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MEMO:

FROM JIMINY CRICKET

You help MORE people the Community Chest way!

By combining 56 appeals in one campaign -- everybody benefits -- contributors, Chest agencies, volunteers, the whole community.

Here are 5 good reasons why:

- . saves campaign costs
- . reduces the annoyance of separate, competing campaigns
- . saves time for everyone
- . makes sure your contribution goes to legitimate, approved services
- . provides an easy pledge plan for giving enough for all agencies

Remember -- this year give the personal way!
At \$12 each...how many people will you help?

Conscientiously yours,

Jiminy Cricket

"OFFICIAL CONSCIENCE"
1958 Community Chest
Campaign

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