



— Photo by Kettler

Herald & News  
Society  
Milly Ramsby



A **fund**  
**"united** **united**  
**front"** **for the**

... OR ... THE UNITED FUND ... for a "united front"  
 ... It makes no difference how it's phrased. A united front  
 of you ... and me and "the other fellow" will mean success  
 to this year's United Fund program — and conversely — the  
 United Fund is established and ready to help you and me  
 ... AND ... the "other fellow" ... that other fellow ...  
 who COULD sometime be one of US!!

Let's not let ourselves down. Our individual pledges to the  
 United Fund will build a stronger front of solidarity within our  
 community — and a truly "united front" of health and security  
 for our country.  
 Health, Welfare and Youth Services have joined hands as  
 one unit to help you. By grouping your contributions in a  
 United Fund pledge you can help the hand that might help

YOU! ... Do it! ... it's the American way.  
 Pictured above are representatives of the solid citizens —  
 from all walks of life — Labor, Business, Lumber, Churches,  
 Schools, Farming, Ranching, Professional, Public Officials,  
 Housewives, Children, etc. — who will form the "united front"  
 for the United Fund. (Identification of picture on inside  
 page.) M.R.