



They Can't Make It Alone!

Little folks are pretty much alike. They all need lots of help in growing up. They'd all like family love and encouragement, a Dad to pay the bills and buy them things. But some little people aren't very lucky. Some don't have a home, or anyone who really cares about them.

Except you. And you're the most important thing in their lives. Your dollars buy them soup and cereal, warm clothes and shoes. Maybe a doll at Christmas or a toy gun. Your dollars actually

keep them alive and growing . . . buy glasses for weak eyes and medicine for sick bodies. They can't make it without you.

Open your hearts and pocketbooks. Now's the time. This one drive—your one contribution—supports 150 different health and community service agencies. Give generously. Give gratefully. Given even more than last year. Welcome the Torch Drive volunteer who'll soon be around to see you. Or why not let your employer arrange convenient payroll deductions?

*There are two ways of giving.
Just pick the one that fits you best.*

1. At work—Your whole year's contribution will be broken up into installments—every pay—every other pay—however you wish. This way, you'll hardly miss the money you give. And you won't miss out on taking part in Detroit's proudest civic activity.

2. At home—If you are a housewife or in a business or job where there is no payroll contribution plan available, you can make your contribution to your neighborhood's Torch Drive volunteer. She will be calling on you soon.

Give your fair share . . . Give once for all!

1956 TORCH DRIVE

United Foundation of
Metropolitan Detroit

Donated by . . .

SNYDER, KINNEY & BENNETT, Inc.
Realtors

239 S. Woodward

MI 4-7000



**Oct. 16
to
Nov. 8**