



“It’s Howdy Doody Time” — For Everyone But Susan!

This little girl will never watch a television show . . . or see the beauty of a spring day . . . or understand the warmth of a mother’s smile.

For Susan is blind.

It’s a strange and frightening world that Susan lives in . . . a world of unending darkness where there are only voices for friends and where every step is a fearful adventure.

Certainly, you would never turn down the opportunity to bring a little light and a little love into the lives of the Susans and Tommies and Johnnies and the other sightless children of our city.

And, fortunately, every citizen in Metropolitan Detroit will have an opportunity to do just exactly that—through their

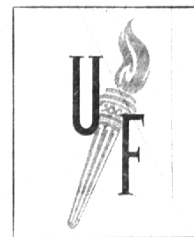
contribution to the United Foundation at home or at work.

As you know, the United Foundation is a permanent, non-profit corporation which embraces 150 separate health and community agencies. It is the heart and the spirit of Detroit’s effort to bring help and assistance to the needy of our community.

And the United Foundation needs your help—and your generosity—to register its seventh successful year as a Detroit institution.

Sometime soon, you will be asked to enroll in a payroll contribution plan where you work—or to pledge your assistance to a neighborhood volunteer.

Think of Susan when the time comes. Remember that this year she’s counting on you to help show the way.



You are the Heart of Detroit—Give Once for All!

1955 TORCH DRIVE

October 18—November 10

UNITED FOUNDATION OF METROPOLITAN DETROIT

GIVE NOW—GIVE THE EASY WAY!

Have your employer deduct your contribution over a period of weeks. It’s easy, and your total contribution will be valued many-fold over its worth to you by one less fortunate in Metropolitan Detroit. Remember—your contribution is income tax deductible!

Created and prepared for the Birmingham-Bloomfield-Franklin Area by:

Mac Manus, John & Adams, Inc.

ADVERTISING AGENCY

BLOOMFIELD HILLS