

Access Meets Workers As Campaign Begins

CAPITAL FINDS WHOLE NATION IS BACKING NRA

It's The Popular Sport These Days

Everybody's doing it. Or at least it is seemed to one NRA worker in the women's division Wednesday who called at a home and asked for the lady of the house. A colored maid said she was very busy just then and could not be seen.

"You tell her," the canvasser said, "that I'm here with a message from President Roosevelt, and that it must be delivered in person."

The maid consented, but just as she turned back to call her mistress, the latter herself appeared from another room with an armful of NRA pledges and insignia, just ready to start out to do some canvassing on her own part.

Washington Reports 6,000 Communities Organized For Campaigns

EMPLOYMENT IS GOAL

With the Blue Eagle drive gaining momentum in every part of the country, there is mounting evidence that the entire nation is being mobilized to support the drive. It is estimated that 100 per cent behind this American drive, Reports received from Washington from Washington yesterday gave a stirring picture.

BLUE EAGLES PATH TO ALWAYS CLEAR

NRA workers are leading that one of their most difficult tasks is to gain entry into neighborhoods where the young offspring of the family have been well trained in the thought that their mothers don't care to talk with a stranger.

One round-faced six-year-old Wednesday opened the door to the canvasser and asked what she wanted. The canvasser replied it was important that she see the girl's mother, and displayed a card with the Blue Eagle on it. "I'm sure we wouldn't be interested in any of those things," the six-year-old answered. "I'm sure we wouldn't be interested in any of those things."

JORDAN NOTED AS ORGANIZER

NRA General Remembered As Force Behind Grand Trunk Fete

A prominent figure in all progressive movements in Birmingham, J. Don Jordan, manager of the Grand Trunk Hotel, and manager of the Jordan Company, promises to carry on the office of the Birmingham division of the entire community as a general officer of the local NRA campaign.

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WE DO OUR PART

Honor Roll of Business Firms

- Following is a list of the business men and firms in Birmingham and vicinity which have signed the President's no-employment agreement and filed certificates of compliance at the post-office:
- Woodward; Helen Emmert, proprietor.
 - Von Reudy Salon, 301 Wakefield Building, Agnes Payne and Max Cully, proprietors.
 - Chinese Hand Laundry, 271 East Maple; George W. proprietor.
 - Clover Hill Park Cemetery, R. D. 4, Birmingham; W. A. Bertram, superintendent.
 - Consumers Power Company, 348 East Maple; B. G. Campbell, division manager.
 - Fred Miller petroleum products, 784 South Woodward.
 - Gudenus Super Service Station, 610 South Woodward; Emil Dominick, proprietor.
 - Matthew Taylor Shop, 244 East Maple; Matthew Cummings, proprietor.
 - Pierce Laundry, 618 East Lincoln; L. H. Oyer, proprietor.
 - Maxwell Farms, retail milk, 253 Peters; William Bolton, proprietor.
 - Birmingham Creamery, 818 Ann; Fred G. Proctore, proprietor.
 - Welding Service Company, 920 East Maple; C. H. Chanay, proprietor.
 - Diele Dinkig Gar, 232 South Woodward; Charles S. Webster, proprietor.
 - Walsh James and Wasey Company, retail, 431 South Woodward.
 - Hover Sales Company, 139 West Maple; A. T. Doane, proprietor.
 - Roy T. Price, plumbing and heating, 888 Chester.
 - White Rock Poultry Farm, Telephone and Twelve Mile; R. C. Fletcher, proprietor.
 - D. and J. Barber Shop, 132 West Maple; D. L. Ives, proprietor.
 - Herman Motor Sales, 479 South Woodward.
 - Dr. Warren P. Gibson, dentist, 55 West Maple.
 - Brown Betty Bakery, 655 South Woodward.

JOBS FOR ALL IS CHIEF OF NRA DRIVE

Committee Seeks Work Here For 165 Before Snow Falls

CLEARING HOUSE SET UP

No unemployment in Birmingham by the time the first snow falls.

That, in a nutshell, is the one all-important objective of the entire NRA drive, according to J. Don Jordan, general chairman.

Throughout the country, this same objective will prevail, with each individual community striving to place its own unemployed jobs as soon as possible, Mr. Jordan explained.

Workers in Birmingham are co-operating with the State Employment Relief committee appointed by President Hoover, and approximately 165 persons are out of work in the community today. These people must be put to work or the chief purpose of the whole movement will have failed. Our aim is to find jobs for as many as possible before the snow falls, and the rest before snow falls.

To facilitate this activity, a permanent district clearing house for the unemployed problem will be established within the local NRA committee. Mr. Jordan said, with headquarters probably in the Community House. Meanwhile, Mr. Jordan's own office is being used as a clearing house for the work.

Canvassers, both men and women, in their survey of the community, are gathering the names of the unemployed. These names are being turned in to Mr. Jordan for cataloging. Individuals overlooked by the canvassers may have their own names added to the list by calling Mr. Jordan at his office.

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Head NRA Canvassers



Mrs. L. N. Pyle



Mr. Warren L. Forsyth

FIRST RETURNS POINT TO 99 PER CENT

Blue Eagle Files in Nearly Every Business Place in Birmingham

CONSUMERS PLEDGE AID

Birmingham is more than 99 per cent behind the National Recovery Administration and its program, leaders of the campaign here reported last night on the basis of first returns in the canvass of business places and the business district.

At the end of the first two days of the drive, between 2,000 and 3,000 consumers' pledges have been turned in, with only a small fraction of the teams which are handling this branch of the activity reporting their success. It was estimated by J. Don Jordan, general chairman.

Virtually the entire business district has been covered by the movement. The President's Blue Eagle, of the 322 stores, offices and other business places, checked nearly 99 per cent of the stores to fall under the provisions of the Recovery Act, is displaying the Blue Eagle. Mr. Jordan said. In addition, 480 consumers' pledges have been signed by employees interviewed at work in the stores and offices.

Women's teams, which are canvassing the residential districts have reported less than a dozen outright refusals by housewives to sign the consumer's agreement, which commits the signer to deal only with merchants who display the Blue Eagle.

Among the first teams to report in the movement district, which is headed by Mrs. L. N. Pyle, tenant-agency, was the American Legion Auxiliary, under Mrs. A. D. Coon. The Birmingham Retail Merchants Association, with Alfred J. LaBelle as major, which completed its first day of canvassing the 57 offices in the city yesterday.

Speed Is Marvel of Campaign

One of the marvels of the campaign, it is pointed out, is the sheer speed with which this mighty movement has been launched. It is literally a matter of days since the Blue Eagle first was thrust across the American horizon. Less than 30 days ago, General Johnson sent out a message to the heads of companies and organizations in all parts of the country asking them to take the initiative in forming militant Blue Eagle organizations in their respective communities.

"This was the beginning of the campaign. In less than 24 hours the first Blue Eagle was displayed and letters began a bombardment that has never ceased. It has been a matter of days since the Blue Eagle first was thrust across the American horizon. Less than 30 days ago, General Johnson sent out a message to the heads of companies and organizations in all parts of the country asking them to take the initiative in forming militant Blue Eagle organizations in their respective communities.

Undertakers Agree On Uniform Code

Oakland County funeral directors adopted a uniform code Monday night at a meeting in Pontiac, to which all four of Birmingham's funeral directors subscribed. The code will be effective until the permanent national code for funeral directors is adopted by President Roosevelt.

The directors agreed on regulations for fair competition and advertising, and also agreed to sell materials or services below cost. The code will be worked out at a second meeting of the group to be held in Pontiac tonight.

Shop Repair Shops Fix Uniform Prices

Proprietors of Birmingham's six shop repair shops met last Thursday night and adopted a uniform schedule of prices and hours.

The hours will be the same as those of the Retail Merchants Association—S. M. to 8:30 P. M. Saturday, and 8 A. M. to 8 P. M. on Sunday. There was much as none of the shops here employ labor, but are operated by the proprietors themselves.

The agreement also included a provision to make special offers, and the same code has been adopted by other retailers in Pontiac and Royal Oak.

'Buy in Birmingham' Rings As NRA Campaign Slogan

Publicity Column Sees That As Key To Relief For Unemployed

"Buy now—buy in Birmingham."

This slogan, if carried through wholeheartedly, and to the end by every resident of the community will do more to insure the success of the NRA movement than any other single factor, in the opinion of Paul N. Averill, sales and advertising manager of the Scientific and publicity column of the campaign.

The directors should emphasize the fact that Birmingham merchants are backing the President's recovery program to the limit," declares Mr. Averill, who has full charge of newspaper, poster, direct mail and other publicity for the drive.

"They should insist on buying in Birmingham, for only by the circulation of more money in the community will the beneficial effects of the movement be felt here. The primary objective is to relieve local unemployment, but this can be done in only one way—by consumers spending their money locally."

It is plain to see that the more money is spent in Birmingham, the more additional jobs they will be able to provide in the city and shops.

"The merchants on their part will not defeat the purpose of the drive by shortening their hours or by employing their

This Colonel Will Answer Your Questions About NRA

Blennan's Job In Drive Is One of Interpreting Recovery Act

"What does this mean?"

In discussions of the National Industrial Recovery Act and, in fact, of the entire NRA movement, this question has been asked and will probably continue to be raised more frequently than any other.

One of the most important jobs connected with the recovery drive in any community, therefore, is one of interpreting the various acts, orders and statements issued from Washington, answering questions, straightening out legal technicalities and applying the law in simple terms, "what it's all about."

This job in Birmingham has fallen to an aggressive and capable attorney, Clarence Blennan, who has been appointed colonel in charge of the educational committee.

"In view of the unprecedented scope of the National Industrial Recovery Act and in particular of the President's employment agreement," Mr. Blennan says in explaining his own part in the drive, "it is only natural that many commercial and practical questions will arise relative to the interpretation and application of these recovery measures."

Employers, employees and consumers may realize that the NRA emergency legislation that in relatively few words it purports to govern and control the operation of the entire business and industrial life of the country, and that of necessity the Act was written in flexible language which may be adapted to meet the many varied conditions which are bound to occur. As a result, interpretations will be required from time to time as new conditions and problems arise and as uncertainties

CARE ADVISED IN USE OF 'EAGLE'

Unauthorized Use Of NRA Insignia Is Serious Offense, Jordan Warns

While it is the desire of those in charge of the President's emergency re-employment campaign to see widespread use made of the Blue Eagle insignia, it bears the words, "We Do Our Part," it was pointed out today by J. Don Jordan, general in charge of the Blue Eagle in Birmingham, that it is a serious offense on the part of anyone to make improper use of the insignia. It may not be used or reproduced without authority of the NRA.

"The Government's regulations permit the use of this emblem," Mr. Jordan, "by all employees who sign the President's employment agreement; and compliance with it, and the regulations also permit consumers to wear the display a similar badge, but only in the form authorized for consumers who sign a statement of co-operation."

"The Government's regulations provide that by application to the NRA, any responsible manufacturer (Continued on Page 2, Column 1)

Clarence Blennan

Photo by Arnold in the application of the Act.

"The National Recovery Administration has already handed down definite interpretations of certain of the clauses in the employment agreement, and others will follow as soon as other decisions are made."

"I shall attempt to answer any questions on the interpretation and application of the Act to actual business problems, and all merchants, employees and consumers should feel free to present their particular problems to me. In certain unusual cases it may be found necessary to refer the matters to the Administration for a decision."

"The local committee is particularly anxious to convey to the people of Birmingham the true spirit of the NRA. Misunderstandings are bound to arise, and it is the desire of the committee that all doubts and misapprehensions be cleared up and eliminated at the earliest possible time."

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While practically all business places that have been canvassed are now displaying the Blue Eagle, some workers arrived. A few individuals, proprietors who reported no additional employees were unaware that they were entitled to the NRA insignia, but secured it immediately when informed by team workers that this impression was erroneous. In two instances, workers accompanied the business men directly to the postoffice, where they immediately signed the agreement and secured their insignia were secured.

The committee is making no attempt to enforce NRA regulations on the part of men or consumers. Should a consumer refuse to sign the pledge or a merchant to turn into campaign headquarters. This data will be sent to National Recovery Administration officials for their consideration and enforcement of the law.

"The campaign here will end this afternoon, with complete reports from both women's and men's divisions scheduled to be given at the city victory meeting in the Community House tonight."

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