

WINNERS

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that no organization was getting enough, and everybody was causing a lot of trouble in getting what they did.

In early 1949, many of Detroit's business, industrial, and labor leaders decided that it would be a great boon to everyone concerned to have one drive, for all. Now, each person is asked to give only once during the entire year. Since people are not being continually harassed by solicitors, they often give more than they otherwise would to the separate charity drives.

IN ADDITION, MORE PEOPLE are given a chance to participate as there is more money with which to conduct a more thorough campaign throughout the metropolitan area. Again this city has led the nation in a very worthwhile undertaking. These charities provide many services for every one, and especially for those not quite as fortunate as some of us.

Besides the amount of money collected, the efficiency of the "once for all" drive should be considered. Only one deduction is made from your gift for the cost of the campaign and for the year round administrative expenses. This amounts to only about five percent of your contribution.

Before, campaigns cost an average of thirty per cent of the gross returns. When you consider that a campaign in a typical industrial plant costs \$40,000 and that when there are six such campaigns a year the cost would be \$240,000, you realize that what you gave didn't compare with what the organizations actually received. Now, with one campaign instead of six, only one-sixth that amount is deducted.

LAST, AND CERTAINLY not least, is the fact that the Torch Drive makes sure that all the needy and worthwhile organizations receive their fair share. This helps those that are not so well known and which formerly were cut short of funds. The United Foundation also makes sure that all requests for funds are honest needs before they are added to the year's budget.

Now, because more money is collected and less is deducted for expenses of campaign, more can go to meet the needs of the 150 organizations which are in need of support. They can help their neighbors as well as for yourself, the year round. The least we can do is to help them once a year.

In Oakland county, the United Foundation supports the: Community Chest of Metropolitan Detroit, Pontiac Community Chest, Family Service, Girl Scouts, Visiting Nurses, St. Joseph Mercy Hospital Free Clinic, and the YMCA. So let us help the Torch Drive help us. It accomplishes it in the best way discovered to date.

DISASTER MAY STRIKE YOU

By NAN GORDON

1st Place Winner
Bloomfield Hills High School

Let us set our scene in any ordinary classroom. Sitting at their desks, we find a healthy looking group of youngsters listening to a story which their teacher is reading to them. In fact it could be any one of our schools here in Birmingham.

But there's something different in this classroom that you don't notice by just looking at these children. All of a sudden one of the little girls seems to become unconscious and falls from her desk to the floor. Her body becomes very stiff, and she lies very still. All of a sudden she starts banging her head on the floor and kicking as hard as she can. Finally after a minute or two she seemingly becomes normal again.

YOU MAY HAVE GUESSED that she has had an attack of an incurable disease called epilepsy. The teacher has been warned beforehand and knows exactly what to do: She soon has the little girl lying down and resting while she waits for her mother to come and take her home. In a few hours she will have completely recovered from her attack.

In reality her troubles have really just begun. She has a full life ahead of her. The average victim will eventually have to find himself a job. This will be her

biggest barrier for jobs are hard for epilepsy victims to obtain and harder yet for them to retain. The average victim will always have a great difficulty in mixing socially and will never have the normal homelife to which we are accustomed.

THESE WRECKED LIVES can be improved, and the American Epilepsy League is doing just that. This dread disease could come to someone in your own family. Perhaps your own son or daughter. Three out of four cases of epilepsy start before the age of twenty. There are 30,000 victims in just the state of Michigan.

This is just an example of one of the diseases which are striking people around us every day. Many of these people will never live normal lives again. You read about them in the paper, but a large majority of the people in this country of ours don't give the subject a second thought.

People come to your door every so often asking for

donations to many different organizations. These groups are organized to help these people, but there are so many that the average person doesn't pay any attention to them.

DETROIT HAS SOLVED the problem of so many large cities. Yes, by giving once, only once, you can give to all of these necessary community and health services. This nationally known campaign is known as the United Foundation Torch Drive. By giving just once you can support all 150 of these worthy organizations.

We have one campaign to benefit them all. All that the United Foundation asks is that you give five hours pay once a year. That's all. That doesn't seem like so terribly much when you consider all that five hours pay can do. It will make possible over three visits of a Visiting Nurse. It can make possible a Boys' Club program for 3 months to one boy. It can provide hot

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packs to treat one baby stricken with polio throughout the course of the disease; and provide Canadian Canses for an older person.

I've just named a few of the many services. The rest is up to you.

WHEN THE VOLUNTEER in your neighborhood comes to see you, don't just give him a dirty look and slam the door in his face. Try to think over what I've told you. Disaster could strike your family, too. Could you pay the ever growing pile of doctor bills? Could you give the necessary training to get the invalid back on his feet?

Many people can't, but you can help them. You are the United Foundation. Your donations make it possible. Don't let it down now. Give all you can. Give once for all.

SPECIAL TRUNK SHOWING



COATS and SUITS

Next Tuesday, October 30

Entire Spring-1952 collection. Classic styling with timeless quality in famous Pashm cloth and Victorian Covert—finest cashmere and imported wools. A limited number of advance orders will be accepted.

COAT AND SUIT SALON STREET LEVEL

Jacobson's

Maple at Bates Birmingham

Grey Wool Jersey
with a flare and a flourish of skirt

Dramatic in its simplicity... a quiet-spoken jersey dress stroked with velvet... a rayon taffeta petticoat pushes the full skirt to new expansion. Sizes 10 to 18.

39.95

DRESS SALON STREET LEVEL

Jacobson's
Maple at Bates Birmingham

PARKING AREA FOR YOUR SHOPPING CONVENIENCE

special purchase

Jacobson's

Maple at Bates Birmingham

100% WOOL
Berkshire Tweed
ZIP-LINED COAT

\$55
Regularly 69.95

Tailored in an expensive manner implying much more than our low special purchase price!... a wool tweed classic with a 100% wool lining to zip in or out with weather changes. Blue with red, or brown with green. Sizes 10 to 16.

COAT SALON STREET LEVEL

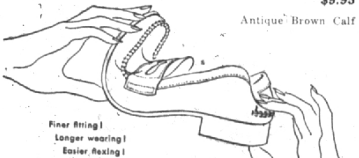


on the beat with something smart for young feet!

Such heavenly shoes at a close-to-the-earth price! They do a smart co-starring job with practically your entire wardrobe, beside giving you walking-on-air comfort. Hand-sewn trim and flexible leather soles give OLDMAINE TROTTERS that wonderful workbench look.

\$9.95

Antique Brown Calf



Finer Straps!
Longer wearing!
Easier Fastening!

Jacobson's
Maple at Bates Birmingham



Jewel-Tone
VELOURS

Soft, creamy-napped velours, sparkled with jewel trims and delicate veiling in black, brown, navy and soft pastels. Shown, a head-smug profile with bugle beads and simulated pearls.

10.95

Others, 8.95 to 22.95

MILLINERY CIRCLE STREET LEVEL

Jacobson's
Maple at Bates Birmingham