



I summon you to the comradeship

Woodrow Wilson

Our beloved President said: "I summon you to the comradeship in the Red Cross; I summon you to say how sincerely, and how unanimously you sustain the heart of the world."

It is not alone the unanimous financial support that is asked for by the Red Cross in its great appeal for "universal membership"; but it is the tremendous moral effect universal membership will produce. Universal membership will emphasize unanimous loyalty, the keynote of American citizenship, and the unanimity of the Christian spirit of America.

The Red Cross Christmas Roll Call has been staged on a mighty scale of action. The goal set is for one Hundred Million Members. What is the analysis of the success of such a stupendous undertaking? **IT IS YOUR INDIVIDUAL SUPPORT. YOUR heart—YOUR dollar.** These must unite for the victory. You must view **YOURSELF** as the vital factor in the success of the Christmas Roll Call. It is your sacred privilege, it must be your serious aim to join the world's greatest humanitarian organization, whose mission carries its emblem to the four corners of the earth to relieve suffering and distress in its every phase. Let your Dollar follow its banners throughout the war wrecked lands over the sea, to express the finest ideals of service and ministry.

Make your Red Cross Dollar the coin of a higher conscience. To give this dollar is more than a privilege; more than a duty. It is a gift that symbolizes the highest sentiments of Christianity.

Don't look upon your Red Cross Dollar as a charity; but a dollar consecrated to the highest principles of **SERVICE. SERVICE TO HUMANITY.**

The curtain has dropped on the last act of the world war; but behind the scenes of this fearful drama, humanity gasps its helplessness in its suffering and distress; its homelessness; its grief and its sorrow. Peace leaves in its wake a heroic task for the Red Cross. It confronts a new and more fearful condition of want than has ever been known in the history of mankind. Millions are homeless, suffering and destitute. Hunger, disease and death menaces them. Quick and overwhelming relief is necessary to save them. Their salvation depends on **YOUR** dollar. Your dollar, because every reader of Red Cross appeals is the unit of a mighty legion whose power depends on unity. Whose universal response makes possible the restoration of war crushed lands, and the relief and recovery of their peoples. And through the agency of **UNIVERSAL MEMBERSHIP** the greatest work of the American Red Cross can be accomplished. Enroll your name with joyful good will, and add a new and greater happiness to the spirit of Christmas.

This page contributed to the success of the

Red Cross Christmas Roll Call

J. D. McMILLAN & SON,
JOHN T. BIGGS.

LUMBERTON BARGAIN HOUSE
J. H. WISHART