

INDISPENSABLE CAMPAIGN... COMBINED IN ONE!

The indispensable campaign . . . because it raises funds not for one agency, but for 67 - for 47 local Red Feather Services, and for 20 state and national agencies, including the American Cancer Society, the American Heart Association.

The indispensable campaign . . . because the 47 local Red Feather agencies - hospitals, clinics, services for the handicapped, home for the aged, agencies for the care of homeless children, family counseling services, youth agencies - themselves are indispensable. We can't get along without them; and without adequate funds their usefulness is lessened or destroyed.

The indispensable campaign . . . because the whole structure of our voluntary health, welfare, and character-building programs depend upon these Red Feather Services. No such program can succeed if the Red Feather program fails!

The indispensable campaign . . . because it saves money, time, and manpower; because it promotes agency cooperation, avoids competition among agencies for funds and public attention, does away with confusion and waste.



Your Chest gift fights cancer, heart diseases; The American Cancer Society, American Heart Association, are included in the Chest budget.



All faiths enthusiastically endorse the program of the Boy Scouts and other agencies that build character, good citizenship.



Family counseling is another Red Feather Service that pays for itself, for costly dependency, delinquency, and mental illness often are the direct results of broken family life.

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