

The doing of little kindly things for others will endow you to them. You need not risk your life to become their hero. Just at only a little seasoning improves the taste of food, so do little kindnesses "season" you with others.

Chamber of Commerce Membership Drive Gets Under Way

120 Volunteer Workers Start Two-Week Effort

A campaign to triple the activities and the membership of the Birmingham Chamber of Commerce is now being conducted, according to President Henry I. Sellers.

Nearly 120 volunteer workers are now in the process of calling on 600 business and professional men and women of the area in order to enlist the manpower and the budget necessary to operate a Chamber of Commerce adequate for the needs of a community this size, Mr. Sellers said.

An annual income of at least \$18,500 in membership income is being sought, he explained. Previous to January 15, the Chamber also served as a branch office of the Secretary of State's office for

the issuing of automobile licenses. This activity, which was first adopted in 1947 as a service to the people of this area, grew to such a point that it came to utilize 87% of the chamber's time and facilities, Sellers said. However, it produced more than 50% of the chamber's income.

"NOW WE are going to have a 100 percent Chamber of Commerce which will devote all of its time and interest to civic and business

matters", Sellers said. "Despite the comparatively small number of members in the past and the small amount of time for strictly Chamber of Commerce activities, the chamber since it began many things for the betterment of the community as a whole and for the benefit of those who are engaged in business or professional matters."

"With the increased members we now seek an income which will give us working capital, the chamber will be able to do three times as much in the future. However, the chamber cannot do it alone."

"THE TASK of preserving the traditions, adding to the beauty and promoting the progress of our area is not a one-man, one-organization or one section job. But with a broad representa-

tive Chamber of Commerce, made up of people from many different types of business, professions and other groups, we can have an organization which can coordinate many things for the betterment of our community."

"In many instances the Chamber will be required to take the initiative and leadership in certain activities. In other things it can lend its united support to worthwhile civic projects."

"SOFTEN it will be in a position

\$18,500 Annual Income Is Goal of Recruiters

to bring together groups which are interested in achieving the same goal but which may have been in some respects duplicating each other's efforts. "Fundamentally a Chamber of Commerce is a civic membership association. Membership is volun-

"THE CHAMBER of Commerce cannot do everything at once. As the result of meetings we have been holding we have received scores of valuable suggestions and ideas. "The board of directors, working with the committees and members of the chamber, will carefully select a number of important projects and concentrate on their achievement. "Everything cannot be done overnight. Some large projects can begin to show in a year or less, others may take a few years and some particularly difficult projects of the chamber, will require many months longer. (See DRIVE, Page 6, Sec. 4.)



CHARLES MORTENSON ROLLIE REESE RICHARD WILSON
Committeemen lay out details of intensive campaign (Eccentric Photo)

B'ham Belongs to Nat'l Network

As a part of a federation of more than 3,100 chambers of commerce and trade associations with 1,650,000 members, The Birmingham Chamber of Commerce gives its members and Birmingham the advantages of a national network of cooperation.

Through this affiliation the local chamber has at its command the talent and energy of scores of the top men in America on a variety of civic and economic subjects.

In addition, the local chamber through this network can express its views on matters of area and national importance.

The affiliation is through the Chamber of Commerce of the United States, formed by the various chambers of commerce and associations across the nation, plus the support of many thousands of firms, corporations and individuals.

All matters of policy and all directors of the national organization are voted upon by the organization members only, and no organization has more than 10 votes.

as a profit and without unnecessary government restraint.

"BUSINESS IS working to preserve representative democracy. In America strong, prosperous and free. And this, as you can see, is a job of large proportions. "To do this job calls for teamwork. Therefore, it is necessary to have a substantial, nation-wide organization through which the businessmen of the country can work together. Business has such an organization in the Chamber of Commerce of the United States—the National Chamber."

In discussing the program to enable business to build a better America, Both cited seven basic aims such as the National Chamber, in cooperation with local chambers and other organizations, which are in the program of action.

Both summarized the aims as:

"IMPROVE LIVING standards—expand production, develop new markets, provide more jobs, keep the economy dynamic.

"National security—encourage an enlightened foreign policy, expand world trade and strengthen all phases of national security.

"Community development—build better cities and communities.

"Economy and taxes—promote government economy and devise a better tax system.

"Labor relations—create greater harmony between labor and management, America's productive team.

"EDUCATION—raise the educational levels of youth and adults, also build a better public understanding of the American economic system.

"Organization work—make increasingly more effective America's business organizations which are federated and working together for good citizenship, good government and good business.

"Finally, what is needed—to make the program come to life and put it into effect—is action; positive, intelligent action. The kind and quality of the action taken to carry out the program, once the aims have been established, is the measure of how well the responsibility has been assumed.

Manager Charles Mortenson of the Birmingham chamber pointed out that through the national headquarters in Washington and the division office in Chicago, the local chamber is able on short notice to get specialized information in such fields as agriculture, construction and civic development, domestic distribution covering all phases of wholesale and retail trade, education, government finance, foreign commerce, international relations, insurance, labor relations, manufacturing, national defense, natural resources, transportation and communication, national legislation, economic research, and sources of specialized subjects under those headings.

TWO INSTITUTIONS ARE INTEGRAL

A growing and prospering community, such as Birmingham, needs an active and aggressive Chamber of Commerce and leadership in banking. We are equipped to provide every banking service and are cooperating with the Chamber of Commerce to provide a more beautiful and better Birmingham.

THE BIRMINGHAM NATIONAL BANK

BIRMINGHAM, MICHIGAN
Member Federal Reserve System
Member Federal Deposit Insurance Corporation

188 N. Woodward at Hamilton 1954 S. Woodward near 14 Mile Rd.

Shopping Is So Much Easier TODAY!

What a tedious, time-taking task shopping used to be! Recognized brands were few and far between. But men (and women) of vision steadily raised the standards in every field until the fine stores of today became a reality. As each business has grown and prospered, so has Birmingham . . . until we now live in a community of which we can be proud. Let's not rest on our laurels, but all work together to make the future of Birmingham a brilliant one.

Let's all help to
"BUILD A BETTER AND MORE BEAUTIFUL BIRMINGHAM"

OLSEN'S MKT.

Where Quality Value and Service Meet!

DELIVERY SERVICE
AMPLE PARKING
West Brown at Chester—MI 4-1916

The Birmingham Chamber of Commerce's Program

"To Build a Beautiful and Better Birmingham — Preserve the Traditions — Add to the Beauty — Promote the Progress"

Key points in the expanded program of the Chamber of Commerce are:

- Develop and promote Birmingham as the shopping center of our area.
- Develop and promote community-wide events of special interest.
- Review solicitations to protect your interests.
- Work for improved commuter service.
- Expand information and statistical services of chamber.
- Present views of members before governmental bodies. Review budgets, legislation and regulations and inform members of matters important to Birmingham area.
- Work for continued beautification of city.
- Work with all those who seek the betterment of area.
- Help maintain high educational, cultural and civic standards.
- Cooperate with existing industries of area, large and small, in seeking to overcome mutual problems.
- Work to preserve, and where possible, improve recreational facilities and park areas.
- Build greater confidence in Birmingham business and publicize Birmingham as a place to shop and do business.
- Cooperate in a continuous program of accident and fire prevention.
- Extend interests and activities of Chamber throughout the area as circumstances may justify action.

We believe that Birmingham Needs the guidance of an effective Chamber of Commerce, not only in the field of Retailing but also guidance in Civic Activities and Local Governmental affairs. The Birmingham Chamber of Commerce needs the physical effort and support of every business and professional man, and woman, to make Birmingham what we all want it to be.

TO GET TOGETHER IS A BEGINNING
TO WORK TOGETHER IS PROGRESS
TO STICK TOGETHER IS SUCCESS

Let's All Stick Together & Keep Birmingham Ahead
—Build a Beautiful and Better Birmingham—
Richard J. Wilson

WILSON Drug Company

Woodward at Maple
SERVING AND HELPING TO BUILD BIRMINGHAM FOR OVER 32 YEARS