

WANT TO HELP make the 1950 Torch Drive a success?

Here is your opportunity. Fill out this coupon and mail it to: United Foundation, 607 Shelby, Detroit 26.

UNITED FOUNDATION Enrollment Card
I wish to volunteer my services as a **TORCH DRIVE WORKER** for the 1950 UNITED FOUNDATION CAMPAIGN
October 17 — November 9

I understand my assignment will come from a representative of the Foundation.

I prefer to work (Please check preference):
 Home Neighborhood Anywhere Needed
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Mr. _____
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(Please Print)
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THE BIRMINGHAM ECCENTRIC

Volunteers Needed for Area's Second Annual Torch Drive

Metropolitan Detroit's historic move toward one, big, annual drive for funds to support health and community services gained momentum this week as plans for the second annual Torch Drive were completed.

Between Oct. 17 and Nov. 9, 8,500 men and women will canvass residences and businesses for funds with which to operate more than 140 health and community services through 1951.

This year's drive, for a goal as yet undetermined but expected to exceed last year's \$8,550,000, will emphasize the importance of the neighborhood. The demand for all opportunity to "give once for all" originated with individual contributors. The 1950 Torch Drive is designed to extend this opportunity as far as possible.

In each community, local leadership will direct fund-raising, conduct special events to stimulate interest in the drive, and report progress during the drive.

THE IDEA OF ONE big drive for funds sprang from the harassment of citizens and business firms by a never-ending series of appeals for funds.

Workers, honestly and conscientiously wishing to do their part to make the area a better place in which to live, found the repeated demands from fund-raising organizations a burden. Intelligent budgeting of their giving was impossible.

HOUSEWIVES WERE harassed by continual solicitations. More than 50 were authorized in Detroit in one year before the Torch Drive. The wife who gave, and despite the merit of the cause represented. A competitive condition developed which made it possible for only those having the most dramatic impact to break through.

Businessmen came to feel that contributing to health and community enterprises was a confusing and expensive headache. They knew that such drives were costly and that the percentage of their contributions actually spent for the cause represented decreased as the competition became more intense.

In the past few years many major drives have failed to realize their campaign goals with subsequent jeopardy of health and community services.

THIRTY YEARS ago, established local organizations dependent in whole or in part on contributions had welded themselves together in the Community Chest. The Chest had become the one organization to which people gave freely once a year.

But as public conscience became aware of the pressing need for privately-financed research and education in the field of prevention and treatment of disease, many other fund-raising groups were organized. Some represented appeals handled nationally.

Two years ago, a small group of the district's real leaders, including Henry Ford II, C. E. Wilson, Walter P. Reuther and Frank B. Rowland, conceived the idea of a preponderant majority of citizens, determined that something must be done to eliminate the multiplicity of fund-raising drives.

Previous attempts had been made to unify fund-raising. These efforts, however, were for the most part on a plant level, or among a comparatively small group of plants within a single community. The Torch Drive, conceived as a fund-raising drive each year, it would encompass all the city's large manufacturing plants, all the business concerns, all the professional groups, all the labor unions and all the other groups. As it would provide funds for all the major organized campaigns which might during the year attempt to raise money within the city.

THE MAN to put such a drive together, they decided, was Walter C. Laidlaw, who had directed Detroit Community Chest and War Chest drives for eight years.

Laidlaw was persuaded to accept leadership in the unique campaign, but only on the condition that wholehearted support be given by all the giving and spending groups involved.

The United Foundation was incorporated, with Wendell W. Anderson as its board chairman, and John S. Coleman as its president. A brief campaign was immediately carried out for the benefit of a group of fund-raising appeals representing local, state and national causes.

Combining the experience gained in Chest drives with the brief UP drive, Laidlaw assembled the greatest array of community leadership ever joined together for one purpose and then laid out plans for the one big all-encompassing drive to be held in the fall of 1949.

A GOAL of \$8,550,000 was set for the drive.

Between Oct. 18 and Nov. 10, a preponderant majority of citizens of the Detroit area were given an opportunity to donate once for the many worthy appeals. The result was an amazing over-all total of \$2,270,000, the largest amount ever raised in a single campaign for funds with which to operate health and community services.

The first Torch Drive attracted nationwide attention and resulted in movements for similar drives being started in many other communities.

Success of the first Torch Drive was attributed to widespread participation by diverse elements in the community and to effective presentation of the value of the services made possible by the funds raised.

The services added for the purpose of solicitation in the Torch Drive were the Michigan Heart Association, the Arthritis and Rheumatism Foundation, National Multiple Sclerosis Society, Michigan Society for Mental Hygiene, the USO, American Hearing Society, American Social Hygiene Association, Sister Elizabeth Kenny Foundation, United Cerebral Palsy Associations, Inc., Michigan Welfare League, Roscoe B. Jackson Memorial Laboratory, Leadership League for the Blind, and the Detroit Committee on Alcoholism. The Michigan Cancer Foundation and the Detroit Committee on Alcoholism received funds raised in the drive. The Red Cross and March of Dimes participated only in the in-plant solicitation phase of the campaign.

THIS YEAR for the second Torch Drive a call has been sent for 8,500 volunteer solicitors, 5,500 women and 3,000 men.

The city has been divided into eight regions, under which are 20 divisions, 101 areas, and 1,060 districts. Leaders have been named in each region, division, area and district.

Within this organizational framework, the 15,000 most productive city blocks averaging 15 homes per block must be canvassed. In addition to 225,000 homes, there are 26,000 small business firms to whom the chapter plan will be offered.

This, then, is the job for which 8,500 volunteers are being asked. Behind the actual solicitation are thousands of preparation and work by the thousands of skilled advertising men, public speakers, ra-

dio broadcasters, newspaper editors and reporters. Time and effort is being donated by public-spirited citizens. The UP maintains only a small staff and purchases are limited to, only the most essential materials which are not available from donations.

Thus, the cost per dollar raised is cut to an irreducible minimum, less than 5 cents, and at the same time the city's best talent is being thrown into the drive.

But the few who carry on the elaborate preparations for the all-out drive need the help of thousands more to achieve success. That is why United Foundation is appealing for volunteers.

(Editor's note: This is the first of a series of six articles on the Torch Drive. The second, describing the care of children by United Foundation services, will appear in the Birmingham Eccentric next week.

WE HEARD IT SAID BY Howard R. Estes, State Representative and chairman of the legislature's special gas study committee: "Our committee has a list of all the gas explosions that have occurred in Michigan in the past three years. We hope to talk to officials of all these communities to see if we can discover some fact or facts common to all the explosions and which may enable us to recommend corrective legislation. We believe we can come with some recommendations for the greater safety not only of Birmingham but the entire state as well."

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Additional Curbing Would Boost Cost Of Kennesaw Paving

Copies of the report of City Manager Donald C. Egbert on the proposed Kennesaw-Mohagan area improvement are to be sent to the subdivision groups.

Although no immediate city action is necessary, Egbert said he felt residents should be acquainted with the facts as they now stand.

An original estimate of costs, made two years ago, showed the program set at \$23,576. The revised costs are set at \$29,447.42. Egbert explained that this increase was due mainly to the fact that the city feels it advisable to replace a much larger area curbing than was first estimated. The original curb cost was set at \$550, while the replacement of the 2,254 lineal feet now deemed best, would cost \$7,889.

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