

# The Red Cross drive is on... why?

Yes, the war is over.

But the Red Cross war against misery and suffering never ends. In peace, as in war, the Red Cross keeps on fighting—fighting for human happiness and welfare all over the world.

**ASK THE VICTIMS OF DISASTER.** Hurricanes, floods and epidemics strike at thousands of American families every year. This year, as always, the Red Cross will be there—with emergency medical aid for the injured . . . food, clothing and shelter for the homeless . . . rehabilitation for the needy.

*War against human suffering never ends!*

**ASK OUR WOUNDED VETERANS.** They know at firsthand how the Red Cross helps them through their suffering, and makes their days less drab. Right now, the Red Cross is providing thousands with guidance in personal and family problems . . . furnishing representation for their claims . . . aiding readjustment to civilian life.

*Concern for our veterans' welfare never ends!*

**ASK OUR GIs.** The Red Cross is a link with home. It helps maintain the GI's morale with recreational programs and many personal services.

*The need for this touch of home continues!*

**ASK THE VICTIMS OF ACCIDENTS.** Every year, 100,000 are killed and 10,000,000 injured by accidents in the U.S. Red Cross First Aid, Water Safety, and Accident Prevention programs help reduce this tragic toll.

*The war on accidents never ends!*

... So the Red Cross asks you to Give!

For this vital, humanitarian work, the Red Cross needs *your* help. Your contributions will help thousands of our fellow-Americans—many of them in our own community.

So, won't you give now to the American Red Cross? It depends on *you* . . . just as countless Americans will depend on *it*. We know you won't let them down!



**GIVE—so your RED CROSS**

**can carry on!**

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