GEORGE PUDDINGTON

## **Exhibit Center Opening Here** October 26

The midwest's first permanent exhibit center for home building products, to be located in Birmingham, is scheduled to open to the public Saturday, October 20. Remodeling work has already started on the former moving company warehouse at 136 Brownly Street which will house the new

started on the former moving and pany warehouse at 18d Brownell Street which will house the new display center.

Called "showcase" by its owners, Showcase, Inc., the 12,500 square foot building has exhibit space for more than 300 products, all on one does not be a second or some started or the started or the second or the



MILDRED PUDDINGTON

is expected to attract a large num-ber of viewers from this area who are planning to buy or build homes, or who are contemplating home im-provements."

provements."

SHOWCASE IS also designed to facilitate the work of architects, builders and contractors. They may take their clients there and, in the proposed construction. The proposed construction of the proposed construction. Clients benefit by having competitive products on display, thus eliminating the problem of searching the city for various manufactured displays. As as cited by George G. Diehl, president of the Detroit chapter of the American Institute of Architects. Diehl stated that Showcase would undoubtedly prove to be a great asset to both architects and the buying public.

some sums now products, all on one foor.

"OUR FUNCTION is not a sell-ing one, but one of bringing manufacturers' products to the home buying public," said George Puddington, president. Mrs. Mildred E. Puddington, with many varsy soft of the company. "No salesmen will pitch from the displays." Tag, management of Showcase provides trained personnel for the convenience of visitors, walking information centers on the eximited products. "There will be no admission charge to the public. The building from 2 p.m., Saturdays from 2 p.m., to 6 p.m., Saturdays from 2 p.m., to 6 p.m.

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2 Fireplaces

