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## Hawthorne Electric Opens New Store

One of Birmingham's oldest retail outlets will hold its grand opening today in the city's newest shopping center.

The 48-year-old Hawthorne Electrical Company will open its doors today at the store's new location at 370 Hamilton.

Owned and operated by the C. H. Schmidt family of Birmingham, the appliance sales and service firm will occupy one of the stores in the half-million dollar "Hamilton Row" shopping center.

The Hawthorne store is the center's only privately owned establishment. The other outlets are owned by John W. Butler, executive vice president and co-owner of Demery's.

## Dentist Opens B'ham Office

Dr. Frank A. Lerminey, of 512 Lakeside, Birmingham, after 28 years of practice in Northwest Detroit, recently opened his new office in Birmingham at 1351 Floyd, adjacent to the Y.M.C.A.

Dr. Lerminey is a graduate of Albion College, and the University of Michigan, and served as dental officer aboard the U.S.S. Birmingham in World War II.

The new office on Floyd represents several years of careful planning to convert a former old residence into a dental suite. Dental designer, Joseph Delano of Detroit, and John Livermore, builder of Birmingham—converted the old structure.

## Joins MJ&A

J. A. "Andy" Park has joined MacMannus, John & Adams, Inc., as account executive in the American Standard Oil account group, according to Fred J. Hatch, senior vice president of the agency.

Officers of the family owned Hawthorne store are Carus B. Schmidt, 2802 Pine Valley; James D. Schmidt, 201 S. Glenhurst; and Mrs. C. H. Schmidt, 1057 N. Woodward.

USING contemporary architecture, the store will consist of a 2,100 square foot main and basement floor, just twice the space the Schmidt's present store at 102 N. Woodward affords.

The main floor will consist of displays of major appliances, service counter for electrical supplies, a Detroit Edison exchange and service desk, and other miscellaneous appliance accessories.

The basement will feature a carpeted area with mural wall paper for the display of TV and Stereo sets. The rear of the lower level will be highlighted by a 40 foot display of built-in kitchens.

David Post of Grand Rapids is the store's architect and Frederick Davis of Detroit the builder. Founded in 1914 by Roy and Helen Hawthorne, the firm dealt primarily in electrical contracting work but, since World War II, has switched its emphasis to appliance sales and services.

The Schmidt's have managed the store since 1949.



Carus B. Schmidt fastens a string of pearls around the neck of pretty Carol Colburn. The pearls are only one of the many gifts that will be given to customers during

Hawthorne Electric's gala three-day opening celebration. Jim Schmidt, Ollie Wright and Mrs. C. H. Schmidt will also be around to hand out the prizes.

## NEWS OF BUSINESS

### Robert Riordan To Address MSU Classes

Robert Riordan, vice president in charge of Marketing and Research for D. P. Broder and Co., national advertising agency with headquarters in Detroit, will address students in the advanced advertising classes at Michigan State University, tomorrow.

Riordan, 4157 Far Hill, Birmingham, will discuss findings of a study currently being made into the attitudes by undergraduates of four Michigan colleges towards the advertising profession as a career. Preliminary returns show that 42 per cent of the students interviewed view advertising favorably as an occupational choice.

A project of the Michigan Council of the American Association of Advertising Agencies, the research activity has been underway since the first of the year. It is being carried out in cooperation with MSU, University of Michigan, Alvin College and Albion College. Approximately 125 students from these schools' marketing, psychology and advertising classes are handling the interviewing portion of the A-A study under direction of D. P. Broder and Company. When completed next month, over 1200 undergraduates on the four campuses will have been interviewed.

### Holds Open House

Coffee, international style will be served visitors during open house days today, tomorrow and Saturday at Stewart Glenn Co. Furniture store, 1800 South Telegraph Rd. Model room exhibits and latest furniture arrivals will be on display during the third annual open house.

### Glass Co. Exec. Moves to B'ham

J. K. Froelich has been named sales manager for Thermoproof Glass Co., manufacturer of Thermoproof O-Proof insulating glass and the newest subsidiary of Shattuck Glass Corp. in Detroit.

Froelich was formerly with Toledo Plate and Window Glass Co. home office for 23 years, and Detroit district manager for the past four. A life-long resident of Toledo, he now makes his home at 1475 Chisholm Trail, Birmingham.

### B'ham Resident Heads New GM Tech Section

Formation of a Technical Liaison Section to handle all industry and safety activities of General Motors Engineering Staff has been announced by Charles A. Chayne, vice president in charge of Engineering Staff.

Effective immediately, Chayne said, engineer-in-charge of the new activity will be Harry C. Dunville, who since 1949 has headed the staff's New Devices Section. Assisting him will be Kenneth A. Stone, who presently is assistant director of GM Proving Grounds.

John A. Dobb succeeds Dunville as director of New Devices Section and his assistant will be Gerald P. Kimball.

Dunville, 316 Barden, Bloomfield Hills, attended Rensselaer Polytechnic Institute and Tri-State College and has a Bachelor of Science degree in mechanical engineering. He joined GM Research Laboratories in 1934 and in 1937 was transferred to Engineering Staff. He was promoted to assistant director of New Devices Section in 1944.

Dunville is a member of the Society of Automotive Engineers, Engineering Society of Detroit, several antique automobile clubs and the Sports Car Club of America. He is active in committee work with the SAE and Automobile Manufacturers Association.

## Behind The Store Fronts

With ANGUS MCKELLAR



Twenty-one years ago the National Assn. of Real Estate Boards held their annual convention in Detroit. This November, Gordon Walker, of Max Broock, Inc. (309 S. Woodward) tells us, the real estate people are coming back. Cobo Hall is the site.

Some 11,000 real estate people are expected to attend. An international atmosphere will prevail as reservations have been received from European countries, and such places as India, the Philippines, Mexico, and even from our own distant states of Hawaii, and Alaska.

Foreign investors have become increasingly active in the real estate field. Helping to bring this fact into focus was the recent turn-down of a request by an Italian concern to allow construction of a large apartment-hotel-office building on land which the company had acquired along the Potomac, near the Lincoln Memorial.

NEARER TO HOME, property at 9 Mile & Woodward, on which is included the Federal Dept. Store, was recently bought by British interests.

On the other hand, American real estate investors have been active in England and elsewhere, capitalizing on opportunities which apparently are more evident to them with fresh viewpoints. Perhaps longer vacations would help nourish this valuable asset.

Speaking of Max Broock, Inc., we hear that salesman Wilford Lehart of that organization possesses a keen interest in that field of rocks and stones known as lapidary.

Charles and Dorothy Del Gaudio are mighty proud of their newly remodeled building at 184 Pierce which houses their gift shop. They were formerly located at 625 E. Maple. Mostly Scandinavian items are handled.

Mrs. Virginia Richards is the

### Lathrup Resident To Attend Confab

Norman R. Jackson, of 28611 Lathrup Village, vice president of Kelly Girl Service, Inc., will attend the annual convention of the National Office Managers Association in San Francisco May 20-23.

Jackson is a member of the board of directors of NOMA. He will visit several solidwest and west coast offices of the Kelly Girl Service, national supplier of temporary office help, after the meeting.

Looking for a job... a home... a special service? See the Want Ads.

### Gets Certificate

John S. Black, 1901 Hazel, Birmingham, was among seventy Detroit area businessmen who received certificates from the Applied Management and Technology Center of the Wayne State University School of Business Administration at special exercises last week.

### Stall Appointed

Dan M. Stall, 160 Larches, Birmingham, has been appointed Greater Detroit advertising consultant for SHOW Magazine. Stall has worked in the Detroit area for 22 years, the past 19 for Time Magazine as Detroit advertising manager. Previously, he was employed by Hearst Publications.

## WHAT EVERY INVESTOR SHOULD KNOW ABOUT GENERAL MOTORS-DU PONT

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