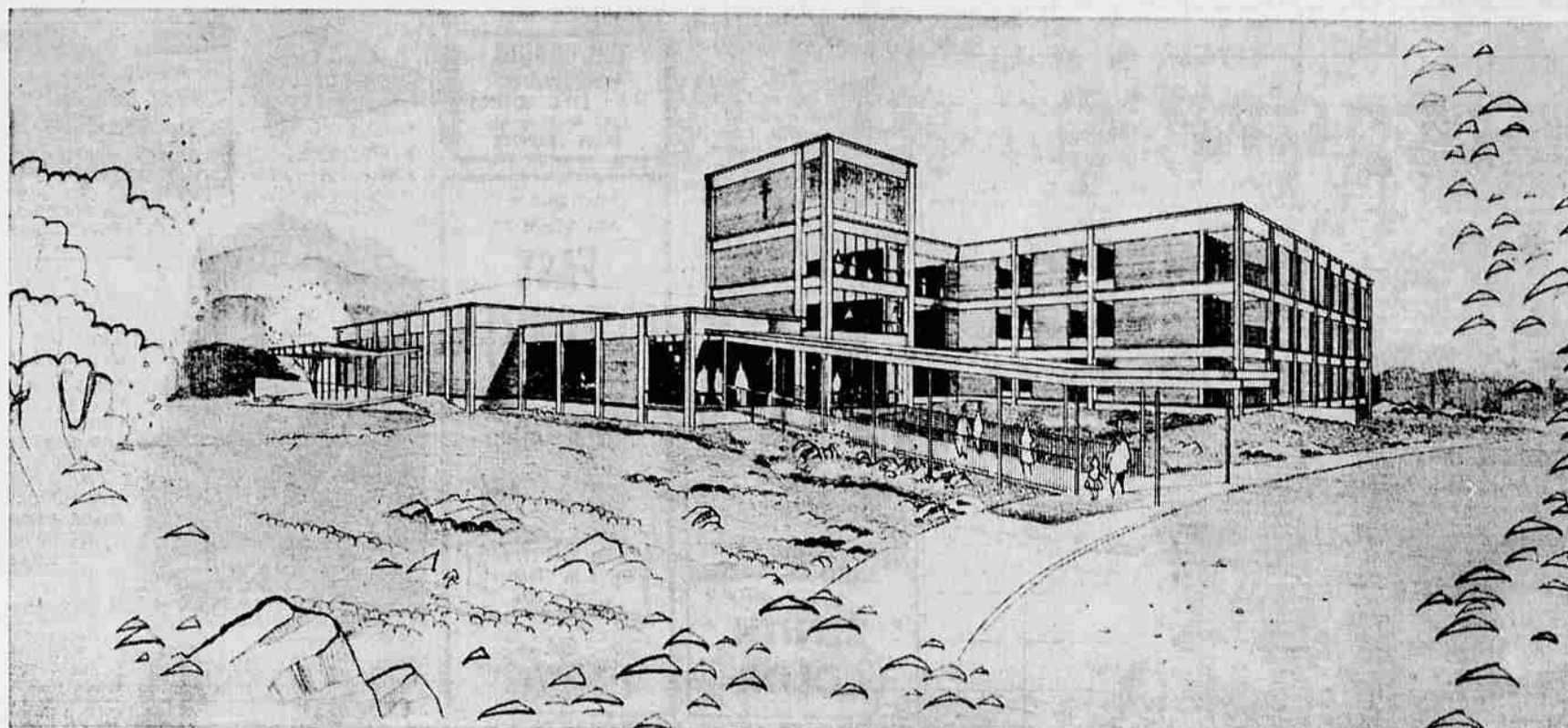


A-Community Challenge!

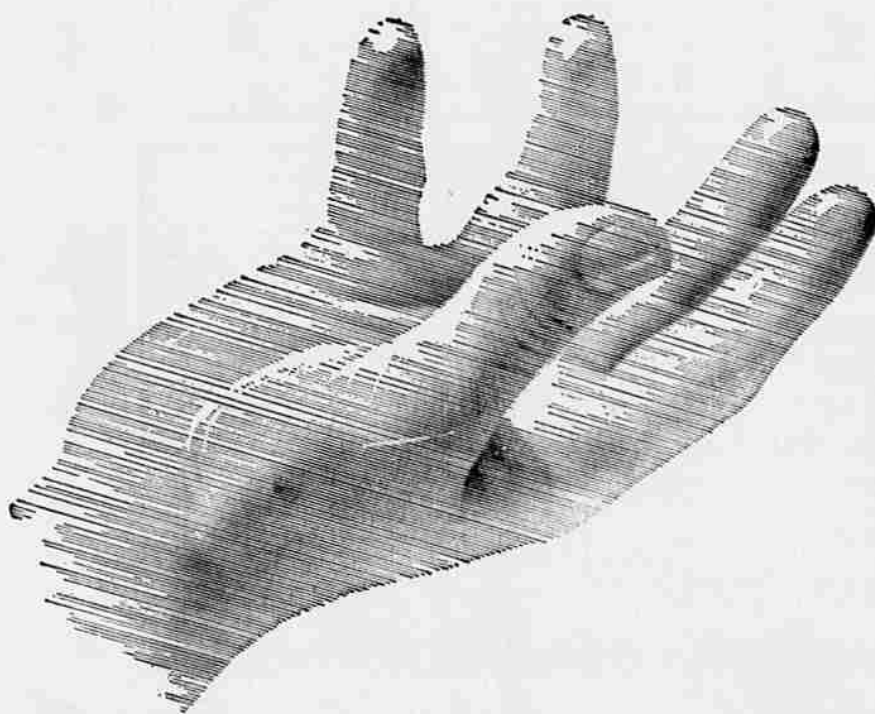
The guidance and inspiration of the Sisters of Charity of Providence have been important factors in the administration and operation of the Sacred Heart Hospital here for more than half a century. Their dedicated service will continue when the new, modern Sacred Heart Hospital is built.

The success of this building program has, however, expanded to a community-wide project—a responsibility and a challenge to all who live here.

As the doors of the new Sacred Heart Hospital will be open to all, an appeal is made to all good citizens of Medford, the Rogue River Valley and Southern Oregon to make this final campaign for funds a success!



Medical Planning Associates Los Angeles, Consultants—Edson & Pappas, Architects, Medford, Oregon



Almost within our grasp!

Medford's Urgently Needed \$2,123,000

SACRED HEART HOSPITAL

Less than \$65,000 More is Needed

... Let's Finish the Job— NOW!

A Real Need Exists!

1. POPULATION GROWTH

The population of Jackson County has continued to increase. There is every indication that this growth shall march ahead at an even greater rate than previously experienced and necessitate more hospital beds.

2. INCREASED DEMAND

Growing public awareness of the superiority of hospital treatment, plus the growth of group hospitalization plans have increased hospital admissions.

3. SCIENTIFIC ADVANCES

Monumental advances in the science of medicine in recent years have quickened healing and given life saving powers before thought unattainable. Up to date equipment and facilities must be housed in modern buildings.

4. HIGHER STANDARDS

Hospital accrediting agencies, both governmental and professional, are continually raising standards with the public interest in mind. This requires a policy of continuing modernization for those who build and maintain hospitals.

● CONSTRUCTION TO BEGIN IN EARLY 1964

The Oregon State Board of Health is expected to give final approval on the plans and specifications prior to January 1st.

This approval will permit the hospital board of directors and the Sisters of Charity of Providence to call for bids on the new modern Sacred Heart Hospital.

● THE FINANCIAL PICTURE FOR THE \$2,123,000

Mortgage assumed by the Sisters of Charity of Providence	750,000
Hill-Burton Hospital Construction Fund	623,000
Pledges at the community level to date	685,000
	\$2,058,000
Balance needed prior to contract	65,000
Total Cost of Construction	\$2,123,000

● YOUR HELP IS NEEDED

Just under \$80,000 is needed to complete the financial requirements for the new hospital. Community pledges have exceeded \$670,000 to date.

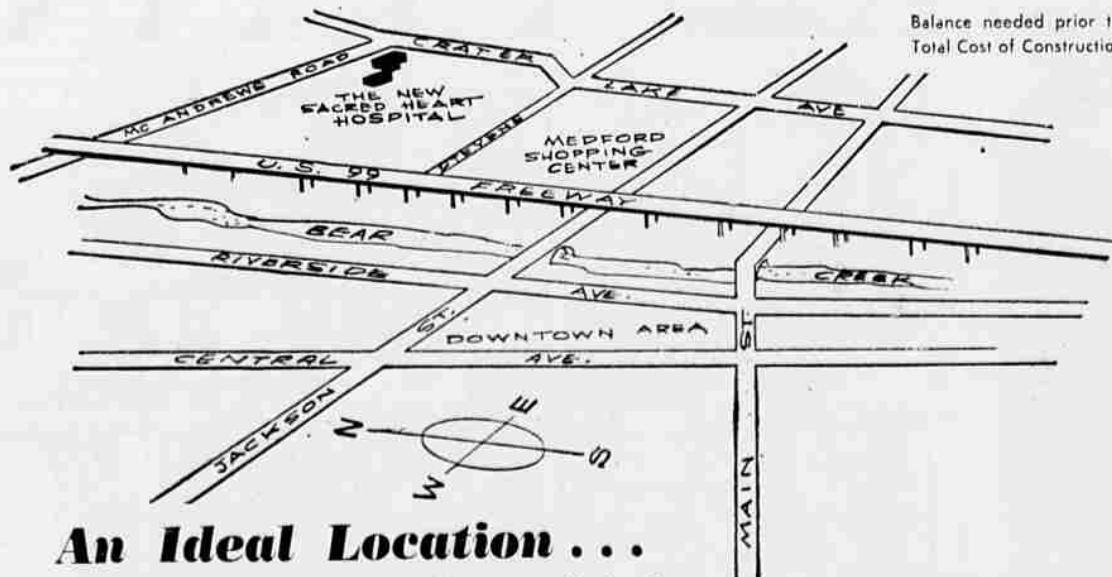
Your pledge today will help assure the community of the best in medical care and hospital services.

● YOUR GIFT A LIVING MEMORIAL

All contributions and pledges are appreciated and thoughtfully acknowledged.

No nobler or more practical investment can be made than the selection of a hospital memorial. A memorial dedicated to safeguarding health, alleviating pain, bringing lives into the world and prolonging life itself.

Selections for memorial plaques are available by contacting the Development Committee at the Sacred Heart Hospital.



An Ideal Location . . .

The new hospital will be erected on an 18 acre tract of land on Crater Lake Avenue and McAndrews Road.

Regional planning, which includes population trends, industrial expansion and present and future highway construction gives every indication that the new Sacred Heart Hospital site is an ideal location.

Mail This Pledge Card

Please clip the convenient application form NOW . . . and with your means, pledge or contribute a share in community development and progress.

Published as a Community Service By The

MEDFORD MAIL TRIBUNE

Sacred Heart Hospital Development Fund
MEDFORD, OREGON

To provide funds for the Sacred Heart Hospital Development Fund, I/we hereby subscribe and agree to pay to the Sacred Heart Hospital Development Fund as follows:

Amount of Gift \$ _____

Down Pmt. - Currency () Check () \$ _____

Balance Due \$ _____

Payable per Month or Year \$ _____

For . . . Months Date 19
or I prefer to pay as follows:

Signed _____

Address _____

City _____ State _____

OFFICE USE ONLY

Currency Check

Date	Payment	Auditor

Make Checks payable to:
SACRED HEART HOSPITAL DEVELOPMENT FUND