

Klamath United Fund-Red Cross Drive Starts

Kickoff October 2, \$141,676 Goal Set

By BILL DECKER

"Operation Fair Share '57" will shift into high gear on Tuesday when the Klamath County United Fund-Red Cross campaign begins this year's drive for contributions. Basin residents are asked to donate generously since everyone in the county benefits either directly or indirectly from the agencies supported by the drive.

During the past years the needs of the community have risen as the population has increased, and as a result this year's goal has been boosted to \$141,676. Twenty-seven appeals will be contained in this single drive and contributors are asked to keep in mind the fact that their pledge will have to cover many gifts.

WHAT IT IS

Public resistance began to make itself felt as the number of organizations appealing for gifts grew larger and larger. Competition and campaign costs among the campaigns increased and more and more of the funds raised were spent for overhead. It became obvious that if conditions continued as they were the separate drives would never obtain sufficient backing and adequate financing necessary to support their purposes.

A citizen's committee studied the situation and came to the conclusion that the solution to the problem lay in a combined campaign. By lowering the cost of separate campaigns more money would be made available for actual use for health, welfare, recreational and rehabilitation purposes.

A board of citizen volunteers was set up to administer the unified agencies and members are elected at each annual meeting by delegates from chapters, agencies and contributors. Committees were formed to study the requirements of the member agencies and a budget was established.

Along with the American Red Cross member agencies are: the Boy Scouts, Girl Scouts, Campfire Girls, Salvation Army, Young Men's Christian Association, American Cancer Society, Mental Health Association, Foundation for Allergic Diseases, Oregon Heart Association, Arthritis and Rheumatism Foundation and all of the Oregon Chest Agencies.

GROWTH

During the past six years Klamath County has seen a population increase of nearly 20 per cent and the requirements of the member agencies have grown in proportion. The local chapter of the American Red Cross has shown an increase of over 100 per cent in home service cases and the number of people receiving free first aid training has more than doubled in the past six years. In 1950 180 swimming certificates were issued. Last year 1,047 swimmers were trained and accredited. 1,431 pints of blood were given by volunteer donors during the Klamath County Red Cross drive.

The Modoc Area Council of the Boy Scouts has seen a 24 per cent increase in membership. Nearly half of the more than 3,000 scouts in the council are from Klamath County. The Campfire Girls and Girl Scouts chapters have grown proportionately while the services of the YMCA and Salvation Army have been extended and expanded more than a hundredfold.

The other state and national agencies which benefit from the United Fund-Red Cross drive have expanded their programs and coverage so that this year your contribution will help more people than ever before.

COLLECTION

The Fund's Payroll Sharing or Budgeted Pledge Plan offers the public a convenient method of contributing their fair share toward community support. Over 100 local firms have adopted the plan which enables their employees to pledge their donation in 12 months installments which are deducted from their paychecks.

In this way wage earners can meet their responsibilities more

easily than they could if they had to make the entire contribution at one time. When estimating the amount of an individual's pledge the fund workers offer a gauge based on earnings and calibrated to insure the contributor's ability to pay. When arriving at your fair share keep in mind the fact that you are making one donation to 27 agencies and services.

The funds collected are distributed on the basis of a careful study of budget requests and requirements. By far the greatest percentage of the money collected is used to support local youth agencies. The Red Cross uses its share for county, state and national responsibilities. Last year the American Red Cross spent some \$30,000,000 for disaster relief. The Klamath County chapter, as part of their obligation, sent \$1200 in conjunction with the United Fund to eastern flood victims. Later in the year they sent \$2,197 to the Yuba City flood area.

National research programs receive their shares of support from Klamath County through the fund and all of the Oregon Chest Agencies are contributed to.

When you consider what we get for our money through this cooperative effort it is not only an excellent investment, but also a tremendous bargain.

Oregon Chest Important Too

The Klamath County United Fund-Red Cross campaign funds are divided between many local organizations and some state and national agencies as well. It would be impossible for the county to support entirely the various homes and child care institutions which the Oregon Chest maintains, but the contributions which our county makes each year to the chest insures the fact that those in need from this area will be cared for.

Nurseries, homes, adoption institutions and hospitals are all part of the Oregon Chest's program. Children from Klamath County as well as other parts of the state receive assistance through these agencies.

The Oregon Heart Association is a member agency and is constantly engaged in research which is aimed at the reduction of the incidence of heart diseases. The Mental Health Association sponsors research teams in their field as well as homes for the mentally ill. The USO and American Social Hygiene associations are part of the Oregon Chest also and receive contributions from Klamath County.

The generosity of all the people of Oregon assures the continuation of these necessary services whereby the less fortunate citizens may be given an equal chance.

The national health agencies of cancer, arthritis and rheumatism, Klamath Basin.



IT IS IMPORTANT THAT ALL CHILDREN be able to get out of town occasionally and learn about life in the woods. The United Fund-Red Cross drive supports many local recreational activities for the young of our community. By giving your "Fair Share for '57" you can guarantee that the services provided by our local youth agencies will continue to be available to the youngsters of Klamath County.

and allergic diseases are included in the United Fund - Red Cross campaign. The work they are doing cannot be measured in terms of dollars, but must be considered as an investment for each of us.

THE COVER

The cover picture for this week's Herald and News Magazine Section of Klamath Basin Living was taken by Don Kettler with a 4 x 5 Speed Graphic Camera set at a 25th of a second and f16 using natural light.

INSTRUCTORS

There are 44 certified Red Cross water safety instructors in the Klamath Basin.

SEE AND BE SEEN



WEAR BRIGHT CLOTHING

KEEP HUNTING A SAFE SPORT

PREVENT FOREST AND GRASS FIRES



NO WASTE

No Flues, No Ducts, No Vents

CAVALIER Electric Heat is actually 100% efficient, all of it goes direct into heating your rooms, none is lost. So easy to install too, requires no flues, vents or ducts. Has no moving parts. May we tell you the whole story of this most efficient, modern heating system for your home?

There are Cavalier sizes and styles exactly right for all heating needs.

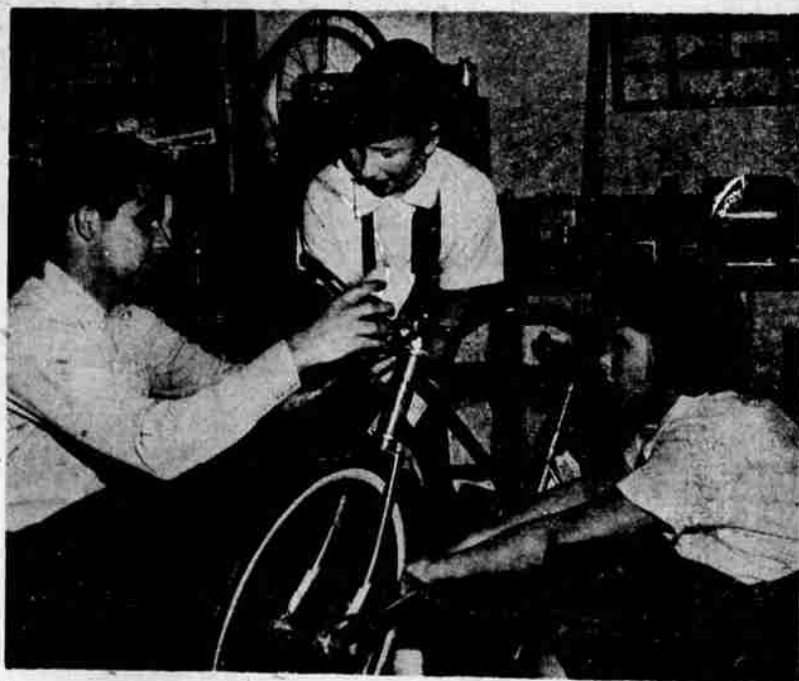


WE SELL AND INSTALL

Cavalier
AUTOMATIC
ELECTRIC HEAT

PHONE for Estimate
We Give 2x Green Stamps

SHAFER
Electric
TOWN COUNTRY



WINNING A B.S. (degree in bicycle safety) are camp fire Girls, Linda Gibson (center) and Leatrice Olson (right) members of a group who invited bike repair expert, Ernie Sessom, to show them how to keep bikes in top safety condition. Taking part in the fall Safety-Wise program for Camp Fire Girls these girls check all features which make for bike safety: bell, lights, good brakes, handle grips, reflectors etc. After each girl has brought her bike up to meet perfect safety standards, she is entitled to her "B.S."