

“Why Should I Help Build the COMMUNITY HOUSE in Birmingham?”

FOR the past two months a group of advertising men living in Birmingham have been engaged in spreading information concerning the new Birmingham Community House.

Every available channel of publicity has been utilized in this effort. Personal letters have been sent out. A booklet has been prepared and delivered to every home in Bloomfield, Troy and Southfield townships. Leaflets have been distributed to school children. Full page advertisements have been published locally. And, thanks to the understanding cooperation of various editors, reading matter has appeared in the news columns of the Detroit, Pontiac and Birmingham newspapers.

The information disseminated covers every phase of the whole Community House idea. It tells what the residents of Birmingham can expect of a new Community House that will more truly express the community's spirit. It points out why residents outside the village should be asked to help share in this social and economic responsibility.

It reveals why those who live in Southfield township are just as vitally concerned as those in the Troy and Bloomfield areas. It gives pertinent statistics as to what the present Community House has accomplished, despite its woefully physical inadequacies. In short, it deals logically and sanely with a subject that might easily have been clothed in a garb of hollow emotion.

All this advance information was carefully compiled and sent out because it is obviously unfair that the solicitors who are giving so generously of both their time and money, should be expected to tell the whole Community House story to each person on whom they call.

Yet, on several occasions, solicitors calling on some of the most intelligent citizens of the community have been met with the inquiry, “Why should I help build the Birmingham Community House?”

This question has been asked in Birmingham. It has been asked in Bloomfield and Southfield townships. Not often, it is true. But even those infrequent occasions have a disturbing significance—for they have occurred despite the fact that all the available and pertinent information has been sent into each one of the 16,000 homes on which the Community House will exert its influence.

There can be but one reason why in some instances this question has been asked . . . THE ADVANCE INFORMATION HAS NOT COMPLETELY FULFILLED ITS INTENDED PURPOSE.

If you are one who has not yet learned why the building of a new Community House is fraught with significance for each and every resident of this and adjacent communities—we earnestly urge you to read the booklet “A Message to Husbands and Fathers in Birmingham and Bloomfield Hills.”

A copy of this booklet was recently sent to your home. If you have not read it, please do so at once. If you have misplaced your copy without having read it—telephone the Birmingham Community House and another copy will be sent to you.

When you have read this book, your inquiry to the solicitor who calls on you will not be, “Why should I help build the Community House in Birmingham?”—but, “How big should my subscription be?”

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