



The RED CROSS must remain **STRONG**...

And the RED CROSS can be only as strong as the chain of dollars you contribute. That's why you are now called upon to give. Give dollars that can mean help in terms of food, clothing, shelter, even life itself, for those stricken by fire, flood, or hurricane; succor in terms of donated blood pulsing life back into a failing body; aid to veterans that will renew their faith, and emergency care for countless victims of accident. YOU are the RED CROSS.

Again this year, be proud . . . and grateful . . . to give what you can.

THIS RED CROSS MESSAGE SPONSORED BY

The Commercial Book Store
141 North Commercial, Salem, Oregon

Salem Tire Service
Sam Barry - John Versteeg
545 Marion Street, Salem, Oregon

Les Newman's
THE FRIENDLY STORE
179 North Commercial, Salem, Oregon

The Chadwick Hotels
Hotel Senator and Marion
Salem, Oregon

Valley Motor Company
375 Center Street
Salem, Oregon

Court Street Radio and Appliance Co.
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Metropolitan Stores
136 North Commercial

Hamilton Furniture Company
230 Chemeketa Street
Salem, Oregon

KSLM
Salem, Oregon

Jackson Jewelers
225 North Liberty - Opposite Golden Pheasant
Salem, Oregon

Perry's Drug Store
129 South Commercial

Salem Hardware Company
120 North Commercial

WHY THE RED CROSS NEEDS YOUR HELP IN 1948

Report on 1947:
Miracles of mercy which never could
be done without your dollars . . .



REMEMBER THE HURRICANE! Fifty-five wind storms required many millions of Red Cross dollars, all outright gifts to afflicted families for the restoring of homes, furnishings, clothing, even the means of livelihood for individuals made destitute by disaster.



HOSPITALS NEEDED HELP. 12,900 Nurse's Aides—all volunteers—lightened nurses' work in civilian hospitals, clinics, public health agencies and Red Cross blood donor centers. Red Cross Motor Service, too, made 688,000 calls, carrying convalescents, disaster workers.



FIRST AID SAVED LIVES. Over 11 million Americans have been trained in Red Cross emergency care, reducing immeasurably the terrible toll of accidents on our highways. Red Cross instruction in swimming and life saving, too, prevented innumerable drownings.



REMEMBER THE FLOODS! In 50 different floods, the Red Cross saved countless lives by helping to evacuate affected families, by sheltering, feeding, clothing, providing medical care and rehabilitation for thousands of stricken people.



VETERANS HAD PROBLEMS. The birth of a baby, death in the family, help needed to pay bills—2,029,007 cases for veterans and their dependents were handled by the Red Cross last year. For counsel, information, financial aid, the Red Cross advanced \$6,441,963.



THE NEEDY WERE CLOTHED. Red Cross volunteers produced 2,400,000 garments, 84,500 layettes, and quantities of surgical dressings. The articles were gratefully used in disaster areas, in community institutions, in civilian, military and naval hospitals.