

The blessings that most of us take for granted are agonizingly out of reach of many people. The aged who sit alone and wait. Teen-agers desperately in need of reassurance and advice. Families breaking up. Children lost in the blur of their own troubled minds. The homeless, the handicapped, the sick. But there is hope. You can bring a better life within their reach. Your generous contribution to your United Way campaign will narrow the gap between sorrow and happiness for so many. Give the United Way

OUT
OF
REACH



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TIME, SEPTEMBER 21, 1962

**United Way ad that appeared in Time Magazine,
September 21, 1962**