

Birmingham

credit plate association

Special Supplement

to the

Birmingham Eccentric

BIRMINGHAM, MICHIGAN

DECEMBER 10, 1959

B'ham Credit Plate Plan Starts Today

Credit Plate Cards Already in Demand

Despite no advance publicity, phone calls during the past weeks to the Birmingham Credit Plate association office, MI 4-4055, from interested shoppers, inquiring how and when they could get their credit plates, has confirmed the fact that the association will fill a real need for shoppers in the Birmingham area. The reasons?

1. It will save time because it prints the correctly spelled name and address directly on the sales check.
2. It will speed and simplify posting of accounts and insure accuracy.
3. It assures correct delivery.
4. It is of light weight, attractive plastic, making it convenient to carry and to find in purse or wallet.

RECIPIENTS of the plates will find numbers embossed above their name which correspond to the numbers of the merchants, printed on the reverse side, where they

have charge accounts. All other merchants in the association invite their application for credit and will take the plate and have the store's own number embossed above the shopper's name, mailing it back to the owner the following day.

If a shopper should forget his plate of course he may use his account. The merchants in the association hope it will come to mean so much in convenience that all customers will carry their plates in wallet or purse at all times.

Association Hires Combs as Manager

Wayne Combs, executive secretary and manager of the Birmingham Credit Plate association, brings an extensive background of credit training to his new position. He serves as manager of the Birmingham credit bureau and has occupied that position for six years.

HE WAS formerly employed as public relations man for the Flint credit bureau and occupied that position for the five years previous to his moving to Birmingham.

Wayne is a graduate of the University of Illinois, is a member of Rotary and the High Twelve club and serves as second vice president of the Associated credit bureaus of Michigan.



Gets New Credit Plate

Mrs. Theodore Wreesman, 3581 Big Beaver road, Birmingham, received her Credit Plate association card from association President Donald Cummings recently. She is one of 16,000 area shoppers to receive the new cards.

16,000 Area Shoppers To Receive New Cards

Within the next few days 16,000 Birmingham area residents will have received their new Birmingham Credit Plates. As of today, the fifteen participating member merchants will honor these convenient credit credentials wherever the bearer has established credit.

Member merchants will gladly give prompt consideration to request for charge privileges where the shopper has not already established an account.

THE CREDIT plate was designed to eliminate annoying delays and errors in the routine processing of charge sales.

In the course of a fiscal year, untold hours of checking and re-checking original sales slips, bookkeeping records and delivery records have been the result of errors in spelling of names, incorrectly recorded addresses and simple illegibility of the credit information.

The plastic charge plate will be used to imprint the correct information directly on the sales voucher.

THIS WILL put an end to confusion on the part of the sales clerk and will guarantee a speedy and effortless means for the shopper to complete the business of making a charge purchase.

Accuracy of bookkeeping methods will be greatly aided since imprinted sales slips will always give delivery dates and delivery addresses, if the shopper has an active account with the store.

Any member merchant is authorized to receive information regarding loss of card or change of address, if the shopper has an active account with the store.

THE PARTICIPATING merchants have introduced this new service for the protection and convenience of their customers and are confident that shoppers will find the credit plates great time and temper savers.

This association is an outstanding example of co-operation between merchants, some in competing fields, who in the spirit of good will have joined together for their mutual good and the good of the community.

Merchants' Idea Aids Shoppers

Today marks the beginning of operations of an organization, unique in the business history of Birmingham.

The Birmingham Credit Plate association starts functioning at its offices at 139 W. Maple.

WITH THE issuing of its attractive credit plates, the association, through its fifteen member merchants, inaugurates a service which it predicts will be enthusiastically accepted by Birmingham shoppers.

What began last summer as casual conversation between neighboring businessmen, soon generated enough interest to cause the formation of a committee of local merchants to explore this new concept in community credit service. The Credit Plate association was designed to give the Birmingham charge customer a convenient, uniform and accurate credit credential to be used when shopping at any one of the participating merchants where the buyer already has or would like to establish credit.

A SURVEY was made to determine the broad range of goods and services available in Birmingham and several tentative drafts were made of prospective members. A representative cross section of these goods and services was selected from local businesses having a consistent history of high quality, integrity and service.

Including in the roster are men's and women's apparel shops, a fine restaurant, a jeweler, hardware, florist, drugstore, gift shop, shoe store and cleaner.

THE FOUNDERS and beginning officers are President Don Cummings; Vice-President, Sherwin Davidson; Secretary, Dick Young; and Executive secretary and manager, Wayne Combs. The aforementioned also comprise the executive and legal committees. Serving the finance committee are Dick Young, David Underdown, James Couzens, Charles Mulholland, and Art Lake. The advertising committee consists of Sherwin Davidson, Martin Frank, Larry Sherman, Esther Wisely, Robert Martin and George McGlennon. The public relations committee consists of Don Cummings, Doris Reibel, John Ross, Robert Ritter and George McGlennon.

THE CONSENSUS among various officers is that the Birmingham Credit Plate will soon (See PLAN-Page 2)

BIRMINGHAM Credit Plate Association

Davidson's
139 S. Woodward Ave.

Devon Gables
Telegraph and Long Lake

Douglas Cleaners
536 S. Woodward Ave.

Higgins & Frank
268 West Maple Ave.

Lakes' Jewelers
Woodward at Maple

McBride Hardware
154 S. Woodward Ave.

John Moss Florist
245 West Maple Ave.

F. J. Mulholland Co.
233 N. Woodward Ave.

Princeton Prep Shop
257 Pierce St.

R. B. Shops
142 West Maple Ave.

Sherman Shoes
115 West Maple Ave.

Unusuals
150 West Maple Ave.

The Village Store
205 Pierce St.

Wilson Drug Co.
Woodward at Maple

Young's of B'ham
203 Pierce St.