



"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."

Statement by President Truman

# Now . . . once again it's Red Cross Time!

Out of human suffering the Red Cross was born.  
 At the scenes of human suffering the Red Cross takes its place.  
 Emergency is its call to service. The unpredictable disaster—  
 The uncontrollable flood and raging fire, the stealthy epidemic—  
 When these strike, your Red Cross quickly reaches the victims,  
 to comfort, sustain and restore.  
 The Red Cross must be prepared to spring instantly into action,  
 any time, anywhere.  
 And the Red Cross will be ready. It will be ready because your  
 generous dollars always have made possible its merciful work.  
 For the sake of the unsuspecting thousands who will be stricken  
 this year . . . for the sake of those destined for injury and  
 anguish . . . the Red Cross now turns to you.  
 It's March—and Red Cross time. This is the annual appeal  
 the Red Cross makes so that your humanity may be spread  
 throughout the coming year among all—irrespective of race,  
 color or creed:  
 You'll help again, won't you?



Give Blood too . . . It means life to the wounded soldier who is fighting for you

IT'S YOUR RED CROSS . . . KEEP IT GOING *Give Generously!*

—Contributed