

THESE ARE THE 150
HEALTH AND COMMUNITY
SERVICES SUPPORTED BY
THE TORCH DRIVE

United Community Services

- American Youth Hostels
- Baptist Children's Home
- Blind House
- Boy Scout Camp
- Boy Scouts—Detroit Area Council
- Boys' Club of Dearborn
- Boys' Club of Detroit
- Brewer Building
- Byron-Philadelphia Building
- Byron Club of Highland Park
- Byron Republic
- Brighton Community Center
- Camp Fire Girls
- Catholic Family Center
- Children's Department
- Family Department
- Catholic Youth Organization
- Area and Administration
- Community Center
- Children's Aid Society
- Children's Center of Metropolitan Detroit
- Children's Hospital of Michigan
- Children's Hospital Convalescent Home
- Church Youth Service
- Coordinated Leadership Education Committee
- Dearborn United Community Services
- Dearborn Recreational Projects
- Van Born Community Center
- Deity Christian Neighborhood House
- Delta Home for Girls
- Detroit Central Policy Center
- Detroit Committee on Alcoholism
- Detroit Council of Churches
- Social Service Department
- Detroit Council on Community Nursing
- Detroit Dental Aid, Inc.
- Detroit District Association—American Legion
- Police Service Department
- Detroit Group Project
- United League for the Handicapped
- Detroit Hearing Center
- Detroit Society for the Prevention of Blindness
- Detroit Lithographic Clinic
- Detroit Public School-Social Service
- Detroit Urban League
- Lodge Community House
- Downriver United Community Services
- Downriver Convalescent Services
- Downriver Recreational Projects
- Grange in Community Youth Center
- Longwood Deaconess Hospital, G.P.D.
- Evangelical Lutheran Institute for the Deaf
- Family Service of Oakland County
- Family Service Society of Metropolitan Detroit
- Lafayette Settlement
- Franklin—Plymouth Ridge Community Center
- Franciscan Hospital, G.P.D.
- Franklin Settlement
- Franklin Society
- Girl Scouts of Metropolitan Detroit
- Girl Scouts of Southern Oakland County
- Girls' Service Club
- Gracie Memorial
- Gracie Hospital, G.P.D.
- Gracie Porcile Wood Community Club
- Gracie Hospital, G.P.D.
- Hastings United Community Services
- Hastings Hospital, G.P.D.
- Hastings Hospital, Adult Psychiatric Clinic
- Health Institute, U.M.W. C.I.O.
- Hospital Hygiene Department
- Highland Park United Community Services
- Highland Park Community Center
- International Institute
- Jewish Community Center
- Decker-Dawson Center
- Aaron Sapiro Memorial Building
- Twelfth Street Council Center
- French Social Service Bureau
- Children's Department
- Family Service Department
- King's Daughters and Sons Home
- Legal Aid Bureau
- Lutheran Charles Child Welfare Department
- Lutheran Children's Settlement
- Lutheran Children's Friend Society
- Methodist Children's Home Society
- Michigan Children's Aid Society
- Michigan Humane Society
- Mix and Association
- Municipal Council—United Spanish War
- Veterans Service Department
- Neighborhood Club
- Neighborhood House Settlement
- North End Clinic
- Phelps Wheatley Home
- Polish Activities League
- St. Anne's Convalescent Home
- St. Elizabeth's Community House
- Polish Aid Society—Harper House
- Rouge Luce United Centers
- St. Francis Home for Boys
- St. Joseph's Mercy Hospital, G.P.D.
- St. Felix Child Community House
- St. Vincent & Canon Fisher Home
- Saratoga Army, Corps and Headquarters
- Saratoga Army Children's Home
- St. Jean Day Memorial
- Saratoga Army Family Service Department
- Saratoga Army Echo Square Lamp
- Saratoga Army Home and Hospital
- William Booth Memorial
- Servants' Bureau
- Sigma Lambda Hospital School
- Society of St. Vincent de Paul, G.P.D.
- Sophie Wright Settlement
- Southern Oakland County United Community Services
- Tau Beta Community House
- Yvesville Community Center
- Thompson Home
- Travlers' Aid Society
- United Community Services
- Volving Housekeeper Association
- Homekeeper Service
- Volving House Association
- Vista Maria School
- Warren Township United Community Services
- Warren Township Recreational Projects
- Warendale Community Center
- Wayne County Council—Disabled American
- Veterans Service Department
- Wayne County Council—Veterans Foreign Wars Service Department
- Williams House
- Woman's Hospital
- Social Service Department
- Valley Park
- Young Men's Christian Association
- Young Women's Christian Association
- Youth Service Bureau—League of Catholic Women

The Miracle of Greater Detroit Begins Anew!



Detroit's Own
United Foundation Torch Drive
Starts Tuesday, October 20

BIRMINGHAM — BLOOMFIELD — FRANKLIN AREA

WHY THE TORCH DRIVES? Through Detroit's Torch Drive, almost all drives are combined into a single program. You reduce your charitable contributions into one, all-inclusive gift. Literally, you "Give Once For All!"

HOW YOU CAN CONTRIBUTE

A The "Chapter Plan." Most United Foundation funds are collected through "chapters" set up in plants, offices and small businesses. This popular plan permits you to make your donation through payroll contributions and spread the burden evenly over a year's period.

B Individual Community Collections. So that housewives and individuals not covered by the Chapter plan will have the opportunity to participate, neighborhood collections are made by Torch Drive volunteers.



We who are Detroit are about to do the impossible again.

For the fifth year, we are going to launch the greatest charitable activity in the world—our own United Foundation Torch Drive.

And we're going to make it work... because we are Detroit.

We are the city that five years ago defied the experts who said the principle of a single, consolidated drive was unworkable.

We are the city that for the past four years has established successively higher records with our Torch Drives.

We are the city that now sets the pattern for more than 300 of the cities that doubted we could succeed the first time.

In 1953—between October 20 and November 12—

we're going to repeat the miracle of Motor City's Torch Drive.

Our goal is even more ambitious—because our need is greater. The 150 worthy causes listed in the column to the right have more to do... must have more from us to do it with. Our Torch Fund dollars are their life.

This is the kind of challenge we who are Detroit love. We're proud of our heart—the warm heart of the Motor City that makes the miracle of giving one for all look easy.

Your Torch Drive volunteers—30,000 unpaid, unselfish neighbors of yours—will be calling on you soon. Make them feel welcome... make their long hours seem worthwhile. Give your contribution to them—and give with a generous hand and a glad heart. Play your proud part in the 1953 Torch Drive—the new Miracle of Motor City.

United Health and Welfare Fund Activities

- Leader-Dog League for the Blind, for Michigan Association for Better Hearing
- Michigan Chapter Activities and Birmingham
- Michigan Chapter, National Multiple Sclerosis Society
- Michigan Chapter, Sister Elizabeth Kenny Hospital
- Michigan Epilepsy Center
- Michigan Epilepsy Association
- Michigan Society for Mental Health
- Michigan Welfare League, Inc.
- National Association for Mental Health, Inc.
- National Community Service Organizations, Inc.
- Rouge B. Jackson Memorial Laboratory
- United Defense Fund—including National USO and American Relief for Korea
- United Health and Welfare Fund State Services

Agencies Participating in the Torch Drive but Not Affiliated with Federations

- American Cancer Society—Southeastern Michigan Division
- Metropolitan Detroit United Foundation
- Michigan Rehabilitation Institute
- St. Joseph Mercy Hospital Auxiliary—Pontiac
- St. Joseph Mercy Hospital Auxiliary—Warren
- Wayne Community Fund
- Wayne County Chapter
- Wayne County Chapter
- Wayne County Chapter
- Wayne County Chapter

1953 Torch Drive

OCTOBER 20 — NOVEMBER 12

This Message Is Sponsored in the Interest of the Community that we serve

THE NORTH CHEVROLET COMPANY

1000 So. Woodward Ave.

Phone Midwest 4-2735

Give Once
for
ALL!