

Your President Invites You to Join

THE WHITE HOUSE
WASHINGTON

The American Red Cross has rightfully won an enviable place in the minds and hearts of the American people. It is their recognized agency for extending to suffering humanity everywhere the practical helping hand of mercy. Under authority granted to it by Congress it is the spokesman for the organized effort of our people in dealing with distress, whether it be in our own or in foreign lands.

We have had frequent occasion in recent months to witness the readiness of the American Red Cross for instant and effective response at the call to duty. We know that it is ever ready for service in times of disaster. We know too that it is always busy in our behalf in the less spectacular but equally important task of guarding public health, spreading knowledge of safe living, and in extending a tender and loving care to the thousands of ex-service men and their families who are still suffering from the wounds of war.

It is characteristic of the American people that they have chosen as their instrument for the alleviation of suffering an institution as democratic as the Government and the people which it serves. The American Red Cross in its service program knows neither race, nor creed, nor color. It draws its support from no single class, but from all our people.

Each year, from Armistice Day to Thanksgiving, the American Red Cross extends to everyone the invitation to enlist in its ranks. It derives financial support through your membership dues. As President of the United States, and as President of the American Red Cross, I urge your continued membership in this great humanitarian organization.

We have tested the Red Cross in war and in peace. It has never failed us. It never will so long as it holds your generous support.



ALCO-GRAYNE, INC. 504-704

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+ YOUR RED CROSS +

A Message to the American People



Join! now!



*The Red Cross
serves humanity*