

THE WORLD'S SO BIG ... AND QUIET, WHEN

To a youngster, the world can be a frightening place—because it's mostly made off big things. Big people, big chairs, big rooms. Even a cocker spaniel takes on rather alarming proportions. So a child must count on the soothing sound of his mother's voice for reassurance. From her tone he can usually tell the difference between the things that will hurt him and those that will help him.
The difference between good and had.
Unless, of course, he can't hear.

Unless he's locked away in a silent world of his own-without Unless he's locked away in a silent world of his own—without even a mother's voice to guide him. Where the things he sees have no sounds to help him understand them. Then the world is really frightening, and a very lonely place to be.

Even though his mother can't help him or afford professional help, the wonderful world of sound can still be opened to him—through your contributions to the 1956 TORCH DRIVE. For working with deaf and hard-of-hearing youngsters, and senior citizens, too; is one of the many heart-warming jobs that the 150 agencies of your UNITED FOUNDATION are doing. And doing well.

So give this year as you always give—from the heart. And when you make your contribution, remember that you've giving more than money. You'll be giving the gift of sound to someone who's been living in a much-too-quiet world.

1956 TORCH DRIVE OCT. 16 THROUGH NOV. 8 DETROIT U.NITED FOUNDATION O F METROPOLITAN

GIVE YOUR FAIR SHARE



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