

WAR COUNCIL OF RED CROSS SENDS MESSAGE

Annual Report of Mercy Organization shows 20 Million Members, and Expenditure of 325 Million Dollars—8 Million Women Workers—Aid Sent to 10 Countries.

NEW YORK, Oct. 23.—The American people have either paid in or pledged to the American Red Cross for relief throughout the world, more than \$225,000,000. The American Red Cross has a total membership of 20,648,103 and, in addition, 8,000,000 members in the Junior Red Cross, a total enrollment of more than one-fourth the population of the United States.

American Red Cross workers produced up to July 1 last, a total of 221,822,838 articles of an estimated value of \$44,000,000. About 8,000,000 women were engaged in wartime work and the production of relief supplies.

The American Red Cross is distributing aid in ten countries—the United States, England, France, Italy, Belgium, Switzerland, Palestine, Greece, Russia and Siberia. Besides it has sent representatives to Serbia, Denmark and Mexico.

More than 5,000 Americans will be working under the Red Cross in France by January 1, next.

These facts were laid before the 3,854 chapters of the Red Cross in the annual message of the war council of the Red Cross when the chapters throughout the country today held their annual meetings to elect officers.

Announcement was made in the message that every man, woman and child in the United States could be asked at Christmas time to enroll in the American Red Cross.

The message, signed by Henry P. Davison, chairman of the war council, said in part: "Since the beginning of the war, you of the chapters have co-operated with the war council in conducting two war fund drives and one membership drive, in addition to the campaign on behalf of the Junior Red Cross. The total actual collections to date from the first war fund have amounted to more than \$115,000,000. The subscriptions to the second war fund amounted to upwards of \$176,000,000. From membership dues the collections have amounted to approximately \$24,500,000.

Production of Supplies "To the foregoing must be added that very large contributions of materials and time given by the millions of women throughout the country. For the period up to July 1, 1918, American Red Cross chapters, through their workrooms had produced: 400,120 refugees garments; 7,123,621 hospital supplies; 10,786,489 hospital garments; 10,134,501 knitted articles; 192,748,107 surgical dressings; a total of 221,282,838 articles—of an estimated aggregate value of at least \$44,000,000.

Local Chapters' Work "From this total sum, therefore, of \$33,000,000 retained by the chapters they have met all the oftentimes very heavy local demands upon them, and in addition have provided for use by national headquarters products valued at upwards of \$44,000,000.

"The chapters have in effect returned to the war council, not alone the \$33,000,000 retained out of the war fund and membership dues, but in value of actual product, an additional contribution of at least \$11,000,000.

"It will thus be seen that during the eighteen months which have elapsed since the United States entered the war, the American people will have either paid in or pledged to the

American Red Cross for its work of relief throughout the world in money or in material values, not total of at least \$325,000,000.

"This outpouring of generosity in material things has been accomplished by a spontaneity in the giving, by an enthusiasm and a devotion in the doing, which, after all, are greater and bigger than could be anything measured in terms of time or dollars.

"It has been because of this spirit which has pervaded all American Red Cross effort in this war that the Red Cross has been able to effect the relief of one of the stricken and battered provinces of France not long since that, though

France had long known of America's greatness, strength and enterprise, it remained for the American Red Cross in this war to reveal America's heart.

"In this country, at the moment, the workers of the Red Cross through its chapters, are helping to add to the comfort and health of the millions of our soldiers in 192 camps and encampments, as well as of those traveling on railroad trains or embarking on ships for duty overseas.

"The home service of the Red Cross, with its now more than 40,000 workers, is extending its ministrations of sympathy and counsel each month to upwards of 100,000 families

left behind by soldiers at the front—a number ever growing with the increase of our men under arms.

"But of course, the heart of the Red Cross and its money and attention always move toward and focus themselves in Europe. Nothing is withheld that can be given over there to supplement the efforts of our army and navy caring for our own boys. Our satisfaction is in the result, which, we are assured by Secretary Baker, General Pershing, General Ireland and all our leaders, is of incalculable value and of indispensable importance.

"By the first of January, your Red

Cross will have working in France upwards of 5,000 Americans—a vivid contrast to the little group of 18 men and women, which, as the first Red Cross commission to France, sailed about June 1, 1917, to initiate our efforts in Europe.

"Under your commission to France the work has been carefully organized, facilities have been provided, and effective efforts made to co-operate with the army as to carry out the determination of the American people, and especially of the members of the Red Cross, that our boys over there shall lack nothing which may add to their safety, comfort and happiness.

All Choked Up With Catarrh? Why Continue Makeshift Treatment? Sprays and douches will never cure you.

Catarrh is annoying enough when it chokes up your nostrils and air passages, causing painful and difficult breathing and other discomforts. But the real danger comes when it reaches down into your lungs.

Swiftdies which touch only the surface. To be rid of Catarrh, you must drive the disease germs out of your blood. Splendid results have been reported from the use of S. S. S., which completely routs from your blood the Catarrh germs, for which it is a perfect antidote. S. S. S. is sold by all druggists. If you wish medical advice as to the treatment of your own individual case, write to-day to Chief Medical Adviser, Swift Specific Co., Dept. B, Atlanta, Ga.

An Important Message Regarding the Sugar Shortage

THERE'S an old saying "It's an ill wind that blows no good!"

Everyone has been inconvenienced more or less by the sugar shortage. Many people still rely entirely on sugar for sweetening and, of course, are inconvenienced.

But thousands of housewives have not only found "a way out" during the present shortage, but have learned a thing or two that will stick forever—sugar or no sugar.

Here's a fact: Sugar only sweetens—it gives absolutely no flavor.

Brer Rabbit real New Orleans Molasses not only sweetens like sugar, but it gives

a rich, delicious flavor to all cooking and baking.

Yet Brer Rabbit is not a "substitute" for sugar. It is practically sugar itself. Like sugar it is made from sugar cane and contains a large amount of real sugar.

Is it not quite natural that resourceful housewives have turned to Brer Rabbit Molasses during the sugar shortage?

For the Children

Youngsters naturally crave molasses. Years ago sliced bread and molasses were part of the daily diet of children.

Gold Label Brer Rabbit Molasses gives to the child the elements the young growing body needs. Brer Rabbit is absolutely pure, wholesome, palatable and strengthening. Doctors will tell you what molasses and bread means to children.

Besides, it saves sugar, cuts the butter bill!

There are Two Kinds of Brer Rabbit Molasses

Both are Absolutely Pure New Orleans Molasses

GOLD LABEL Brer Rabbit is mild in flavor, light in color and is delicious for table use—as a spread for pancakes, waffles, biscuits, etc. It is especially fine for cooking, baking and candy making.

GREEN LABEL Brer Rabbit Molasses is darker in color, slightly stronger in flavor and is splendid for cooking, baking and candy making. It costs less than the Gold Label.


FREE Write us today for Brer Rabbit Cook Book of Southern Goodies. All made without sugar.

PENICK & FORD, LTD., New Orleans, La. The World's Largest Cannery of Molasses

Brer Rabbit

PURE NEW ORLEANS MOLASSES

The real New Orleans Molasses from New Orleans



Penick & Ford's Brer Rabbit Brand Pure New Orleans Molasses LIGHT COLOR



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