

# How Much Is One Rescue Worth?



A tiny hand above the water. Then slowly, slowly it sinks. But there is time—still time—if only someone is near, someone who knows what to do. A twelve-year-old boy, a woman, an old man — **anyone**, if only he **knows**.

And the wonderful thing is that there are millions who **do** know what to do and how to do it. Last year alone, you—through your Red Cross—made it possible to train more than a half-million people in water safety. Another 56,600 were authorized as instructors in water safety and first aid. It is estimated that 18,000,000 have had training in first aid and water safety through your Red Cross.

Many of these people are able to save human life—priceless human life. How much is this ability worth? It's hard to say—unless it is someone you love who has been rescued.

Your contributions to your Red Cross can help carry on this training program, help take it to new areas that need it. Give now—it may save a life sooner than you think.

**Moore County's Quota Is \$ 14,672**

**You, too, can help through Your RED CROSS**

**+ Give Now!**

"Many times a year the people turn to the Red Cross . . . Once a year the Red Cross turns to the people . . . That time is now."  
—President Truman

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