

Heading for Our Seventh Straight UF Victory

What's happened to "the biggest idea in charity fund-raising" since the summer day in 1949 when the late Frank R. Pierce of Birmingham agreed to head the country's first unified campaign?

An ardent community worker and one of the most dynamic business leaders in the country, Frank Pierce helped light a torch that has been picked up in more than 600 cities across the United States. In the metropolitan area it serves, from Bloomfield Hills to the Detroit River, the United Foundation to date has raised more than \$71,000,000 for nearly every conceivable community need and over 150 health and service agencies that once conducted a myriad of independent and costly activities.

With the end of World War II, people of the area, like Americans everywhere, were besieged by an increasing number of fund-raising drives.

AT LEAST 50 ANNUAL personal solicitations hit the citizenry, on the streets, at their work and in their homes. Detroit employers received as many as 134 separate requests for in-plant solicitations, corporation gifts, or, as was true in many cases, both.

Community leaders were asked almost weekly to head, organize or personally assist in some worthy appeal for funds. Local agencies, embodied in the Community Chest, were facing even worse. The failure by \$300,000 of Detroit's 1948 Chest drive pointed up the growing deterioration of existing fund-raising machinery.

It was in that year that the first rumblings of a plan to consolidate giving began in Michigan.

HENRY FORD II, president of the Ford Motor Co., and Ben Young, vice president of the National Bank of Detroit, called together a group of representative citizens throughout the state to find an answer to the costly duplication of campaigns.

From this meeting the United Health and Welfare Fund of Michigan, with 23 agencies, evolved.

For a number of reasons, chief of which was the inability to get Detroit to participate, the UHWF developed into little more than a board of directors, a campaign organization and a conglomerate of individual towns and counties, each working out its own effort to combine at least the health appeals into a single solicitation, with no actual campaign in sight.

Then Ford, Young, August Scholle, president of the Michigan State CIO Council; C. E. Wilson, president of General Motors; John S. Coleman, president of the Barringtons Adding Machine Co., and Wendell W. Anderson, president of Bundy Tubing Co., asked Walter C. Laidlaw to organize a united drive in Detroit. Laidlaw had been for 12 years the director of Community Chest and War Chest Drives.

LIDLAW SURVEYED THE SITUATION and agreed to a Founders Meeting on Dec. 31, 1948. Organization and campaign committees were appointed.

On Jan. 4, 1949, the United Foundation was incorporated under Michigan laws as a non-profit organization for unification of campaigns. Within 30 days, a widely representative 75-man civic board had been named, a "campaign organization" headed by Ben R. Marsh, then vice president and general manager of the Michigan Bell Telephone Company, was functioning, and a "pilot campaign" was under way.

This mock-up model was confined to 200 of the larger industrial and business firms to employing more than 300 people, and 1,000 special gift prospects which included philanthropic foundations, smaller corporations, and other wealthy individuals.

THIS, THEN, WAS THE EXPERIMENTAL vehicle whose performance, or lack of it, would furnish either the basis

for attempting the heretofore "impossible" (unification of all organized personal solicitations for health and community services), or kill thinking about united fund-raising.

The miniature drive representing 23 agencies opened on Feb. 7, 1949, and ran for 21 days. It raised \$550,000 more than the same agencies had raised from the same sources by separate appeals in 1948. This acceptance and the enthusiastic support of press and radio convinced the civic, industrial and labor leaders on the board of directors that the United Foundation could and should achieve complete unification.

What's more, the fact was firmly established that labor and management had common stakes in the community and, given an intelligent plan and method, would form a close-working team to reach the common goal.

THE DRIVE WAS REGARDED as a phenomenal success and a definite indication of what people in the metropolitan area actually wanted.

When the success of this "pilot campaign" became evaluated properly by others, the cry was taken up on all sides, and most of Detroit and surrounding communities joined in calling for the unification of all personal solicitation drives on an area-wide basis.

This first Torch Drive, having united 143 appeals, opened Oct. 18 and ran through Nov. 10, 1949. Its success in reaching 104 per cent of quota was made possible by the unprecedented cooperation of every one of all economic and social levels.

Frank Pierce, then president of Dearborn Motors, Inc., headed the drive and his volunteer aids surprised everybody with their zeal and results.

More than 30,000 Detroiters worked actively in putting that Torch Drive over by giving their neighbors and colleagues an opportunity to contribute. Another vastly important result of the huge band of volunteers was the educational job they performed. They told the United Foundation story in every office, factory and doorway in the city.

IN 1950, WITH A GIGANTIC "Give Once for All" campaign, this time for 148 agencies, the Torch Drive again was a tremendous success. Against a goal of \$10,300,000, relieved Detroiters subscribed \$10,404,000.

With 150 agencies under the UF colors, the 1951 drive again exceeded its previous figure by more than \$1,000,000 despite adverse economic conditions.

Under the leadership of John S. Bugas, Ford vice president, this 1951 drive resulted in the most magnificent effort in the city's history.

The \$11,455,000 collected set the pace for the entire country and confounded experienced fund-raisers who had set the "potential high" at \$10,000,000.

In 1952, United Foundation topped its own record and raised \$12,511,000 against a quota of \$11,900,000. More volunteers participated than ever before, and the drive was more closely organized in all areas.

THE 1953 CAMPAIGN sought \$13,100,000—the highest goal ever set in the nation. The drive not only realized its goal, but surpassed it by a phenomenal \$500,000. All local and national records set by that 1953 campaign topped in 1954 when the Torch Drive under its general chairman, Don E. Ahrens, G. M. vice president and Cadillac general manager, raised \$11,008,000.

We have just launched our seventh United Foundation effort. As with the other six, we have every expectation our string of UF "victories," which Frank Pierce started back in 1949, will remain unbroken.

SO, TO CLEAR UP ANY possible misinterpretation, let us hasten to say right now that the interceptor could be put up to a vote at a subsequent special election. Just as long as that date precedes the April deadline when Birmingham, Bloomfield Hills and Bloomfield and Troy townships would have to decide whether to make additions to the Birmingham plant to satisfy a state order to cease River Rouge pollution.

Should these four municipalities decide to go for the plant additions because Southfield couldn't make up its mind by the deadline, it would mean they would pull out of the interceptor. That would make Southfield's financing of the lower end of the Evergreen very expensive, perhaps impossible.

"Whew! Whatta Cliffhanger!"



HORSE SENSE AND NONSENSE

By ALICE E. MORGAN

While fall brings many joys to the hunter, to the owner of a hunting dog it has its hours of unpleasantness.

In areas surrounding big cities, like Detroit, the hunting dog frequently becomes the hunted as the game season opens. There's no way to tell by looking at a dog whether it is a good hunter, a trained hunter, or somebody's pet. The look shows only that it is a setter, pointer, spaniel or hound, and to a certain class of person, that is enough. Each year hundreds of these dogs are stolen, many of them valuable show bench stock without the faintest idea of field work.

Some are taken by persons operating "professionally"—stealing hunting dogs to sell to sportsmen. THESE animals face a doubtful future, should they not work well in the field. They may really like dogs, this dog in particular, and give it decent care for another season.

Some are picked up by persons on a hunting trip who want a dog but cannot keep one throughout the year. They take what appears to be a good dog only to find the animal untrained or perhaps gun shy once in the field. Each year farmers reap a grim harvest of these unfortunate animals which have been shot either because they would not work, or because they had served their purpose.

DOGS WHICH are trained and which have been winners in field trials may come from the same sire. Many will work for one man, and one man only. What happens when they come under the power of a man who wants them only for fun? It makes a dog lover shudder to think about it.

ONE THING OR ANOTHER

By George Wm. Averill

Highway Commissioner Charlie Ziegler's pet existing freeway, Telegraph road, got another traffic signal this week—at Wick road in Taylor township. Due, of course, to too much access to Telegraph at that point by cross traffic.

Wonder just how many such "access points" he's planning on for his Monroe-Standish freeway? Up around Saginaw, the section he is putting in right now in a few years looks like it will be lit up with red-and-green signals like a downtown city street just before Christmas. Or else they would be unsignalized—like Wick road. Am I wrong, Charlie?

If new model cars keep getting longer, auto dealers soon will have to include in the sales price the necessary alterations to lengthen our garages.

Congressman Martha Griffith of Detroit is considering a congressional hearing regarding possible federal aid so the Detroit metropolitan area can solve its water shortages.

She says she wants to survey the problem "to see if some form of federal aid would help the suburban water problem."

Sure, Mrs. Griffith, if we had all the money we wanted the answer'd be easy. But let us do it the hard way, please. It won't be so fast or so easy, but it will cost us less in the long run if we don't have to pay the Washington, D. C., handling charge.

We notice that down near Telegraph and Eight Mile, in Southfield township, is a half million dollar roller rink which is about to add an outdoor ice rink. Later on perhaps an outside swimming pool.

The operator says it is reserved for Southfield residents only. Kind of like the way Birmingham

has reserved its Springdale park and Eton ice rink, heh?

Robert Thom, distinguished local artist who is working on a series of paintings on important moments in pharmaceutical history, will have a large audience one day next spring. He has been invited to talk to the New York Rotary Club and tell about his special assignment, which now has passed the 30 mark.

Having of the remainder of the Maple-Willets alley winding behind westside Woodward businesses is being studied. Possible straightening, too. Maybe it'd help keep the trucks from blocking the busy Maple street entrance?

Roger M. Kyes, GM vice president in charge of Dayton household appliance group, has just predicted two-refrigerator families, windows that close automatically with the first raindrop, laundry equipment that conveys, stores, cleans, irons and folds the clothing, and other household mechanical marvels in the next 10 years or so.

Looks like it may get to the point where the women will be in a continual game of "Button, Button, Which Is the Right Button?"

We're pleased to note that all next year, we won't have to carry our garbage can out to the curb for collection—for an extra fee of about 10 bucks.

Birmingham city commissioners almost eliminated rear door collection for 1956—but relented at the last minute.

The wife has a hard enough time getting us to carry the garbage from the sink to the can, let alone from the door to the curb.

There's just something about garbage which keeps us away from it.

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Happenings of Long Ago

Bits of News Gleaned From Old Files Of The Eccentric—The Items That Make Up The Historical Background Of The Birmingham Of Today.

50 YEARS AGO
October 27, 1905

Mrs. C. W. Bruce has gone for an extended visit of several weeks with her daughter, Mrs. Grace Dennis of Philadelphia. After a visit here she will then go to New York City and visit Mrs. Ethel Leet. Returning home for a short rest next week after New Years, she will from her home here, start for a visit with her daughter, Mrs. Eva H. Dodge City, Ia.

Married recently at Cass City, Miss. Ethel Gibbons and Clarence Hech. The young couple are at father Hech's receiving congratulations and will settle down for a long, happy and prosperous life.

Charles H. Fisher is the man behind the gun in The Eccentric of which accounts for its improved appearance last week.

30 YEARS AGO
October 23, 1925

Knights of Pythias bestowed the rank of Knight on W. W. McAlpine

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An electric dryer takes the blues out of "blue Monday." Wet wash goes in, . . . fluffy dry laundry comes out. There are no heavy wet clothes to haul up the stairs, hang on the line.

You'll discover, too, that an electric dryer seems to add more hours to your day. At last you can get started on those never-have-time-for looks, or devote more time to your family, community and friends. Make your next washday truly "easy livin'" with an electric clothes dryer.

See YOUR DEALER or Detroit Edison

Still Is Time After Southfield Charter Vote

In these columns some weeks back, we commented on the perplexing problem which might be posed to some Southfield township voters next December 12 when they vote on their proposed city charter. The charter would permit immediate participation in the proposed Evergreen interceptor project. Most township residents would approve the interceptor were that only to be voted on. Yet a considerable number of these might not want to vote affirmatively on the charter itself.

What an unfortunate situation, we said, that these two matters had to be on the same ballot.

The other day, one of the township officials suggested to us that perhaps some persons might get the idea from the editorial that they would not have another chance to vote on the interceptor question.