There's no doubt about it --- our population is increasing -- and so is the demand for more Red Feather services. With more people, we have more problems --- a greater demand for recreational and health facilities, and helpful guidance. We are living in a complex society that becomes more complex every day.

We have a big job ahead -- our Twenty Red Feather services must serve some 125,000 people in the Greater Columbia area. The Chest needs and must have your help.

I urge you to give ... and give generously to the 1950 Red Feather Campaign. By giving ONCE, you aid 20 worthy services in the community ... but be sure you give ... ENOUGH!