

# BUSINESS BRIEFS

## New Gallery Influenced By Art-Minded Birmingham

By BETTY PHYSNER  
Special Writer

Like ham and eggs, Birmingham and art go together. Seems that the Birmingham annual art festival, Cranbrook, the galleries and the many fine artists in our community cause art-minded people to do something about their interest.

The Park Gallery at 20960 Greenfield, just north of Eight Mile road, is the latest result of our town's influence.

"It's a work of love," say owners Bernard Cohen, a Rooper school teacher, and Donald Morris, a General Motors accountant and son of the Walter Morris of Birmingham.

Cohen, 26, and Morris, 33, have been art appreciators since they were teenagers dreaming of the days when they would be able to surround themselves with beautiful works.

LIKE MOST people, they put aside their scholastic dreams as they entered professions, married, and began raising families.

But two years ago, Cohen joined the Rooper staff and met the art teacher Charlotte Whitney and her husband Bill. The Whitneys invited him to visit the gallery at their Birmingham home where he saw Charlotte's fine expert silverwork. They encouraged him to pursue it in his desire to become an art collector and gave him advice on starting a gallery.

Again imbued with his early ambition, Cohen began to discuss the idea of opening an art gallery with his friend and neighbor, Donald Morris.

"BOTH OF OUR husbands are dreamers. We really didn't think anything would come of their talk," Gladys Cohen and Florence Morris recalled while manning the gallery until their husbands arrived from work.

After a week of visiting nothing but galleries in New York last spring, Cohen's wife was convinced by her feet, if not in her mind, that her husband was dead serious. Fortunately, both wives are also art lovers.

Then last May, friends loaned a Volkswagen bus to Cohen and Morris, and the two young art enthusiasts set off to conquer the art market. Traveling from Chicago to Provincetown, Mass., they spoke to artists whose works they admire. Many artists gave them letters of introduction to others.

IN A FEW MONTHS they had collected enough art works to open a modest gallery.

The only remaining problem was to find a place to house everything. Dining down Greenfield, they found exactly that—a white frame house for rent. Using their practice skills which resulted in "just a few extra holes" in one door, they transformed the house into a gallery. And just in time.

Arnold Mesches, a California painter now touring the country, arrived the first week in September to start the one-man show which will be a feature of the Park Gallery. Although Mesches was scheduled for two days only, he liked the gallery so well, that he agreed to stay a day longer.

AT THE PARK Gallery's official grand opening on September 28, a group show will include the works of four Birmingham artists: Charlotte and Bill Whitney, Nancy Lindbergh and Dorothy Siddall.

Paintings, sculpture, ceramics, and fine jewelry comprise the regular stock.

"We believe that art is a family affair," the earnest owners say. "Therefore we are open Tuesday through Friday from 2 to 9 p.m., Saturday from 10 a.m. to 6 p.m., and Sunday from 2 to 5 p.m. These hours allow an entire family to come as a group to choose the works of art which all of them will enjoy in their home."

Florist Group  
Picks Local Man

John L. Bodeette, general manager of Florist Telegraph Delivery association, has been elected secretary and assistant treasurer of Interflora, world-wide organization of 24,000 retail florists offering flowers-by-cable to every part of the world.

He is a Birmingham resident and active in community affairs.

BODEETTE's election came at the conclusion of the three-day meeting of Interflora's international board of directors in Washington, D. C.

## Opens Brokerage Office In Creson Building Here

Watling, Lerchen & Co., member New York stock exchange, announces the opening of a new Birmingham-Bloomfield brokerage office, located in the Creson building, W. Maple and Cranbrook roads. This is the first brokerage office to be opened in the Birmingham-Bloomfield area.

who represents the firm in New York, was a member of the first class of Cranbrook school.

VICTOR W. HUGHES, who will be manager of the new office, has been in the securities business since 1920 and for 27 years with Watling, Lerchen & Co.

Partners who are residents in the Birmingham-Bloomfield area are: Joseph Hinshaw, 5200 Pon Valley, Bloomfield Hills; Wayne M. Spade, 575 Hamilton, Birmingham; Herbert D. Hamer, 627 Pilgrim, Birmingham; Charles C. Bechtel, 575 Rivenoak, Birmingham; John H. Savage, 462 Bonnie Briar, Birmingham.

## To Head New GM Plant

Chevrolet motor division has announced the appointment of a Lathrup man as manager of the division's new aluminum foundry at Massena, N. Y.

Richard C. Walter, 18810 Dolores, has been named manager of what will become Chevrolet's 33rd plant.

Walter, 40, has been assistant manager of Chevrolet's production and standards department at Detroit since 1955.

He joined Chevrolet in 1936 as a student at General Motors institute at Flint, where later he was awarded his degree in industrial engineering.

The two founders of the firm, the late John W. Watling, and William G. Lerchen, were early residents in the area. Mr. Watling moved to Birmingham in 1920 and Lerchen became a resident of Bloomfield Hills in 1926. Joseph Hinshaw and John Savage are two other partners who are long-time residents of the area, the former since 1915 and the latter since 1921. Joseph McM. Hinshaw, Jr.,

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