

The PEOPLE'S RED CROSS



PERMANENT INJURY AVOIDED—Demonstration at one of 1,600 Red Cross highway stations; here trained first aiders help to reduce accident death toll.



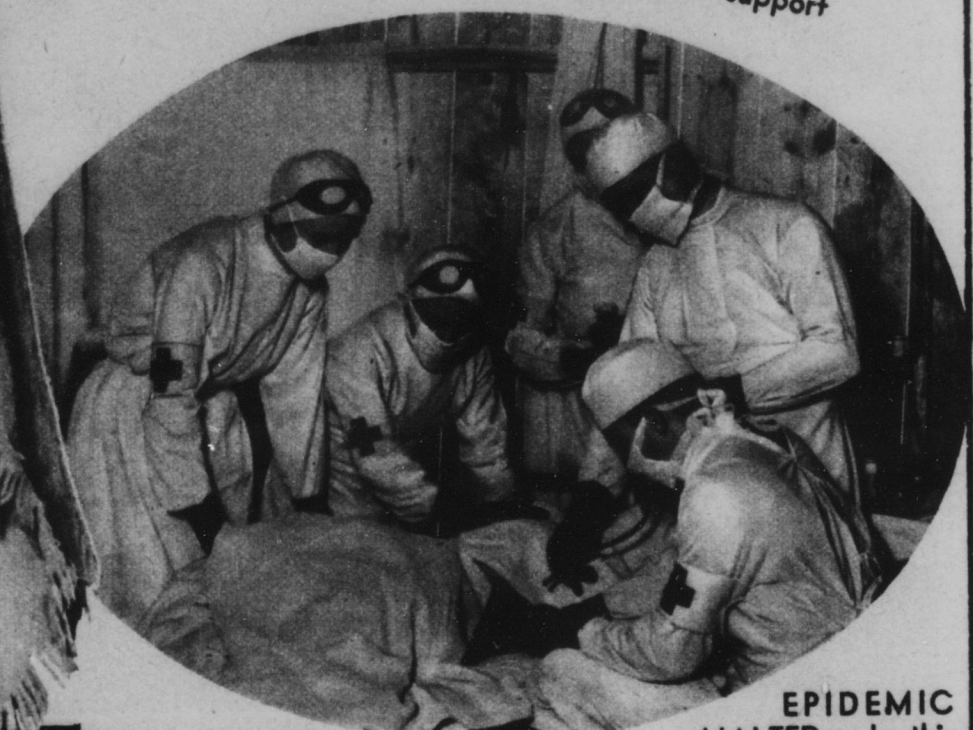
HAPPY HOME AGAIN—Dairy stock replaced by Red Cross on flooded farm; one of 250,000 families aided to self-support after flood destroyed all resources.



SALVAGE FROM THE FLOOD—Boy and dog view the family's worldly goods piled on river bank where Red Cross found them, provided shelter and care.



REFUGEE—The terrors of the flood linger with this infant, rescued by Red Cross.



EPIDEMIC HALTED—In this Red Cross field hospital, typical of 281 in flood area, a meningitis epidemic was averted by Red Cross doctors and nurses.



WORLD FRIENDSHIP—Chairman Cary T. Grayson of Red Cross with children of foreign ministries in Washington, representing Junior Red Cross all around the world. Eight million U. S. children are members.

A Year of Record Service

More than a million persons, flooded out of homes and livelihood by nation's greatest flood catastrophe in Ohio-Mississippi Valleys, rescued, fed, housed, clothed, and given medical care.

A quarter million families rehabilitated in homes, farms and small businesses in flood zone.

Relief fund of \$25,000,000 contributed by the public, expended for flood-stricken families.

Relief given in 115 additional disasters, 90 in the United States, 20 in insular possessions and 6 in foreign nations.

Red Cross public health nurses made 1,000,000 visits to the sick; 35,000 persons taught Home Hygiene and Care of the Sick.

220,000 persons taught First Aid; 80,000 persons taught Life Saving; 50,000 C.C.C. enrollees taught both courses.

1,600 Emergency First Aid stations established on highways to cut motor accident toll; Mobile First Aid units put into operation.

7,000,000 homes and farms self-checked for accident hazards.

8,000,000 school boys and girls enrolled in Junior Red Cross.

Aid given disabled veterans, their dependents and men now in active service; Civilian Relief given by Red Cross Chapters in 725 communities.

Service given by half million volunteers in flood; making garments; transcribing braille books for the blind; motor corps and canteen services.

The Red Cross operates through 3,700 Chapters and their 9,000 Branches. Every one who joins through the local Chapter supports these services to the public.



WHAT IS YOUR PROBLEM?—War veterans, their dependents, and service men, in hospital or out, are aided by Red Cross in solving their difficulties.



SWIM WITH SAFETY—Eighty thousand taught annually Red Cross methods of rescue and resuscitation of the drowning; Pensacola aviators demonstrate "carry" of unconscious victim.