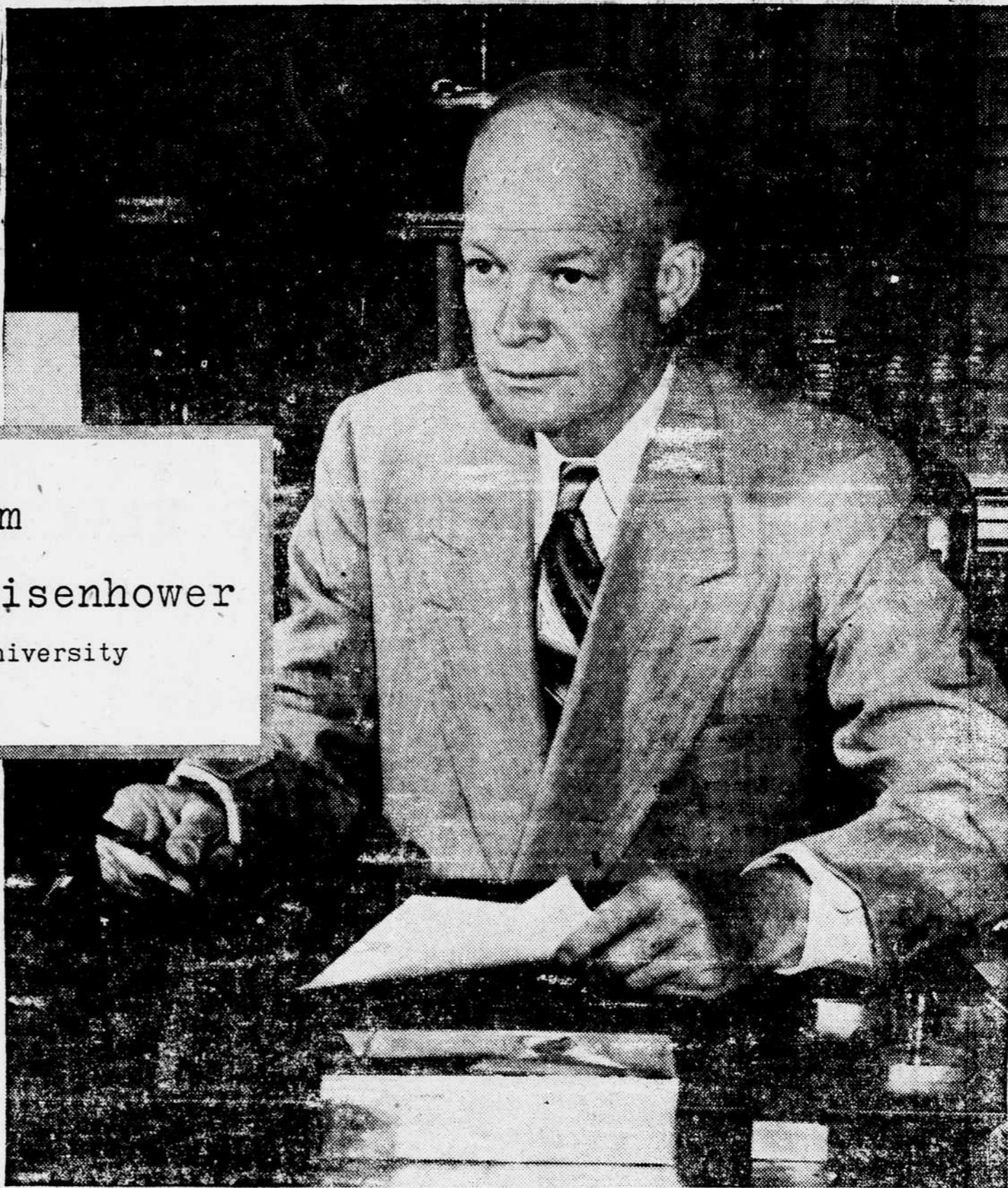


A Memo from  
General Dwight D. Eisenhower  
President of Columbia University



Columbia University—Photo by Werman

Organizations and institutions—educational, social, humanitarian—supported financially by voluntary individual contributions are characteristic of our way of life...evidence of our people's readiness to help each other. In their forefront is the American Red Cross.

Once a year the Red Cross calls upon us all to help carry on its work.

Each of us has his own personal reasons for answering this call. These are mine:

To men in the Armed Forces, the Red Cross is a prompt, efficient friend in personal emergencies.


To war veterans—particularly those confined to

beds and wheelchairs in Veterans' Hospitals—the Red Cross remains a constant friend and counselor.

And to all of us, the Red Cross is the recognized civilian disaster relief agency. It has the know-how to meet human needs growing out of a large-scale national emergency.

For all these deeds and for the other services it performs, the Red Cross deserves our continuing support.

*Dwight D. Eisenhower*

You, too, can help through Your RED CROSS  Give Now!

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