



Where  
does it  
hurt,  
dear?

Kids go to mothers when they get bumped and skinned and bruised. Where do mothers go...when they're deserted and desperate? Where do fathers go...when a handicap won't let them work...when worry and trouble finally numb their minds? Where do people go...when they need someone to help them fight alcohol—or get them an artificial leg—or find a way out of a defeating domestic hell? Or a hearing aid or a leader dog? They go...by the tens of thousands every year...to the 195 organizations of the United Foundation. 195 agencies that provide better health for the whole man—physical, mental, spiritual. They don't have to belong to any special church. They needn't be any particular color, or have any specified ancestry. They're *people*.... in need. So the United Foundation helps them.

They needn't have any special disease, or be any certain age. All they need is a problem that's a little too big for them to handle all by themselves. And they get help.

And once each year the *helpers* ask for help. The United Foundation's 195 agencies appeal to you for money so the help they give every day can go on undiminished, for another year. Give till it helps. Give your fair share.

UNITED FOUNDATION

*It means so much to so many...give once for all*

1960 Torch Drive  
October 18 to November 10



*This Message Contributed by*

TRACTOR & IMPLEMENT DIVISION, FORD MOTOR COMPANY