

# HELP BUILD IT HIGHER--JOIN!



## RED CROSS, FIGHTING TO BUILD UP STRONGER AND HEALTHIER COUNTRY, CALLS ON ALL AMERICANS TO HELP

THIRD ROLL CALL LAUNCHED FOR TWO MILLION MEMBERS TO CARRY ON WAR AGAINST SICKNESS AND SUFFERING—RED CROSS WILL DEVOTE MONEY TO HELPING SOLDIERS, SAVING LIVES OF BABIES AND OTHER "HOME WORK."

After months of preparation by 4,000 Red Cross Chapters, with their 17,000 branches and 30,000 auxiliaries, all over the country, the Third Red Cross Roll Call for 20,000,000 members, now is getting under way with a tremendous sweep in every part of the nation. From "Red Cross Sunday," November 1, through "Armistice Day," November 11, the great drive will continue.

Not only Red Cross chapters and Red Cross workers are mobilized to insure the success of the Roll Call in the Southern Division, which includes the state of North and South Carolina, Tennessee, Georgia and Florida, but the organized women of these states have pledged their aid, and the returned soldiers, represented by the American Legion have pledged their support as well to a man through their national officers. Ministers throughout this division and throughout the United States have taken up the cause.

The need of the Roll Call and for those who will answer "Here!" can be set forth tersely. The Red Cross fights against ignorance, sickness, and misery in every form. For the Red Cross, the war is not over. And did you think the war was over? Then ask yourself a few questions. Ask yourself what is to be done about—

The 150,000 disabled fighting men? The 300,000 American boys who were "unfit for service"? The one American baby out of seven that dies in its first year? The 200,000 people who die annually of tuberculosis? The 500,000 who would die in another influenza epidemic like the last? The 300,000 children under 5 who die annually of preventable diseases? The thousands of children forced out of school by physical defects? The accidents that kill 100,000 and disable 500,000 yearly? The one adult in seven known to be in need of medical attention? The 7,000 people who drown every year in American waters?

These are the things that made the Third Roll Call absolutely necessary, for with the 20,000,000 "dollar membership" and the \$15,000,000 secured besides, the Red Cross not only will discharge its war obligations and "see the last soldier clean through" his after-war problems, but will send food to starving humanity abroad, watch over the 125,000 sick and wounded soldiers still in the hospitals of America, spread knowledge of public health with the determination to

put in every home in America one person capable of caring for the sick, extend instruction in first aid to every school and factory in the land, organize and conduct life-saving corps to combat an annual loss of 7,000 lives by drowning, be able to furnish relief to any community stricken by disaster, teach patriotism and service to the youth of the nation through the Junior Red Cross, protect the interests of discharged soldiers by its home service department and enlarge this department so that it will help civilians as well, build up an organization of trained nurses and volunteers that will make epidemics almost impossible, provide care for babies and mothers and thus care for usefulness thousands of little lives now sacrificed through ignorance.

Many of these things the Red Cross is doing already. The Third Roll Call is a success, means that it will do them better than ever, that the Red Cross will fight sickness, disease and suffering throughout our country and make it a happier, cleaner land to live in. Membership costs only one dollar to every person, but 20,000,000 members means 20,000,000 dollars, and with 20,000,000 dollars the Red Cross will do more for America than it ever did before.

### PENNANTS FOR CHAPTERS THAT GET MOST MEMBERS

Atlanta, Ga.—Chapters of the American Red Cross in the southern division that make good records in the Third Red Cross Roll Call, November 2-11, will not go unhonored. It was announced today at southern division headquarters of the Red Cross that a pennant is offered to the chapter in each state that secures the largest number of members during the Roll Call in proportion to the population of the county in which the chapter is located. An other and larger pennant will be given to the chapter that secures the most members in proportion to its population competing against all chapters in the division, which includes the states of North and South Carolina, Georgia, Florida and Tennessee. There are 528 chapters in the entire division, and to win the division pennant will be quite a job as well as quite an honor, as many of the chapters already have begun an active campaign for members. The pennants, which in themselves will be a fitting ornament to the wall of any chapter house, will be awarded as soon as final results are tabulated at the close of the campaign.

One-half of every dollar contributed for membership in the American Red Cross during the Third Red Cross Roll Call, November 2 to 11, remains in the treasury of the chapters in each community where it is contributed, according to instructions sent out from Southern Division Headquarters of the American Red Cross, to be used in the county where it is contributed. The other half goes for the National and world-wide Red Cross work, for disaster relief, for public health nursing, child welfare work, for administration, and extension of Red Cross work.

## \$1.01 SPENT FOR EVERY \$1 GIVEN

RED CROSS HAD REMARKABLE RECORD OF ECONOMY IN WAR.

Money Given in Third Roll Call To Go Mainly for America and Americans.

Atlanta, Ga.—There are two facts about the Third Red Cross Roll Call which campaign leaders in the south are emphasizing—one the fact that the Red Cross has proved its ability and trustworthiness to handle funds in a businesslike way, and the other, the fact that the money received in the Third Roll Call will be expended almost wholly in America for the benefit of the American people.

When anybody asks whether money given in the way they spent money, Red Cross workers declare, it is certainly to be believed that the Red Cross will do as well, at the least, in peace time, and that money given in the Third Roll Call will go, not for expenses, but right where it is most needed and right where the man or woman who gave it wanted it go out when he joined the Red Cross and paid his dollar.

As for the exact purpose for which the money will be spent, they quote Dr. Livingston Farrand, national chairman of the Red Cross, who said recently: "The American people are not asked for huge sums to pour into Europe for the relief of stricken people of other countries. Only a comparatively small sum will be set aside for that purpose, and it only to administer supplies already entrusted to the Red Cross by the American government, not to buy any more supplies. It will be merely toward defraying the comparatively light expenses of finishing a job already almost completed by far the greater percentage of the money secured in this campaign from the American people will be returned directly to the American people in the form of better health and living conditions."

As a concrete expression of the approval of the government of Red Cross methods, more than ten million dollars worth of medical and food supplies have been recently turned over to the Red Cross by the government to be distributed.

More than fifty thousand women pledged their support to the Third Red Cross Roll Call at a recent meeting in Atlanta, where the heads of the women's organizations of Georgia, Florida, South Carolina, North Carolina and Tennessee, gathered at the invitation of Mrs. Rosalie Howell, director of the Women's Division. Joseph L. Morrison, Division Roll Call Director, believes that the support of the organized women will insure the success of the membership drive.

## WONDERFUL STEPPING STONES



## MISER SAVER BIG SUM BUT ONLY TO LOSE IT

Man Did Not Follow Principles of Thrift—Sole Idea Was to Hoard His Money, Spending Nothing.

A modern Midas of Chicago, who had accumulated \$300,000 by never spending anything, recently was declared incapable of handling his affairs. He became incapable not because he accumulated \$300,000 but because of the way he accumulated it. He estranged his family, went to bed with the chickens to avoid spending money on lights and lived on \$5 a year.

Then to run afraid of the puzzle income tax law and now his children are to handle his hoarded savings. This modern Midas was not a thrifty man. He was a miser. True thrift enhances and increases the wealth of the world. Hoarding money benefits neither the miser nor his fellows. Wise spending is as essential as wise saving, and wise investment is as important as either. Wise spending for the comforts and pleasures of life as well as the necessities makes for the thriftest life and stimulates production. Wise investment makes possible the creation of new wealth.

The miser saves but spends nothing. He secures only the meager satisfaction of watching his pile of money grow. The wise exponent of thrift and sound investment has the comforts and pleasures of life and saves at the same time. The foolish man spends his money for what he neither needs nor really wants; does not attain the comforts and lasting pleasures of life and saves nothing.

If the modern miser of Chicago had spent wisely he would have had years of comfort and happiness instead of years of squalor and want. If he had saved wisely he would have had the love and respect of his family and associates. If he had invested wisely he would have been competent to handle his own affairs.

"Waste not—want not" is still the modern axiom of thrift but "want not" must not be interpreted to mean not wanting the things that make life worth the living. Don't be a modern Midas.

## PICKING UP THAT PIN

A story of E. H. Harriman, who died leaving an estate of \$75,000,000, credited him with one day picking up a small steel letter clip dropped on the floor by a careless employee.

"I'd like to have as my annual income" said Mr. Harriman, "the value of material thrown away every year by indifferent workers in the offices and factories of America. In a few years I'd be the richest man in the world."

## "LIKE UM" and "LICK UM"

From faraway Tulsa, Okla., comes the story that War Savings Stamps are tremendously popular among the Indians who have grown rich from oil wells discovered on their properties.

"Stick-on" competitions are popular among the Indian stockholders, who buy the \$5 stamps in sheets, arrange their cards neatly and start licking and sticking at a prearranged signal.

After all the stamps had been stuck on during a recent contest the Indians called the "lick" by lining up and racing to the post office to get the stamps registered. Blue Nose Snails No. 1000 won the race and had his stamps registered first. He had pasted on 1485 worth of War Savings Stamps in six minutes and fourteen seconds. His time to the postoffice was 56 seconds flat.

Put your money where it will do double duty for you—in War Savings Stamps.

Money saved is what counts. Invested in War Savings Stamps it grows day and night.

In a multitude of thrifts there is safety from worry. Buy wisely, save intelligently, and invest in Thrift Stamps and War Savings Stamps.

## FIVE DEPARTMENTS ARE AIDING THRIFT

Government Bureaus Are Co-operating to Promote Widespread Savings Among All Classes of People.

Cooperation and coordination of government departments in aid of the national movement to promote regular saving, wise buying, sound investment and reinvestment are shown in a recent report to the Treasury Department.

Five departments—Treasury, Labor, Commerce, Agriculture and the Interior—are always carrying out policies characteristic of their special domain of work designed to accomplish the general aim—thrift. Not only are the same principles held in common, but ideas and material are interchanged and employed to further the particular lines of each department's work.

In the Treasury Department the Savings Division is endeavoring to bring home the value of sensible economy as a principle of living; to interpret thrift, not as miserliness, but as the wise management of one's affairs, taking heed of present and future needs and steadily saving for worthwhile purchases, to take advantage of an opportunity or against a rainy day. The Savings Division urges the Thrift Stamps and War Savings Stamps a practical instrument to acquiring the power of a fund of reserve.

Realizing that saving is greatly stimulated by having a definite goal in view, the Department of Labor has launched an "OWN YOUR HOME" movement.

The Department of Commerce, in conjunction with the Council of National Defense, is engaged in a "BUY NOW, BUT ONLY WHAT YOU NEED" campaign. The Department of Agriculture has undertaken to have its county agents and home demonstration agents, numbering several thousand men and women, include the message of thrift in all their work.

In the Department of the Interior the Bureau of Education is making thrift an important part of its Americanization program and of its school and library work. The Indian Bureau has issued material and called on all agents to assist in bringing home the value of intelligent saving and safe investment to the Indian service.

## THRIFT TABLE

- 25 Pennies—1 Thrift Stamp.
- 10 Thrift Stamps—1 W. S. S.
- 20 W. S. S.—1 Hundred Dollar Stamp.
- 5 Hundred Dollar Stamps—First installment on your home.

Thrift Stamps will stick when a fellow needs a friend.

Be Thrift a happy habit through War Savings Stamps.

## INTEREST

Here is what one man did. If you don't know him you know some one just like him in your community.

Twenty years ago he owned the clothes he stood in and that was about all.

He saved fifty dollars the first year, the next year, with a little better wages, seventy-five.

One thing with another—a wife and family included—he has saved an average of five dollars a week for twenty years.

What he saved in twenty years was about five thousand dollars. What he has in twice five thousand—like the man in the parable.

His dollars working for him now bring him more than his yearly saving.

Make Thrift a happy habit through War Savings Stamps.

Money spent is money gone; invested in War Savings Stamps it stays with you.

## ANTICIPATES THE ANXIETY.

We pay more for labor in this country than is paid in any country in the world, and labor pays more for rent, food and clothing in the United States than it does anywhere else. What the end will be no one knows but every thoughtful man anticipates the anxiety.

## WHAT SHALL I TEACH MY CHILD?

Teach him that it is better to die than to lie; that it is better to starve than to steal; that it is better to be a scavenger or wood chopper than an idler or dead beat; that it is just as criminal and reprehensible to waste Monday as to desecrate Sunday; that labor is the price of all honest possessions; that no one is exempt from the obligation to labor with head, hands or heart; that "an honest man is the noblest work of God;" that knowledge is power; that labor is worship and idleness sin; that it is better to eat the crust of independent poverty than to luxuriate in the richest viands as a dependent. Teach him these facts till they are woven into his being and regulate his life, and we will insure his success—though the heavens fall.

## WILL THE INFLUENZA RETURN?

Public Health Authorities Predict its Recurrence

Guard Against it by Building Up the Blood

Pepto-Mangan Creates Rich Red Blood and Increases Strength.

Surgeon General Blue, of the United States Public Health Service, in a recent statement from Washington, warns the public that the much-dreaded influenza epidemic will probably return this fall and winter. All medical authorities agree that the weak, bloodless, run-down individual is more likely to contract this (as well as any other infectious disease) than is the strong, robust, red-blooded man or woman. In view of these facts, it is wise to use every effort to build up the blood and thus increase the bodily resistance to the invasion of the germs of the disease. Gude's Pepto-Mangan is an absolutely dependable red-blood builder in all conditions of lowered vitality not due to serious disease of the vital organs. It improves the appetite, imparts color to the cheeks, and creates new hope and ambition in those who have become pale, weak, and listless. Physicians recommend Gude's Pepto-Mangan. When you order, be sure the word "Gude's" is on the package. Without "Gude's" it is not Pepto-Mangan. Furnished in both liquid and tablet form. For sale by all druggists.

## RHEUMATISM OR NEURITIS, OUCH.

Rub away all pain, stiffness, soreness, backache with MINTOL. Relieves like magic all aches and pains. Don't suffer, buy a small jar of Mintol from your druggist at once.

For sale by Weldon Drug Co.

## OH MY STOMACH.

"I had stomach trouble so badly that nothing I ate would digest as it should," said Sadie E. Hamilton, Portland, Me., as she began a remarkable story of the relief she began a remarkable story of the relief she has secured from Argo-Phosphate, the new reconstructive, stomach tonic and system purifier. "Everything that I ate would lie in my stomach like a lump," she explained. "Gas would form and I would suffer distress all time. I got so I could hardly keep anything down. Trying to get relief, I had my stomach pumped out, but even this did not help me as I continued just as bad."

"I kept hearing so much about Argo-Phosphate that I thought maybe it might help me and I decided to try it. I have taken two bottles and to my surprise I am already feeling fine. I can eat anything and I am not troubled at all. "I am completely rid of my old stomach trouble that I had for three years. I have not felt so well for years and I am certainly glad to endorse Argo-Phosphate because I want others to be helped by this wonderful medicine."

"The spirit of wanting to help others is what makes suffering men and women give these splendid public endorsements of Argo-Phosphate," said a local druggist. For sale by Weldon Drug Co.