

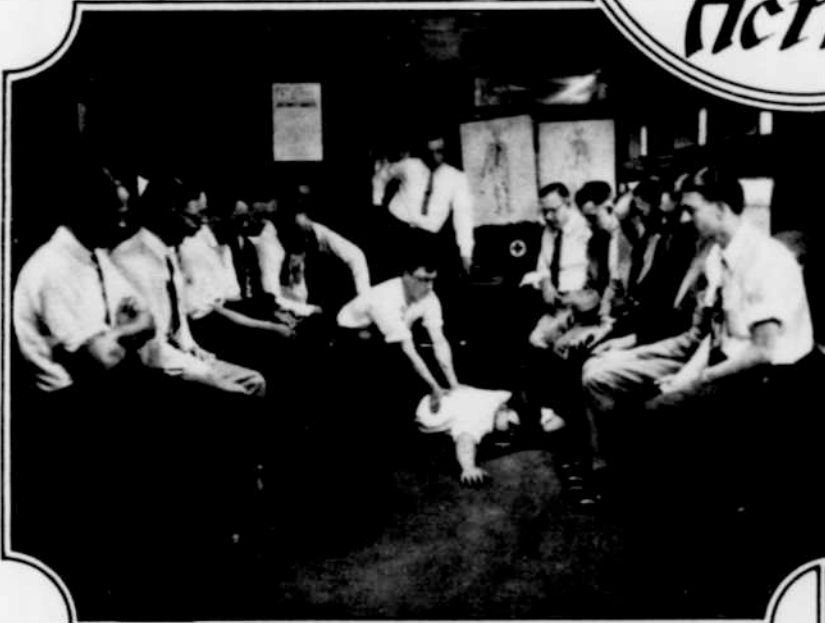


THE CHIEF EXECUTIVE ENROLLS—President Hoover, who also is president of the American Red Cross, is among the first to join the Red Cross.



The American Red Cross in Action

FOOD, SHELTER AND MEDICINE FROM THE AIR—Army and Navy airplanes aid Red Cross disaster relief by dropping supplies at isolated places in floods.



A CRUSADE AGAINST ACCIDENTAL DEATHS—Red Cross train, demonstrating first aid, travels nation-wide to teach life saving methods.



ALWAYS READY!



A reserve army of 48,000 Red Cross nurses stands always prepared to answer the call during any emergency.



SERVICE TO THE DISABLED—Red Cross continues service work for the World War veteran, 25,000 of whom are in hospitals.

Disasters Almost Double in 1929. Red Cross relief was given in 116 disasters and \$800,000 was spent in this work from Red Cross funds. Food, shelter, clothing and rehabilitation in their homes was given more than 150,000 persons.



BUILDING HEALTHY BODIES—School children, under Red Cross nutrition rules, soon learn the value of a proper diet.