



"A great net of mercy drawn through
an ocean of unspeakable pain".

Women of America!

What's the worth of one baby's life?

The time has come when you must put a *money* value on it.

So much Red Cross money available, so many babies restored.

A little less Red Cross money available, so many babies lost by default.

It's as plain as that.

When you made that first Red Cross investment you had a fairly clear idea that there was plenty to be done and that the Red Cross would make every dollar of money and every minute of time *count*.

But have you now a clear picture of what price somebody will have to pay for one delayed dollar or a hundred dollars withheld?

You can't read a casual page of Red Cross reports from anywhere "over there" without endangering the coolness of your decision as to "how much."

Suppose you had found "another use" for your Red Cross money a while ago and a corresponding part of the piece of work described below went undone:

"Gas bombs were being used. 750 children suddenly thrust upon the Prefect's hand. Twenty-one of the children were infants under one year and the remainder were under eight years---herded together in an old barracks, dirty, practically unfurnished, and with no sanitary appliances. Sick children were crowded in with the well and skin disease and vermin abounded. Within two days the Red Cross workers had cleaned all the children, provided new barracks, provided medical care and nurses for the babies, secured suitable food and classified all the refugees to prevent the separation of members of the same family."

Was that money well spent?

Were those babies worth while? Well, how *much* were they worth, per baby?

They are the future of France---the hope and pledge of civilization. We are in their debt for what their fathers and mothers have paid already---in hunger, in cold, in mutilation, in slavery.

We shall pay up, too. Your *first* instalment was there in time---*now* how much?

Every cent of every dollar received for the Red Cross War Fund goes for War Relief!

The American Red Cross is the largest and most efficient organization for the relief of suffering that the world has ever seen.

It is made up almost entirely of volunteer workers, the higher executives being without exception men accustomed to large affairs, who are in almost all cases giving their services without pay.

It is supported almost entirely by its membership fees and by voluntary contributions.

It is today bringing relief to suffering humanity both military and civil, in every war-torn allied country.

It plans tomorrow to help in the work of restoration throught the world.

It feeds and clothes entire populations in times of great calamity.

It is there to help your soldier boy in his time of need.

With its thousands of workers, its tremendous stores and smooth-running transportation facilities, its is serving an America's advance guard---and thus helping to win the war.

Congress authorizes it.

President Wilson heads it.

The War Department audits its accounts.

Your Army, your Navy, and your Allies enthusiastically endorse it.

Twenty-two million Americans have joined it.

Contributed to the Red Cross

by

Jackson County Business Men's Association