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| Sweetheart 2 for 23° | Ivory Soap 3 for 25 |
| Cashmere Bouquet 3 for 25° | Ivory Soap 4 for 23 |
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UF Editorials

Keep The Torch Burning!

By MARTHA MEHRER 10th Grade, Kingswood

A flaming torch, the words "Give once for all". What does this mean? This is the mark of the United Foundation. Even more this is the flame of life for many unfortunate people. There have been many times, I know, when you have glanced at posters concerning the Torch Drive and passed them by, pushing the true thoughts about what this torch means into the back of your minds. Let us think for a moment about what this torch really means to so many people; so many people to whom that flame of goodwill means life or death, happiness or misery, hope or despair.

THE SPARKS OF THIS FLAME may be seen everywhere.
Look about you. In some eyes the flame reflects perseverance; in others, goodwill, righteousness or hope. Sometimes the flame may be seen easily, but then again sometimes it has been smothered, leaving just a tiny spark. This is where the United Foundation steps in. This small spark must be famied by the United Foundation's bellows of goodwill until it conquers the pain of misery and the evils of delinquency.

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LET US LOOK at the different things the United Foundation has done to promote this cause. It has put that faint flicker of hope into the tortured eyes of a polio stricken child, lying stiff, pale, and still on a small cot. This same child without the generous gifts of the United Foundation would have known the life of an invalid, confined to a wheel chair for the rest of his life.

The flame of ecstasy shining he a cerebral paley victim's eyes at that first thrill of being fulle to take the first step towards a new life, a normal life is shining there because of the work of the United Foundation. Its gifts may be giving a child living in that veiled world of perpetual darks a new pair of eyes, a new life through the eyes of a seeings or even would otherwise go through a terrible life of never having known the thrill of being able to speak. So you see, the United Foundation gives lives which otherwise would be filled with unhappiness, misery and heart-break a chance to survive.

People not as fortunate as you or I who need that break in life are never turned down by the United Foundation. This organization puts up a grand fight against that rampage of disease which floods our country and tries to choke out the flame in many people's eyes.

THE UNITED FOUNDATION wipes away the tears of de-serving people and in their place puts smiles of gratitude. It shelters the homeless. Old, aged people who are insecure and feel they are no longer needed are taken into shelter add given a happy home with other older people. Small orphaned children who are left homeless are given a real home by some worthy counds.

children who are left homeless are given a real home by some worthy couple.

The United Foundation helps to wipe away some of the heart-break caused by a rampage of fire, flood or wind which strikes suddenly wiping away the homes, possessions and tives of many families, and the strikes suddenly wiping away the hopeless, heart-broken and full of despair. The United foundation, by giving them a new start in life, helps to put the spark of hope back into bleak, tragic eyes of one who has seen everything he has ever known destroyed.

The United Foundation puts up one of the greatest battles against delinquency that this country knows. It strives to make our country a better place to live in. It goes down into the filth and corruption of the slums and tries to show those children who live under the shadows and evils of poverty the true pleasures of life which were their birthright.

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IT GIVES THE children at least a chance to have that life which was rightfuly theirs. Youth centers help them to learn useful trades. Recreation centers and boys' clush help keep the children off the streets and away from the temptations of the slums. The light of true sportsmanship and fair play if kindled in the boys' hearts. The different crafts help them to broaden their interests and help them to cultivate solid, resourceful minds. It teaches them the true mastery of the fine arts and helps them appreciate the higher things in life. Most important of all is the flame of the spirit of God which the religious groups kindle in the hearts of your youth. That light which is so precious to mankind penetrates the filth of the slums to search out the hearts of the youths and give them that great light whose radiance fills their dark and miserable lives and makes life bearable for them. With this light no matter how dark and confused their lives may become they will never be alone. The United Foundation gives all this to my generation to help them form the strength of character that it takes to make a good citizen and a better America.

THESE ARE ONLY a few of the many marvelous things the United Foundation does for our people. Whenever you see the symbol of the torch burning brightly, its fingers reaching upwards, think of the goal of your Onlined Foundation; think of the many eyes that torch is reflected in; think of the many lives which depend on it. We can never let this fame go out. So, everyone, everywhere, realize the goodwill of the United Foundation and contribute. You will be surprised how good it will feel to become a part of this life-giving association. Remember, never let that flame go out. Do not let those people down! KEEP THE TORCH BURNING!!!

Torch Drive

By THOMAS MARTINEK 10th Grade, Cranbrook

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Up until the year 1949, three years ago, the only source of income for the different charities throughout the Metropolitan Detroit area and surrounding communities came from individual donations. Although the more recognized charity or ganizations, such as ones concerning polio or cerebral palsy were donated to quite freely the less noted charities received very little, if any, donations. So, as you might realize, such important organizations as the USO or Boys' clubs were hardly able to survive.

You might then ask yourself why this problem was not pointed out to the people so that they might also donate to these lesser charities along with the larger ones. But, there were two main complications which kept this idea from being carried through.

were two main complications which kept this idea from being carried through.

In the first place, the majority of the people were unwilling to donate to a charity or organization which they knew nothing about. Secondly, the ayerage man could not afford to donate to more than one or two charities. With these two complications in mind some individual, or group of individuals, came up with an idea known as the "Torch Drive." Although the "Torch Drive" has been going on for only

1952 four years its famous motto of "Give Once For All" is well known throughout Detroit and its suburbs. This wonderful organization manages to collect enough finds to serve one hundred and fifty community and health charities.

THE CREATION of this organization helped to satisfy all the parties concedned in the donating to needy organizations. In the first place all the charities are satisfied because everybody receives some funds on which to survive. And, secondly, the donator saves by giving his donation in one lump sum which takes carejor all of the charities.

If you still feel that there is not enough justification to warrant a donation to the Torch Drive picture yourself as a victim of polio or a child without a playeround except for the street. So I would like to say in closing that when you give to the Torch Drive you are not westing your money but, on the contrary, you are protecting your own interests.



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