

# Raise Heads Above Crowd To Achieve Goals, Mayor Tells B'ham Service Clubs

For comments on the mayor, see "City Beat," 1-B, complete text of speech, 5-F.

By KEN WEAVER  
Managing Editor

"All we had to do in order to accomplish our objective was to raise our heads a little above the rest of the crowd."

"Today, I am just as aware, as I was many years ago, that in order for most of us to see what we want to see—or to accomplish what we want to accomplish—all we

have to do is raise our heads a little bit above the crowd!"

Mayor Charles W. Renfrew delivered this message to members of Birmingham's service clubs last week in an address at the Livelihood Day Luncheon at The Community House. The May 20 event was part of the Birmingham Centennial-Michigan Week observance.

Some 180 members of the Kiwanis, Exchange, Optimist, Lions, Rotary and High Twelve clubs, the Chamber of Commerce and Jaycees were at the luncheon.

"OUR COMMUNITY is celebrating its 100th birthday, and on this occasion is looking to the future—a future that does not abandon its substantial past but sharpens the focus of our attention on the pursuit of excellence; excellence in all phases of our lives as a community; an excellence that will lift us above the crowd," the mayor declared.

Failure to plan for the future—in business and community life—will mean "getting lost in the crowd," he asserted.

Renfrew said that whether business is good or bad for "individual partnership or company, when men cease to put forth the extra effort, they cease to lead and they become one of the crowd."

HE POSED five questions to be considered for those who wish to achieve something more than mediocrity:

"First, what is the position of



## Operating the General Store

Birmingham's schools spent a major part of Centennial-Michigan Week studying the state's history and the founding of the Birmingham area. Lessons, films and skits were part of the 100-year celebration. A kindergarten class at Pierce School constructed a general store to relive the past. The clerk

sporting the mustache and arm bands is Kevin Butterfield, son of Mr. and Mrs. A. William Butterfield, 415 Catalpa. His pre-ty helper in charge of the peppermint sticks is Leslie Stansell, daughter of Mr. and Mrs. W. J. Stansell, 1498 Washington.

## Ohio Woman Initiates Trust For Groves Girls

A woman in Shaker Heights, O., has stretched out compassionate hands to two little girls in Michigan. The youngsters are Kelly Ann Groves, 3, and her sister, Kimberly, born Jan. 24. They are granddaughters of Mr. and Mrs. Donald Groves of Birmingham and their benefactor is Mrs. Paul W. Johnston, wife of the retired president and board chairman of Erie Lackawanna Railroad.

commanded the ceremonial troops in President Kennedy's funeral. Shortly thereafter he collapsed and died Dec. 8 at his home in Ft. Myers, Va. The emotional and physical strain of the funeral days was thought to have been the cause of his death.

MRS. JOHNSTON HAS made the initial gift toward a trust fund being established for the children. It is to be known as the Capt. Michael Groves Educational Trust Fund, with the Ann Arbor Trust Co. in Ann Arbor acting as repository for gifts. To establish the trust, \$500 is needed. In the meantime, Mary Groves and her two daughters are living quietly in Ann Arbor. Close to Mary's parents, Dr. and Mrs. Norman F. Miller.

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my business in the community? "Second, do I take pride in this business or occupation?" "Third, what is my basic ambition, both in private and in business life?" "Fourth, what am I trying to achieve and how am I contributing to this goal?" "Fifth, am I satisfied to relax and enjoy the success and prestige I have so far achieved?" Renfrew told the service club members that "our future is largely up to us—it is largely in our own hands."

DECLARING THAT "there is no such thing as 'no communication,'" Renfrew said the family that isolates itself from its neighbors has had public relations rather than no public relations.

The same holds true for business, he said.

"Management needs to put its ideas over clearly and effectively if employees are to make their maximum contribution to the success of the business—if that business is to get its head above the crowd in its field."

"The same principles apply to relations between the business and its customers, between the citizen and his government."

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