

RED CROSS BATTLES DISTRESS

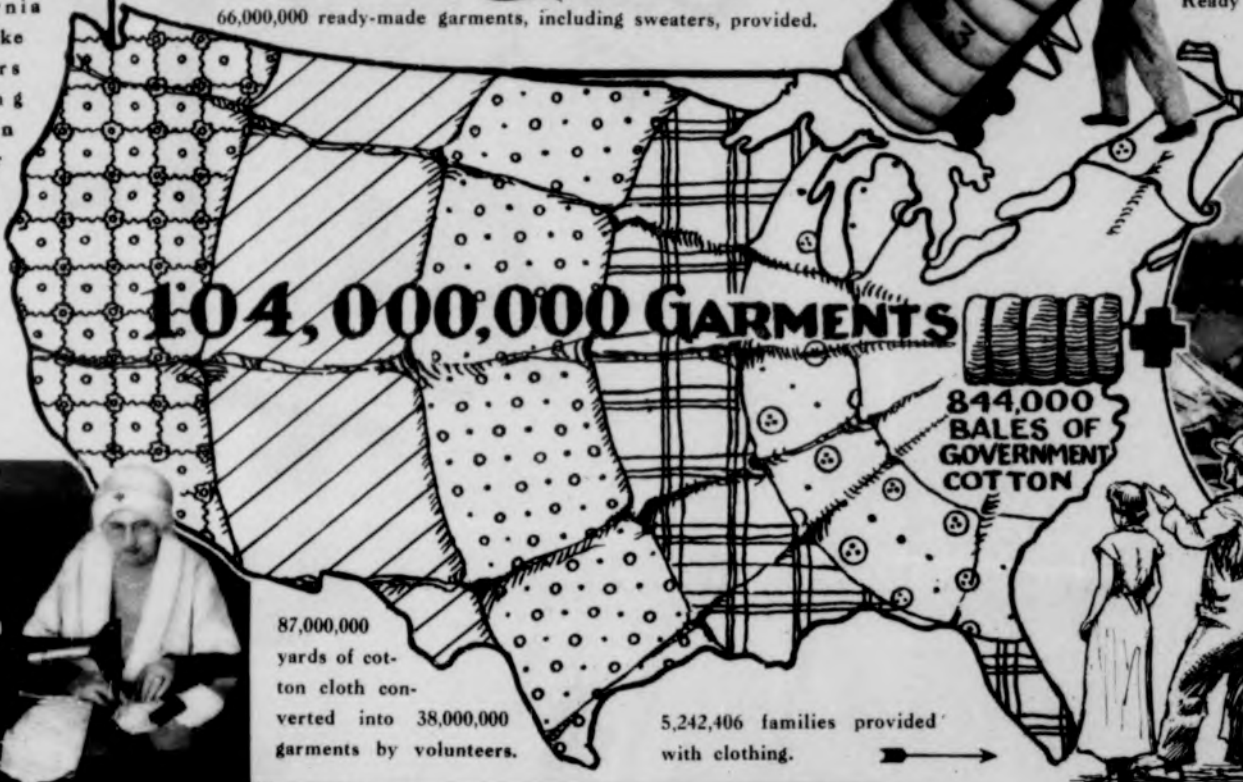


RED CROSS CLOTHES NATION'S NEEDY AND DISTRESSED

66,000,000 ready-made garments, including sweaters, provided.

Ready to distribute Red Cross flour to the needy.

California earthquake sufferers making known their needs to Red Cross.



Their home demolished by a tornado, this Alabama family turns to Red Cross.



Junior Red Cross members singing carols to shut-ins.



Red Cross volunteers carry food to homes inundated by Ohio river.



Red Cross aids homeless after destructive fires in Maine.



Red Cross first aid on the highway.

The Red Cross has given relief to those in need because of unemployment, disaster and related causes, in every State, in practically every county, of the United States this year.

With 85,000,000 pounds of government cotton it produced and distributed 38,000,000 yards of four to nearly 6,000,000 families, more than 25,000,000 men, women and children.

From 844,000 bales of government cotton it produced 104,000,000 garments to help clothe more than 5,000,000 families.

2,627 Chapters expended \$2,430,000 in relief in various forms to the unemployed.

92 disasters in the U. S. and its possessions required Red Cross relief. The National organization appropriated \$362,209 for relief work in those disasters in addition to contributions raised locally. In 12 weeks disaster services were given in 147 counties in 24 States to more than 30,000 families.

274,000 new members and high leaders were added by Red Cross Chapters.

The Red Cross public health people will reach over a million homes with.

4,000 First Aid ambulances were added. 75,000 individuals enrolled in Life Saving Classes. 35,000 students of Home Science were awarded certificates. 6,700,000 school children enrolled in the Junior Red Cross, served in their communities.

Volunteer workers made 25,000,000 garments.

The picture on this page illustrates but a few features in the year's nation-wide work of the national Red Cross and its 4,200 Chapters, 30,000 branches. The Red Cross needs "every one."

It must have YOUR personal support through membership. You are urged to JOIN in the annual Red Cross Campaign, November 11 to 25. Help your community to serve us.