



ALL THAT FOOD brings a happy grin of anticipation to 11-year-old Kjell Tomter, in Oslo, Norway, as he uses his hunting knife to open the CARE package sent to him by friends in America. He is just one of thousands of children who have received CARE packages since 1945.



ABANDONED CHILDREN . . . Officer Raymond Pope kneels by David Boyle, 18 months, who, with his sister, Patricia, 3 (left), was found hungry and unclothed in a downpour of rain in a back yard in San Francisco. At right is another member of the family, Falth, 6, who was at school when the police investigated the situation of the children at the request of neighbors. When police questioned neighbors about the whereabouts of the parents, they explained that the children's parents had left home three days before the officers were called.

WORLD RELIEF

CARE Sent 9,500,000 Parcels Of Food to Europe in Five Years

An organization rarely talks about a customer it loses. But CARE, the overseas service agency which is unique in so many respects, can lay claim to this distinction, too. In the files at its headquarters office, 20 Broad St., New York city, is a recent letter it is proud to show:

"You are losing a good and regular customer," the writer stated. "Since late 1946 you have handled my orders for parcels of different types addressed to my mother in Germany. You can hardly imagine

how much joy each of your parcels brought to her, the safety she felt with the so urgently needed food in her pantry, the words of praise about the quality of the contents, the never-ending gratitude.

"Now there will be no more packages to her. She is coming to this country to spend the rest of her life with her now only son. Without CARE parcels to keep her alive, I doubt she would be coming. This is why you are losing a customer, but you are not losing two true, very grateful friends."

Expands Operations

While it rejoices in the "happy ending" for this mother and her son, the Cooperative for American Remittances to Europe approaches its fifth birthday with one primary concern—to continue to aid the millions of people who can not come to this country and must have help brought to them.

With a record of over 9,500,000 packages of food, clothing, textiles and other supplies—valued at \$100,000,000—delivered to date as a gift from Americans, CARE within the few short years of its operation has far outgrown the geographic boundaries of its name. From Europe it has spread to Israel and Asia—to Japan, Okinawa, the Philippines, India and Pakistan.

Its types of services have also grown. To the standard price CARE packages of supplies it has added "food for the mind"—a book fund program whereby cash contributions in any amount are used to provide new American scientific and technical books for overseas schools and libraries, so that doctors, engineers, teachers, farmers, can gain the latest knowledge in their field. This program, launched in cooperation with UNESCO, has penetrated to Thailand, Ceylon, Burma and Jordan in addition to the package areas, until a total of 24 countries are now receiving some form of CARE aid. And going from "theory" to "practice", came the newest \$10 CARE package—a plan to help farmers in India and Pakistan grow more of the food their countries need.

Founded in 1945

CARE remembered, too, the many persons overseas who have no uncle in Milwaukee, no ex-G.I. friend in Arkansas, no one in all the United States to whom they could appeal for help. For them, the agency developed its "general relief" plan, which permits Americans to order packages for a type of person or group—"a Greek orphanage", "a stenographer in France", "a widow in Manila". Such gifts, like orders for designated relatives and friends, are delivered safely and promptly, in the donor's name, with CARE returning a receipt signed by the recipient.

All of this has come about since November 27, 1945, when 26 major United States welfare agencies—with the approval of President Truman and the state department's committee on voluntary foreign aid—inco-

rated CARE as a joint, non-profit, persons-to-person relief are to war-devastated Europe.

But CARE's program for European relief has not always operated smoothly. In Czechoslovakia, for instance, CARE closed its offices on July 31, 1950, upon orders issued by the government. That country, like many other Communist dominated lands, did not like the goodwill CARE was creating.

After the office was closed a statement supposedly issued by Herbert Lass, director of CARE in Prague, criticized the organization. Communist thinking could be seen in the statement:

Buys Food Wholesale

"I (Lass) see now quite clearly that CARE, as well as other so-called charitable American institutions, is serving merely the interests of American imperialism. Its main purpose is to create wrong impressions of the American standard of living. Its true goal has become apparent in a recent statement of Wallace Campbell, a member of its board of directors, who called CARE "an important factor in American foreign policy."

To operate most economically, CARE buys its supplies in wholesale lots; assembles them in strong wire-bound cartons in a Philadelphia packing plant, and stockpiles them in a network of warehouses abroad. There they are tapped for delivery as orders are airmailed to CARE missions across the oceans from the agency's New York headquarters and the local CARE offices that have been opened throughout the United States. Its fifth year finds CARE stockpiles boasting 25 varieties of parcels, ranging from \$4 to \$15.50 for a holiday turkey package.

Non-Profit Agency

Its fifth year also finds CARE operating as efficiently as any American big-business corporation. It has cut costs to the point where for \$10—price of most CARE packages—it can deliver overseas a food parcel whose contents alone, at current retail prices, are worth \$13.20 here. Yet CARE still manages to save 1¢ to 20 cents on each parcel, and since it is a non-profit agency these savings are used for free package distributions to families and welfare institutions in areas of greatest need.

Looking back, CARE feels proud of its record. But it also looks ahead.

"Despite the Marshall plan funds," says Paul Comly French, CARE's executive director, "individual help is still needed overseas, not only in war-depleted countries but in the many new republics now struggling to establish better ways of life. So long as such help is needed, CARE will continue its vital task: To get immediate person-to-person aid from Americans to the men, women and children whose health and resources must be rebuilt."



Strong cartons safeguard these CARE packages, shown rolling off the assembly line in the agency's Philadelphia packing plant, for their journey overseas as a gift from Americans to relatives, friends, or needy strangers in Europe and Asia.



CHINESE COMMUNIST TROOPS CAPTURED IN KOREA . . . Lt. M. H. Allen, Spokane, Washington, and Lt. C. O. Grewe, Portland, Oregon, interrogate a group of prisoners at Hamhung, North Korea. This group was among the first of the Chinese Communist troops to be captured and taken into custody during the fighting in North Korea near the Manchurian border. Gen. Douglas MacArthur sent a strong note to the United Nations protesting the intervention of Communist China into the Korean conflict.



WHEN SUMMER TARRIED . . . Warm sun and sultry breezes dallied over some parts of the nation long enough to see November get a head start. Summer did a quick comeback in Atlantic city recently, bringing the air temperature up to 77 degrees and the water temperature to 63. Among those lured into the surf by November's impersonation of June were Janet March and Peggy Reeves, who are cavoring in the water here without showing a single goose pimple to indicate what's in the frosty offing.



GLOATING REBEL CHIEF . . . Pedro Albizu Campos, Puerto Rican Nationalist leader, defiantly gives his story to press after his arrest in San Juan. Full probe has been started into activities of this Harvard-educated rebel chief-tan.



FOUR NATIONS UNDER ONE FLAG . . . Representatives of four of the nations fighting under the United Nations flag line up with the flag in the background. Left to right are Corporal Robb, Australia; Sgt. Harold P. Gervias, United States; Corporal Rhee Hoo, republic of Korea; and Sgt. Eugenio B. Bretanic, Philippines. These men represent only a small portion of the nations that are fighting Communist aggression in the world under auspices of the United Nations.



SPORTS CAPTIVE'S CAP . . . Sgt. Ralph Connors, New York City, wears a North Korean prisoner's beret. Connors' outfit, at the time this was taken, was holding out against Chinese Communist units.

HOUSEHOLD HINTS

Save your soap scraps. Melt them to a paste and pour the paste into the soap dish above your kitchen sink. When it gets hard, you'll find it handy just to rub a wet dishcloth over it to make suds when you're washing dishes. It can be kept full all the time, and you're never bothered with a messy looking soap dish either.

Cardboard milk and butter containers can be torn into pieces which are handy to use as plate scrapers and sink cleaners.

Buy U.S. Savings Bonds! Planning for the Future?

WHEN YOU CAN'T STOP THE COUGH

When other cough drops fail, GET REAL 3-WAY RELIEF! 1. Ease dry throat tickle 2. Soothe irritated membranes 3. Help loosen clinging throat substances

SMITH BROTHERS BLACK COUGH DROPS STILL ONLY 5¢

Advertisement for Kellogg's Rice Krispies Marshmallow Squares. Includes a recipe: 1. Cook together over hot water... 2. Into ground bowl, pour... Ingredients: 1/2 cup butter, 1/2 lb. marshmallows, 5 cups Kellogg's Rice Krispies, Add marshmallow mixture, get 24 pieces from 9" x 13" pan. Even kids can make 'em!

Ladies! Accept this Sensational Double Offer!

SNOWDRIFT'S NEW GOLDEN ANNIVERSARY COOKBOOK

Only 25¢ with word "Snowdrift" from strip you unwind with key. DOUBLE OFFER! IF YOU ACT NOW, YOU WILL ALSO RECEIVE A CERTIFICATE WORTH 25¢ ON YOUR NEXT PURCHASE OF A 3-LB. CAN OF SNOWDRIFT.

Just off the press! Meal-planning help. How to fry properly...work magic with leftovers...mix luscious "3-minute" cakes in 1 bowl. How to make Shrimp Creole, Savory Pot Roast, Cape Charles Cookies, and many other exciting foods with pure, digestible Snowdrift. 100 pages...color photographs...easy-to-follow method pictures...over 200 recipes to treasure. Includes chapters on Snowdrift Quick-Method Cakes...Wesson Oil Salads and Dressings...Famous Chiffon Cakes...New STIR-N-ROLL Pastry. 25¢ certificate goes with every cookbook if you act now!

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YES, THERE'S A DIFFERENCE IN SHORTENINGS! The fine vegetable oil used to make Snowdrift is more costly than that in any other shortening. Yet you pay no more for Snowdrift. And you taste the difference in your baked and fried foods. Experts have voted Snowdrift-fried foods superior in flavor. Your light, luscious quick-method cakes can be mixed in just 3 minutes with Snowdrift. Your piecrust and hot breads, too, are delicious—because Snowdrift is made of finer, costlier vegetable oil than any other shortening!

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