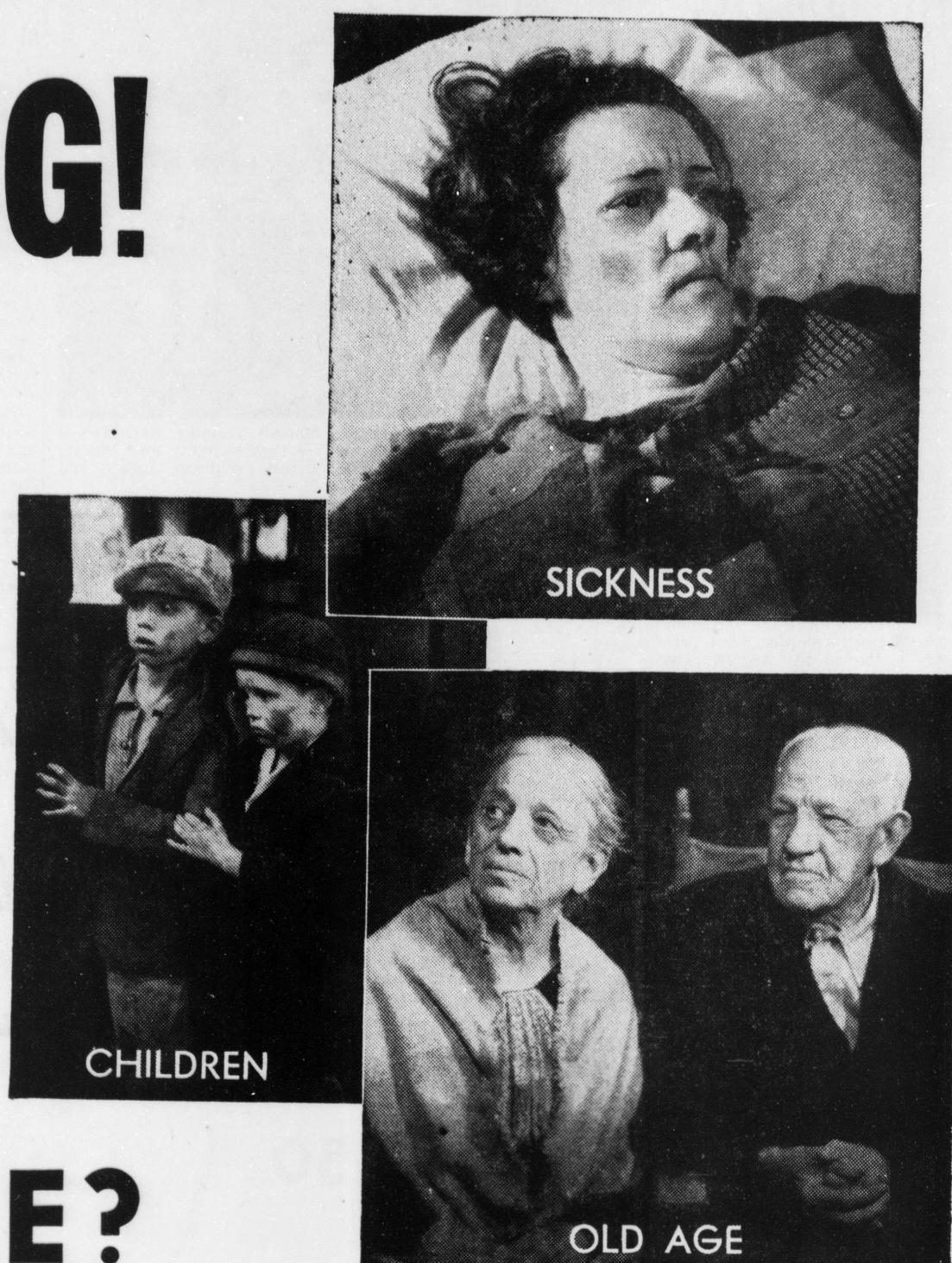


GIVE TO MEET THE NEED!

# NEEDS ARE GROWING!

Picture this Great Fund, not in dollars, but in the GROWING NEEDS of desperate Mothers and Babies, deserted Little Children, feeble Old People, the despair of Sickness, rebuilding Destitute Families, meals and lodgings for homeless Men and Women and building character in growing Boys and Girls. The actual figures show Increased NEED—rising prices make every NEED cost MORE!

## Can YOU Give MORE?



NEEDS GROW SO GREAT that without Your Utmost Giving all of us must suffer. Needs not met have a way of growing into Epidemics. And it takes an epidemic of Giving to meet them. NOT ONE CENT OF YOUR GIFT WILL BE WASTED. For months, committees of experts have combed this fund searching for duplication with tax money. There is none! Other experts scanned the requirements of Every Agency—cut their requests to the bare minimum of Actual Need. Campaign costs were cut to 4 per cent—administration costs for the year to 4 per cent. Individual agency campaigns would cost three times more! YOU can make YOUR Increased Gift with knowledge that EVERY CENT GOES TO MEETING THESE GREAT AND GROWING NEEDS!

Your Community Fund is the One Great Effort where every one of us—regardless of position, race or creed—joins in taking care of the common NEEDS of Our Neighbors. If this work is Not Done Well we run the risk of epidemics of sickness and taxes and crime. And beyond this NEED of Today is the NEED of Tomorrow. 15,000 growing Boys and Girls can be trained into Good Citizens through Your Fund Agencies. If You neglect them—again it costs you MORE!

These Growing NEEDS Set This Year's Goal  
**\$721,287**  
**\$69,739.00**  
 is the amount raised on Wednesday's report  
*Without YOUR Utmost Gift These NEEDS Cannot Be Met!*

### How Needs GROW

Actual figures from Annual Reports of Fund Agencies for years ending Aug. 31, 1936 and 1937, show these GROWING NEEDS:

	1937	1936
Mothers and Babies NEED Days' Care .....	25,615	25,132
Deserted Children NEED Days' Care .....	391,706	367,190
Feeble Old People NEED Days' Care .....	46,957	46,913
Number of Visits to the Sick .....	69,721	68,823
Rebuilding Cases, Destitute Families .....	3,850	3,837
Homeless Transients— Nights' Lodgings .....	118,946	96,909
Meals .....	260,445	224,820

Can YOU Give MORE to Take Care of These Growing NEEDS?

You can do more than Give to the utmost in money. Thousands of Citizens are giving their time in this campaign. Why not HELP THEM by telling others about these NEEDS? Even these advertisements are donated by friends of the fund. Donate enough of Your Time to get others to HELP MEET these Growing NEEDS. You can Give Gladly with knowledge of the FACTS. If you want to know MORE about Your Fund, call or write to Headquarters at 406 Majestic Building or call RI ley 2406.

**YOUR COMMUNITY FUND**  
**THE HEART OF YOUR CITY**

