

SPECIAL

TORCH DRIVE

SUPPLEMENT

of The Birmingham Eccentric

Thursday
Oct. 18, 1956This
and
That

by George R. Averill

One of my friends who has worked on the annual Torch Drive here for several years, says:

"The private citizen who volunteers from time to time as a fundraiser seems to keep running into a fundamental question that seldom appears to be answered with brass-knuckled force:

"Why should I give?"

"The answer is not deeply concealed. But if it is given in the literature of private groups working for the community good, it is often buried.

"PART OF THE answer is implied in, say, the photograph of a crippled child.

"Compassion is the great distinguishing mark of our civilization. The brotherhood idea is the powerful ingredient in our religion, our system of government, our social structure.

"No other major society ever placed so much value on the individual—his freedom, his hopes and courage, his well-being. And high evaluation of the individual and compassion are alter egos.

"PEOPLE MAY agree with this, but still ask why we don't all get together and give the government, our agent, enough money to take care of all our progress, our suffering and insecurity?

"Of course, it is rather hard for many of us to see why we are being less compassionate if we automatically, through taxes, pay an agent to do our job for us.

"And so we arrive at the second part of the answer:

"Every responsibility we thrust from ourselves to government takes with it an equal part of personal freedom.

"PERHAPS THE ninth amendment to the constitution, which reads 'The enumeration in the constitution of certain rights shall not be construed to deny or disparage others retained by the

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1,400 WORKERS
START SEARCH
FOR \$211,19610-Day 'Blitz' Starts
Today in BBF Area

October 16 is "T-Day" for the Birmingham-Bloomfield-Franklin community's biggest single, united effort in the area's history.

More than 1,400 volunteers—the largest group ever organized here—launched the 1956 Torch Drive to seek funds for joint support of 150 health and community service agencies serving the entire metropolitan area. Their goal also was a new record quota—\$211,196.

Hundreds of the volunteers attended a special kickoff reception and tea given at Oakland Hills Country Club Tuesday by campaign leaders.

ERNEST A. JONES, general campaign chairman, said, "if the response of the volunteers, which has been 100 per cent, is matched by others in the community, as I am sure it will be, our hopes for the drive this year will be completely fulfilled."

The drive runs from Oct. 16 through Nov. 6. However, it is planned to concentrate the major contact activity—reaching every home in the area—in a 10-day period from Oct. 16 through Oct. 26.

"Some phases of our drive—business, for example, under the direction of Gavin Bawden—got under way last week, in view of the extra time it takes to set up chapter plans, which are an important source of funds," Jones said.

"Mrs. Benjamin Young's special assignment committee also got off to a head start with major donors,

since contact with estates and important sources that may be out-of-town requires added time.

"IN GENERAL, however, we plan to concentrate the drive proper into as short a time as possible, and use the extra time, if necessary, for clean-up and whatever additional push may be needed to go over the top for the eighth straight year.

"As we want to point out repeatedly, the whole object of the United Foundation approach is to go after the minimum funds needed for health and community service agencies with all possible efficiency.

"As many as 134 separate drives used to be strung throughout the year. Cost was heavy, the irritation of repeated appeals was growing, and many of the drives were beginning to fail.

"WE WANT to keep the Torch Drive exactly what it was intended to be—a short, effective, give-once-for-all campaign. The soundness of the approach is reflected not only in the overwhelming success of the drives since 1949, but in the adoption of our system by the country as a whole."

Jones said that the 1956 quota for Birmingham-Bloomfield-Franklin was a record goal, but still under the actual amount raised here last year, \$219,629.

THE CAMPAIGN committee hopes to exceed this figure, he said, because the \$211,196 quota represents the "minimum needs of the Torch Drive agencies.

"At the same time, we recognize that our record quota itself is a sizable task and we are going to need a generous response to make it," Jones declared. "The 1956 quota was set on a very realistic basis, and takes into account such factors as shifts in population, the movement of certain business activity and the general economy."

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Name District
Chairmen for
Torch Drive

An "apron army" of nearly 1,200 Birmingham, Bloomfield, and Franklin area women volunteers have launched their campaign to ring every doorbell and carry the Torch Drive story to every doorstep.

"Our job is at once difficult and simple, if such a paradox is understandable," Mrs. Joseph C. Dodge, residential chairman, told volunteers at their reception and tea Tuesday afternoon.

"GETTING OUR 'torch force' organized and prepared, and punching 10,000 or more doorbells is no easy task. Yet at the same time, we are all sure that the Torch Drive idea is so thoroughly accepted, that the people of the area need only the opportunity to be given the story and to respond by giving."

Mrs. Dodge announced the names of the district chairmen who will be directing the drive under 17 divisional and area chairmen previously announced.

District chairmen who will head Torch Drive solicitation in 121 Birmingham-Bloomfield-Franklin areas were named today by Mrs. Joseph C. Dodge, regional residential chairman:

Birmingham Area 1: Mrs. George W. Talburt, Mrs. Leonard Kurowski, Mrs. D. C. Babbitt, Mrs. A. H. Meyer, Mrs. Roy Reuther, Mrs. Harold Irick, Mrs. J. G. O'Beay, Mrs. H. B. Stahl, Mrs. Charles Woodison, Mrs. W. H. Younger, Mrs. E. W. Pfliuke, Mrs. R. K. Loudon and Mrs. Paul Taylor.

Birmingham Area 2: Mrs. Charles L. Richards, Mrs. Forrest Fox, Mrs. Lionel Colburn, Mrs. Douglas Doane, Mrs. Charles Steffes, Mrs. James Tobias, Mrs. Richard Sullivan.

Birmingham Area 3: Mrs. Dwight Brooks, Mrs. A. Edgar Ebersole, Mrs. Webb R. Miller, Mrs. Donald McDonald, Mrs. Roy H. Kempton, Jr., Mrs. Bert Buetner, Mrs. Earl Bacon, Mrs. Russell W. Wilds, Mrs. Fred Burge, Mrs. Lou Clark, Mrs. R. R. Kruse, Mrs. Thomas F. Mullaney and Mrs. Forrester Akerly.

Birmingham Area 4: Mrs. Robert Saffell, Mrs. R. H. Walker,

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TEAM CAPTAINS for the commercial, professional and industrial unit are (seated, from left) David J. Underdown, Carl Ingraham, Henry Selters; (standing) George Ewing, John M. Farr, D. W. Hacker, Claude L. Kidd, Jr., William Bonds, Arthur Blakeslee, Wayne L. Combs. Not present: Carvin Bawdin, Jr., C-P-I chairman; Donald Cargill and James H. Moore.



UF DIVISIONAL and committee chairmen include (left to right) Mrs. Donald W. Richards, Mrs. Frederick Pew, Mrs. Donovan Grey, Mrs. R. E. Hunt, Mrs. Edward B. Hall, Mrs. Frank Staroba, Mrs. William C. Simpson, Mrs. Irving A. Duffy. Other divisional chairmen are Mrs. R. John Heber, Mrs. Ellis J. Premo, Mrs. Raymond G. Bower and Mrs. Don Ahrens.