

# BUT THE GREATEST OF THESE IS

*here's how you help you*

**THE RED FEATHER** does the things you'd like to do for people . . . provides a friendly welcome for a lonesome PFC killing time in the terminal between trains . . . spoons out cereal and love for a hungry, neglected baby . . . makes early treatment available for a potential cancer victim.

When a solitary old lady in a boarding house needs care, the Red Feather sends in one of its wonderful visiting nurses and the patient gets a cheerful bit of companionship as well as bath or bandage.

Men are going back into service . . . every father called up may mean a mother who must go back to a job — and the day nurseries don't have room for even one more on their waiting lists. The Red Feather works to make room.

It's the Red Feather that does something about the juvenile gangs you read about — gets busy with family counseling to prevent the broken homes that so often result in delinquency — and builds charac-

ter in young citizens through the Boy Scouts, the "Y", the Settlement houses.

If a youngster's palsied limbs can be re-educated to usefulness, but only at a cost no family paycheck could meet alone . . . the Red Feather is there, doing the things we all feel better if we know are being done.

When you help the Red Feather, you know your help goes where it is most useful. All faiths plan the campaign, and pray and work for its success. A committee of citizens studies community needs, and makes sure your Community Chest contribution goes where it is needed most . . . here in town, and in the surrounding communities of Monroe County.

There are 186,000 persons — young and old — depending on Red Feather services right now. You are the one who can make sure these services continue — even though in 1951 it will cost more. It's worth more.

**IF EACH ONE GIVES, THE GOOD WORK GOES AHEAD FOR ANOTHER YEAR**



Good citizens in Boy Scout camp are better citizens when they grow up. Your gift helps.



In times like these, youth problems mount; the Settlement house is more important than ever.



Swimmers at the "Y" take lessons and self-reliance — as well.

Your gift helps all of these—and more! Your gift makes possible Red Feather care for the blind, for victims of heart disease . . . for thousands of people—our neighbors—served by the 69 local and national agencies included in the 1951 Community Chest campaign!

The Red Feather agencies are most grateful to the volunteer photographers, students of the Rochester Institute of Technology, who took the pictures used here: Robert Landers, Albert Zivich, Herbert Phillips, James Howard, David Cushman, Allen Burns, James Breslin, Loren Bergin, Donald Martin, Anthony Pavinello, Charles Wheeler, Katherine Carlson, Jane Higon, Jack Stumpf, William Trow, Joan Millett, Allen Judd, Robert Stevens, Jerilyn Wright, Mervin Blumberg, Peter Ciccarillo.

# SHOW C

**1951 COMMUNITY CHEST CAMPAIGN--MAY 7-**