

NOW LOCATED IN A BIGGER AND FINER STORE AT — 128-132 WOODWARD (3 Doors South of Former Location)

At our new store you'll find more floor space, new and modern store fixtures and display booths, new lines of merchandise recently added and a group of "store folks" who'll be mighty glad to have you call and browse around.

- Special demonstrations by representatives of America's leading manufacturers throughout the day and evening.
- Grand opening specials in several departments.
- Souvenirs to our Lady and Gentlemen callers.

McBRIDES

PRESENT...

The Deluxe NESCO ELECTRIC ROASTER for 1939

- beautiful
- efficient
- economical

Here is the smart new way to make cooking less work . . . the purse-easy way to enjoy the delicious electrically-cooked meals about which you've heard and read so much. Come in and see for yourself how the New NESCO Electric Roaster means Easier Cooking—Easier Living . . . for you.

• ROASTS

• BAKES

• BROILS

• FRIES

• STEWS

• STEAMS

\$29⁹⁵ (cabinet extra)

McBRIDE HARDWARE CO.