

Conferences Bring Out 'Better Birmingham' Ideas

Proposed plans for building a more beautiful and better Birmingham were discussed by scores of business and professional people of the area in a series of conferences last week at the Community House.

Sponsored by the Birmingham Chamber of Commerce, the sessions brought out many different ideas for the betterment of civic and business conditions in the area. Suggestions discussed ranged from annexation of Beverly Hills to zoning problems.

Uncluttering the traffic and parking situation in the business center was cited most often as an urgent need not only for those in business and professions in the area but as a convenience to the people of the area who wish to shop or visit professional offices.

AMONG THE points discussed on which recommendations and suggestions were made were:

Beautification of the city.

Example: Elimination of dilapidated and unsightly structures to improve the appearance of the city and to help improve property values.

Example: Planned planting of shade trees which are especially adapted to urban areas, because of their appearance, size and hardiness.

DEVELOP and promote Birmingham as the shopping center of the area, not only because of the direct improvement to retail business but to avert the danger of firms moving outside the city with a consequent reduction in shopping facilities and the possible loss of tax income to the city.

Improved commuter service.

Expand information and statistical service of Chamber.

Review of legislation and budgets of local, state and national government and inform members of matters affecting the community.

Help maintain high educational, cultural and civic standards.

Co-operate with industries of the area in seeking to overcome mutual problems, and if possible specialized problems.

DEVELOP and promote community-wide events of special interest to local residents and possibly to people in a wide area around Birmingham.

Example: Annual children's Christmas party.

Example: Friday night shopping.

Example: City-wide special sales events.

Work to preserve, and where possible, improve recreational facilities and park areas.

Build greater confidence in Birmingham business and publicize Birmingham as a place in which to do business.

Example: Use of signs on highways and improved street signs.

Example: Use of advertising to tell the people of the area of the shopping values to be found in Birmingham.

COOPERATE in a continuous program of accident and fire prevention to assure maintenance of Birmingham's low accident and fire rate.

Extend the interests and activities of the Chamber of Commerce beyond the city limits to nearby areas, especially whenever circumstances justify action.

B'ham C of C Succeeded Retail Merchants Assn.

The Birmingham Chamber of Commerce was formed November 20, 1947 when nine interim board members signed the Chamber's articles of incorporation. Actually the chamber was an outgrowth of the Retail Merchants' Association.

The idea of establishing a chamber in the city was discussed for several years prior to the creation of the organization. Finally the Retail Merchants' Association, meetings in the fall of 1947 that

were to give birth to the new group.

With Genaro Flores as first interim president, the organizing board included Foster Toothacker, president of the Retail Merchants; Clarence Vliet, M. H. Hall, Frank Kisinger, Larry Nelson, Walter Moreland, Dr. Robert Mason and George J. Thomas.

FIRST permanent board was named in late January of 1948. Flores was elected president and other officers were Ralph A. Wilson, vice president; Dr. Robert J. Mason, secretary; and Foster Toothacker, treasurer. Directors were Paul N. Averill, Dr. George E. Marin, John E. Martz, John K. Stevenson and George J. Thomas.

When the first board was elected the Chamber had 199 residential, professional, business and industrial members. Temporary quarters of the chamber were at 722 South Woodward.

Clarence Vliet accepted appointment as acting executive secretary for the Chamber until a full time manager would be retained. On April 5, 1948, Charles Mortensen was appointed executive secretary.

ONE OF the earliest actions of the new Chamber was to obtain a secretary of state branch office in the city. Licenses were being issued from the chamber office hardly a month after the organization was established.

Starting as a comparatively small service, the work grew until the total amount of license business handled in 1954 was more than \$1,000,000. The service was discontinued as of January 19th of this year under a new policy of the secretary of state.

Soon after it was organized the chamber quickly went about working on many problems. Parking facilities, better city-public relations, better business practices, post office service and many other problems were tackled by the young organization.

DESPITE the increasing amount of time and effort the work of a branch secretary of state office required, the Chamber has done a number of other things.

It has published a brief history, map and fact booklet on Birmingham which has been given to thousands of newcomers to the area and to thousands of persons coming to the Chamber for information on the area.

Throughout the years the Cham-

Officers of the Birmingham Chamber of Commerce

(Left)
HENRY L. SELTERS
President

(Center)
ARTHUR BLAKESLEE
Vice President

(Right)
WALTER MORELAND
Treasurer



Building for the Future... with Birmingham

We want a "Better and More Beautiful Birmingham"

Birmingham

DRIVE-IN CLEANERS
WOODWARD AT ADAMS RD.

- ★ 4 HOUR SERVICE
- ★ We Give S. & H. Green Stamps



Prospects Were Never Brighter For A Better, More Beautiful BIRMINGHAM

In 1922 Birmingham was a small village of people with a vision that the beautiful countryside around it would someday become the home of many more with a similar purpose in establishing their families in a community that would reward them well for their judgment and hard work. They contributed much to make it expand and prosper. Frank J. Mulholland Sr., founder of Birmingham's oldest department store, was one of the staunchest believers. It was then that he invested his money and best efforts in the future of Birmingham.

Today, 33 years later, the Mulholland family is still carrying on the tradition and reaping the benefits of his foresight and leadership. MULHOLLAND'S is bigger and stronger than ever, with a desire to serve the Birmingham area, which has become a beautiful and prosperous community that even surpasses those early dreams. We're proud of our part in helping to make further progress in providing better things for the people we serve.

The F. J. Mulholland Company

223 North Woodward Avenue



Going Some place?

...WE ARE!... and we're mighty proud of it!

We're pleased to salute the progress of Birmingham... as our own progress is so closely intertwined. A backward look serves to show the part we have been privileged to play in the advancement and growth of Birmingham. We're looking forward to opportunities that lie ahead to work faithfully and well with all our patrons, present and future. We have always stressed service and sincerity whether business dealings were large or small. As Birmingham grows... so do we.

We'll do our best to help the Chamber of Commerce—
"BUILD A BETTER AND MORE BEAUTIFUL BIRMINGHAM"



KELLER-KOCH, INC.

479 S. Woodward MI 6-1200