

The cost of operating the average united fund drive runs about 8 percent of the total collected. Fund-raising expenses of some other familiar organizations run about as follows: Red Cross, 5.8 percent; American Cancer Society, 9.6 percent; the National Foundation for Infantile Paralysis, 10.6 percent; American Heart Association, 12 percent; National Tuberculosis Association, 13.8 percent; and the National Society for Crippled Children and Adults, 15.8 percent. These figures don't include the time spent by volunteer workers or industrial employees who solicit aid on company time.

dollar goes

There is some friction these days between the large national charities and the united funds. Many of the national organizations have demonstrated they can do much better on their own than as part of a combined appeal.

Thus there seems to be a place for both individual drives and the united funds, with the distinction being mainly geographic. The community fund is undoubtedly the best method discovered to take care of local charitable needs, as well as the local needs of national charities, with a minimum of bother to the individual contributor. Hospitals, churches, teen-age recreation facilities, child-welfare organizations, homes for the aged, marriage-counseling groups, and the like must have local fund drives to keep them operating for the good of the community.

On the other hand, contributions to the large national charities often go into long-term research programs which may result in such discoveries of universal benefit as the Salk polio vaccine. In one instance, the returns are immediate and urgent; in the other, they are sometimes longer coming, but are usually every bit as necessary and as beneficial.

WHAT ARE the greatest areas of charitable need today? There are six, and the assistance required by each is growing more pressing every year despite steadily increasing contributions. Here they are, along with the outlook for each:

1. **Education.** In the next 10 years, elementary-school enrollment will increase by 6.6 million students, high schools by 4.2 million, and colleges by 1.1 million. This means about 200,000 more classrooms will be needed, plus two million additional teachers and \$13 billion worth of additional college facilities; present taxes will yield only about 55 percent of the cost, the remainder will be the responsibility of privately endowed institutions.

2. **Health and Hospitalization.** Last year, contributions for health facilities represented a tenfold increase over the last 15

years; yet the U. S. Department of Health, Education, and Welfare estimates our present hospital deficit at 843,000 beds. The cost of daily care for patients has climbed from \$10.04 in 1946 to \$24.15 today. It will take \$22 billion to provide the facilities sorely needed right now—and \$10 billion of this must come from private sources.

3. **Religion.** Church membership in the United States recently passed the 100-million mark for the first time in history. The National Council of Churches estimates per-capita church giving last year at \$53.24—up 8 percent over 1955. Generous as this sounds, it isn't nearly enough

to provide the facilities needed for the growing influx of church-goers. There will be a need for about 70,000 new suburban churches in the next 10 years; these, plus additional church facilities in established communities, will cost about \$7 billion—all from private contributors.

4. **Social Welfare.** No problem today is as poignant, as far-reaching, or as fast-growing as that of our elder citizens. The 14½ million Americans over 65 years of age will increase to 21 million by 1975—and the problem of seeing that they are properly cared for will multiply even faster. For example, it costs an average of more than \$100 a year to provide medical care for each aged person.

There are problems at the other extreme, too. More than 300,000 children yearly are affected by annulment, divorce, or abandonment; seven out of every 1,000 American boys and girls under 21 require some kind of welfare assistance. Agencies to combat delinquency are becoming steadily more important; police cases of youngsters in trouble have more than doubled since 1948.

5. **Recreation.** A sizeable segment (up to 35 percent) of Community Chest funds goes to such youth activities as the YMCA, Boy and Girl Scouts, Boys' Club of America, and the Camp Fire Girls. Never before have these organizations been so important—and never have their needs been greater. They will need at least \$300 million over the next five years to improve their facilities and carry on their outstanding work with America's rapidly growing young population.

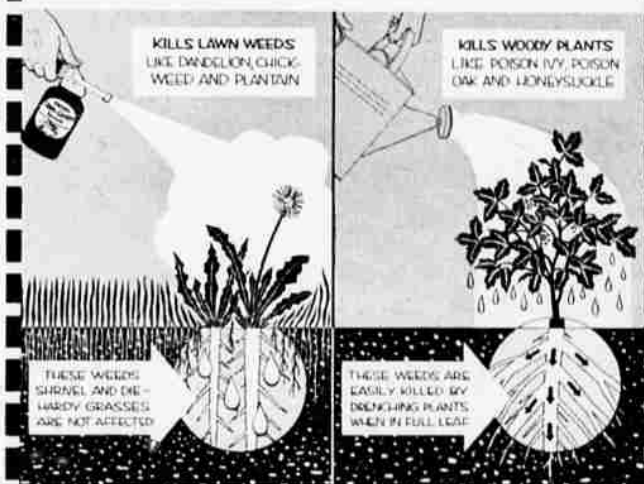
These are the areas of need. Most of the organizations to supply these needs already exist. And most of them are staffed by dedicated, hard-working people doing a difficult, sometimes thankless job.

You always reserve the freedom of choice to contribute where and how you please. But the next time you're solicited for funds, weigh the request against the needs as you see them—and contribute intelligently.

"spray away" your lawn weeds

It's easy as watering!

Here's how amazing ORTHO weed killer controls lawn weeds *without* harming hardy grasses! It's a brush killer, too!



More effective than other leading weed killers—contains more 2, 4-D, more 2, 4, 5-T.



For a weed-free lawn—simply spray on (or sprinkle on) Improved WEED-B-GON. Contains more active weed-killing ingredients—yet costs no extra. Apply with either ORTHO Lawn & Garden Sprayer or with sprinkling can.

Controls these and many other weeds: Chickweed, Plantain, Wild Onion, Dandelion, Thistle, Morning Glory, Sumac, Brambles

ORTHO Dieldrin Spray protects lawns from damaging insects

ORTHO Dieldrin Spray kills white grubs, Japanese Beetle grubs, sod webworms (lawn moths), ants, and many other lawn insects. Control may last for many months. Easy to apply with garden hose attachment sprayer.

