

M. E. RALLY WEEK IS NEARING CLOSE

Banquet, Parties, Special Sunday Services Planned To Complete Observance

Several more events remain on the program for Rally Week, which is being observed this week in the First Methodist Episcopal Church.

A men's get-together dinner will be held at 6:30 P. M. today in the church under the auspices of the Men's Club. Friday evening, a party for directors will be held from 7 to 9, directed by the junior staff.

Also on Friday evening, a party for members of the high school and young people's departments of the Church School will be held at the home of Jane and Jack Carnahan on Merrill street.

The week's observance will terminate Sunday, when a special service will be held in the morning, with a record attendance anticipated in the church school. A change in the organization of the school will take effect at that time, with two new departments meeting for the first time.

They are a beginners' department, in charge of Mrs. Russell McBride, and an intermediate department, in charge of George Steelman. The former will meet during the church service at 11 A. M. and the latter at the regular Church School hour of 10 A. M. The primary department will meet at 11 A. M.

The final Rally Week event will be a musical service at 8:30 P. M. to be presented by the choir, and guest soloists under the direction of Frederick A. Frothero.

Mr. Jordan explained the methods of the "How Lovelies Are Thy Dwellings" will be sung by a chorus, with soprano solo by Mrs. Frank Campbell. A quartet composed of Mrs. Campbell, Mrs. Ellen Hawke, Mrs. Marion Jewell and Mrs. Frothero will sing Morrison's "O Shepherd of Israel."

A. G. Brown will sing the baritone solo in "Ev'ny Me," by Warren, and a mixed quartet, composed of Mrs. Hawke, Mrs. Frothero, Mr. Brown and Mr. Frothero, will offer "Naylor's."

"Through the Day Thy Love Has Spared Us," with Mrs. Campbell singing the soprano solo.

Robert Braman of Ferndale will sing a baritone solo "Today if Ye Will Hear His Voice," by Rogers, and the program will close with the chorus singing "The Lord Is My Light," by Horatio Parker.

A short organ recital by A. Shantley Rosso will precede the service.

Jordan Outlines 'Buy Now' Drive, Next Phase of NRA

America is ready to swing into another great movement to combat the forces of unemployment, and for the first time in the history of the nation, weeks a national-wide program will be carried out to speed up the momentum of the business machine. Just how these plans will be carried out was described yesterday by Don Jordan, chairman of the local NRA committee.

"This project quite naturally follows the Blue Eagle campaign," he said, "which has captured the imagination and the enthusiasm of the nation as never since the War days. The Blue Eagle drive has resulted in placing more than 90 per cent of the business of the country under the President's agreement. More than 2,000,000 workers have been re-employed and millions of dollars are being poured into the weekly pay envelopes of those who toil."

"But it is to be remembered that this addition to the buying power of the public has also placed burdens on business because of the increased payrolls. Business must be speeded up in order to make it possible for these loyal employees who are operating under the Blue Eagle to continue to maintain their added labor cost. Then, there are still many millions of men still out of work and jobs must be found for them. Something like 2,000,000 families throughout the nation are now receiving public relief, and, with winter coming on, this number will be greatly increased unless business in general is stepped up to a much higher clip than is the case at present."

Methods Explained

Mr. Jordan explained the methods which he hoped these objects will be attained.

"The activities will be based on the logic of our slogan, 'Now Is the Time to Buy.' Our plan calls for a logical, systematic program to be carried on between now and the holidays, with the sole object of stimulating a well-ordered business acceleration. There is to be no emotional appeal, but rather an appeal will be made to the calm, sober judgement of the country. Of course, the element of self-interest will enter into it. For it is just about as sure as tomorrow's sunrise that price levels are going to rise. Every industry shows the upward trend has arrived. Hence, it is simply a matter of self-interest for people to buy what they can at this time rather than wait till prices go higher."

"There is scarcely a family in Birmingham that has not been putting off purchases. In the homes, furniture and carpets and rugs have been used that should have been discarded long ago. Repapering, remodeling and refurnishing have been put off from month to month. Members of the household have allowed their wardrobe to become depleted. Hence, we feel that we are well within the bounds of good business judgment when we say, 'Now Is the Time to Buy.'"

Committee To Be Salesmen "As to our plans here, we are keeping our old Blue Eagle organization intact. There will be a lot of work for all of us to do as the program advances. In the first place, every member of our committee is to be a salesman for this great movement. During this 12 weeks of increased effort they will spread the gospel of 'Now Is the Time to Buy.'"

"We want the business men of the city who have signed up under the Blue Eagle to know that we intend to do everything we can to stimulate trade for them. We believe that with an effort of this kind going on in every community of the United States, business can really be lifted out of the rut and the happy days of prosperity brought back to our land."

"We want the cooperation of

everybody—the press, the pulpit, the schools, the radio, the motion picture houses and the various clubs and civic organizations and, of course, the general public. We are not going to ask anyone to make any great sacrifices. We are going to conduct this effort along sound, practical lines and we are not going to urge anyone to spend money that they really can't afford to spend. We know that prosperity can't be brought back that way. But, at the same time, we know there is a vast amount of deferred buying in this community. There is still some unemployment here, I admit, but the vast majority of families in this city are in a position to help swell the grand total of business activity. There are things that can and should be purchased in almost every home."

"The Government has organized this program in order to give the people of the country a chance to pull themselves out of the depression. Washington will co-operate with us in many ways, but it is up to us to do our part. If we do our part and every other community in the United States does its part, the depression that has hung on now will soon be a thing of the past."

Bowling

MONDAY LEAGUE W. L. Pct. Osborne Ford 7 2 .777 Mouthrop Lambert 6 3 .667 Fuel Oil 6 3 .667 Mulholland's 5 4 .555 Lazarus Insurance 5 4 .555 Strop's Market 3 6 .333 Rotary Club 2 7 .222 Williams Boot Shop 1 8 .111

DETROIT EDISON LEAGUE W. L. Pct. Team No. 1 5 1 .833 Team No. 2 5 1 .833 Team No. 3 3 3 .500 Team No. 4 3 3 .500 Team No. 5 3 3 .500 Team No. 6 2 4 .333 Team No. 7 1 5 .166

THURSDAY LEAGUE W. L. Pct. Team No. 1 6 0 1.000 Leonard Electric 5 1 .692

Goodyear Service 5 1 .833 Postoffice 5 1 .833 Sire Brothers 5 1 .833 Fuel Oil 2 4 .333 Aldrich Gas 1 5 .166 Van's Pharmacy 0 6 .000

\$600 Offered For 9 City-Owned Houses

A Detroit house wrecking firm has offered to raze the nine houses, owned by the City of Birmingham, in the second block of the Civic Center, and pay the city \$600 for the materials salvaged from them.

Publication Of City Charter Considered

The question of whether or not several copies of Birmingham's new city charter should be printed in booklet form for distribution to interested citizens was raised at the Commission meeting Monday night, but no action was taken.

Breath Misjudged

Miss Gush—I think your picture adorable. It breathes the very spirit of dawn. What are you going to call it?

WE HEARD IT SAID BY— J. Don Jordan, chairman, Birmingham's NRA Committee: "Doctors and dentists and other professional workers are not intended to be included in the President's re-employment agreement. They have the right to display the Blue Eagle if they care to do so, but they are not otherwise affected by the NRA."

AND CHILDREN, IF YOU OBEY MOTHER AND EAT PLENTY OF SPINACH YOU'LL GROW UP TO BE BIG, STALWART MEN

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The Birmingham Eccentric

STARS OF RADIOLAND

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THE "MOTOR DOCTOR"

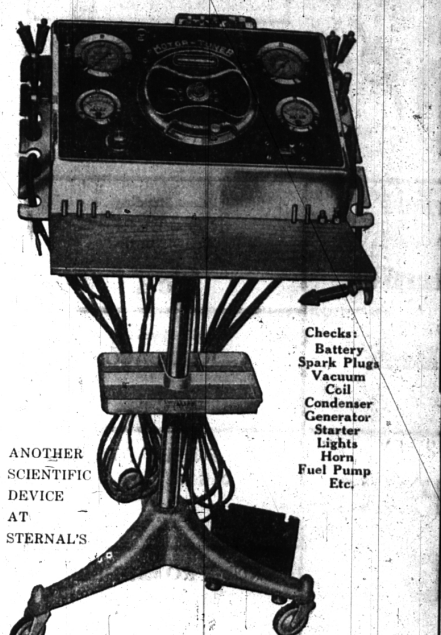
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