

## UF Campaign Goes With Popular Beat

"We're All We're Got," That's the 1969 Torch Drive theme, And it also is the title

of a new song which will be heard about town with increasing frequency as the 21st-an-

nual United Foundation campaign gets underway.

The idea for the song came from the Torch Drive creative committee chairman, William J. Stadnik, vice president and associate creative director, Young and Rubicam.

It currently is being scheduled for airing by the campaign's radio and television committee chairman, Rod Burton, president, Burton Soligian.

Lyrics inviting Detroiters to "look around and see what must be done" were written by Pauline Lord and Terry Hill, Young and Rubicam copywriters. Keeping the beat popular with youth today, the music was composed by Jake Holmes, of Herman Edet and Associates, New York, a house well known to advertising agency personnel as a source of musical scores for television commercials.

Holmes, who writes for popular singing groups and appears in night clubs, is the lead singer for the Torch Drive production. He recently completed lyrics

for a Frank Sinatra album soon to be released and currently has two of his own albums available, Bernard Drayton, also of Herman Edet and Associates, produced the campaign song.

"We think the song is both honest and contemporary," Stadnik said. "It tells it like it is in Detroit today, and the 'in beat' should appeal to the young, those between 20 and 35, whom we would like to identify with the UF and the drive."

Stadnik said the song is all about giving—the needs to be met, the reasons people share, and there's plenty of sheer feeling in its message.

Nobody in this community or on this planet goes it alone; we all need each other," he added. The song now is available on tapes. It will be put on a record if demand warrants it, Stadnik said.

The 21st annual Torch Drive begins Oct. 14 and continues through Nov. 6. Benefiting will be nearly 200 health and community services in the Wayne-Oakland-Macomb area. The goal is \$28,975,000.



RONALD G. DONOGHUE of Niles, formerly of Farmington, has been appointed manager of Management Information Systems of National-Standard Company. A graduate of Michigan College of Mining and Technology, he is the son of Mrs. George V. Donoghue of 21505 Farmington Rd.

### Frosh Enrolls

FARMINGTON Marie Celeste Allen, daughter of Mr. and Mrs. John A. Allen of 32235 Silvasse, Farmington, is attending Mundelein College, Chicago, as a freshman this fall. Miss Allen is a graduate of Our Lady of Mercy High School.

## Clearance

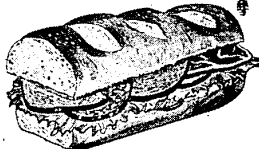
- ALL POTTED ROSE BUSHES 3 for \$5.00
- FLOWERING CRABS 3 FT. TALL \$3.95
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5-Piece Formica Dinette

\$322

### HEXAGON STYLE TABLE

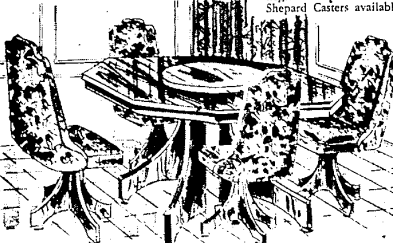
With Swivel Chairs

Right off the Designers Board, 47x51" Table with FORMICA® top, Laminated Plastic or G.E. Textolite Pedestal Table Base and Chair Legs. (EXTENSION TABLE AVAILABLE) Shepard Casters available for carpeted areas.

The Chairs are JEWEL STYLED

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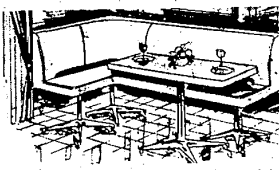


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