



ARCHITECT'S DRAWING shows the new \$1,000,000 Greenfield's restaurant being built at Hunter Blvd. and Haynes, Birmingham. Ground-breaking ceremonies were Friday morning. The modified colonial-designed restaurant will seat approximately 400 persons and will have ample parking. Other facilities include air conditioning, radar-ranges and the stainless steel equipment. Opening is scheduled for early autumn.

Start on \$1,000,000 Restaurant Here

Ground breaking ceremonies for a new \$1,000,000 Greenfield's restaurant to be built at Hunter boulevard and Haynes, took place Friday.

Jack Lawrence, president of the Greenfield-Mills Restaurant Company and a Birmingham resident, was on hand for the event with business and civic leaders.

The new restaurant, which will open for business in the fall, will be contemporary colonial in design, with a white brick exterior, black ceramic tile roof and extensive landscaping. Architect for the restaurant is Theodore Rogoy, and the general contractor is the Barton-Malow Company. Ample parking will be provided. Seating capacity of the restaurant will be approximately 400 persons.

OTHER FACILITIES include a large service dining room, large cafeteria and private dining rooms in early American decor. It will have an all-electric kitchen, radiating, the newest and finest air conditioning, conveyor systems for handling dishes and stainless steel equipment throughout.

The new Greenfield's will follow the pattern of other units in Birmingham and surrounding communities which have a fine restaurant, the best food at popular prices.

The Greenfield-Mills Restaurant Company has been a leader in the young, aggressive organization. The management roster includes chains in the Midwest, they serve over 9,000,000 meals a year. In addition to the Greenfield's restaurants in downtown Detroit, the firm operates the Mills restaurants in the Ohio cities of Cleveland, Cincinnati and Columbus.

In selecting Birmingham for the site of the newest addition to the chain, Lawrence said:

Emmert Retires After 38 Years' Service at GM

Rodger J. Emmert, 348 Borwyn, Birmingham, assistant to the general Motors vice president in charge of process development staff, is retiring under the General Motors retirement plan after 38 years of service.

A native of Piquette, Ohio, and 1916 electrical engineering graduate of Case School of Applied Science, Cleveland, Emmert joined the



Reynolds Promotes Sales Executive

Reynolds Metals Company last week named Fred H. Edgar, veteran aluminum sales executive, to head its new grouping of automotive technical and sales personnel.

Edgar started in the industry in 1930, in staff engineering and sales, as well as product and welding development.

FROM 1946 TO 1950, he was vice president and general manager of the Diamond Metal Products Co. He joined Reynolds in 1951, as regional parts manager in the southeastern and Great Lakes region.

Edgar, a graduate of Carnegie Institute of Technology, lives at 1050 Brooklawn, Birmingham.

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former Remy Electric Division at Detroit on July 1, 1949, after serving two years as a computer in ordinance design at U. S. Navy Yard, Washington, D. C.

In September, 1927, he was sent to Dayton, Ohio, as factory manager of Delco Division of GM's former Delco-Remy Corporation, and two years later assumed the position of president and general manager of Delco Products Division.

HE WAS transferred to the presidency of General Motors Radio Corp. at Dayton in 1930. In 1932, he was named factory manager of GM's truck & coach division and remained there 16 years.

On September 1, 1948, he became executive in charge of the facilities and process activities of the manufacturing staff, including supervision of the newly organized process development section now located at General Motors Technical Center.

In 1955, he was named assistant to the vice president in charge of process development staff.

Emmert is a member of the Society of Automotive Engineers, American Society of Tool Engineers, Army Ordnance Association, Navy League of the U. S., Detroit and Birmingham Chamber of Commerce, Sigma Xi, Tan Rota Pl., Bloomfield Hills country club and Bloomfield Hills open Hunt club.

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"AFTER A THOROUGH STUDY of suburban centers adjoining large cities throughout the Midwest, I feel that Birmingham has the greatest potential, and I predict tremendous economic and social growth for the community. For this reason, we selected it for our first suburban unit."

In addition to providing Birmingham and surrounding communities with a fine restaurant, the new Greenfield's will employ between 150 to 200 local people.

Greenfield-Mills believes in a young, aggressive organization. The management roster includes the graduating classes of the past few years from Michigan State's school of hotel and restaurant management, and other colleges throughout the United States.

ONE OF THE MANY reasons the company has no difficulty attracting young executives lies in the fact that the firm is employee-owned.

With an eye to the fall opening, Lawrence said:

"We are eager to make as many friends here as we have in other communities where we operate. We are confident that Greenfield's and social growth for the community, Birmingham will be mutually benefited by the opening of what we believe to be the finest restaurant of its type in the United States."

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New Ivy League stripes in cotton that will brighten any boy's wardrobe for spring. Sizes 6 to 20.

W. M. Walker, Jr., operations director of United Motors Service, in Birmingham, has had both last week announced the appointment of Richard T. Hatch to assistant national warehouse manager.

Hatch, who lives at 18201 Boverly in Birmingham, has had both zone and central office experience. HE JOINED United Motors in

1940 and held assignments in the state division of a national financial institution. In 1955 he returned to UMS as Omaha and in the central office a member of the national warehouse staff.

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