



Be Glad You Can Give . . .  
GIVE ONCE FOR ALL!

Once again you have the chance to prove how big your heart really is.

Once again our annual Metropolitan Detroit Torch Drive is here—your God-given opportunity to join with friends and neighbors and give one great heart-warming gift to 195 worthy causes. Your opportunity to again give new life and hope to the sick, homeless, handicapped and aged.

After eight campaigns, our Detroit-created, "once for all" way of giving has raised over \$100,000,000. Here is our proud proof that the wonderful people of greater Detroit—generous people like you—believe that the right way to give is to give *once and for all*. And charitable people everywhere believe it, too. More than 1000 communities have patterned their community giving on Metropolitan Detroit's Torch Drive.

Last year your hearts overflowed. You gave \$16,225,000—a record sum of generosity. You gave so that the little crippled boy up the street might find a way to walk again. You gave so that the blind boy on the next block might have a dog to see for him. You gave so that the little girl, gasping for air in the city hospital, might breathe the breath of life in an oxygen tent. You gave so that little slum-imprisoned city boy might escape for a few wonderful days to a summer camp—where he would know the green beauty of a tree or a blade of grass, and the joys of a cool swim in a country lake.

Human needs such as these call out again to your humanity. Will you show Detroit . . . and the world . . . that this year your heart is *bigger than ever*?



# 1957 TORCH DRIVE

OCTOBER 15—NOVEMBER 7

UNITED FOUNDATION OF METROPOLITAN DETROIT

*Be glad you can give . . . give once for all!*

Sponsored by

NORTH CHEVROLET CO. SUMNER MOTOR SALES, INC.

WILSON PONTIAC-CADILLAC, INC.



## 195 CAMPAIGNS IN ONE!

The United Foundation is a permanent, non-profit corporation to unite separate appeals for funds into one annual drive. This "once for all way" of giving greatly reduces collection costs, so that more than 95 cents in every dollar can do the good work you want it to do.

. . . and here's HOW to give

There are two ways to give. Just pick the plan that suits your case . . .

**1 Payroll Plan.** You sign a card where you work, stating how much you want to give. Then the money is taken out of your pay. You can spread it out over a whole year if you like. That way, you will never miss it. But you would miss the good feeling of helping someone who isn't as lucky as you are.

**2 Home Giving Plan.** A United Foundation volunteer—one of 35,000 Detroit women who give freely of their time—will call on you. As she will explain, this is your chance to make your own personal gift—separate from the family gift your husband gives. You can give in a lump sum. Or you can space your gift out over a length of time. Either way, you won't miss the money.

. . . and HOW MUCH to give

No one can tell you how much to give. The United Foundation certainly isn't asking you to sacrifice. Just give as much as you can to show how grateful you are that your family doesn't need the help. Give your fair share. Give enough to miss it. Then you will be a real part of Detroit's most important community effort. Make your gift as big as your heart.