



*"A great net of mercy drawn through
an ocean of unspeakable pain"*

THERE is only one way to give to the Red Cross---
give till your heart says stop. A little contribution
is only a salve to pride.

This is not to say that contributions of only one
dollar, or even of only one nickle, are not desired---and
needed.

For you to give \$5 when you can give \$25---for
you to give \$25 when you can give \$100, or to give
\$100 when you can give \$500---is to dodge the heaviest
obligation that this war has laid upon you.

For remember, this is *not* a charity:—this is a
duty.

This is not a time to give because others give.
This is a time to give because *others need.*

No man can tell you how much you ought to give.
Except this: that "Over There" the *need* is so great
that only by cutting to the quick, only by giving all
that you think you can give and then *more*---only
by giving not a little of your excess but much of it---
only by taking from your own children and from your
wife and from yourself, can the *needs* of the men who
are fighting for you and the *needs* of the children of
the men who have died for you be met.

Ask your own soul how much it should be!

Every cent of every dollar received for the Red Cross War Fund goes for War Relief.

The American Red Cross is the largest and most
efficient organization for the relief of suffering that the
World has ever seen.

It is made up almost entirely of volunteer workers,
the higher executives being without exception men ac-
customed to large affairs, who are in almost all cases
giving their services without pay.

It is supported entirely by its membership fees and
by voluntary contributions.

It is today bringing relief to suffering humanity,
both military and civil, in every War torn allied country.

It plans tomorrow to help in the work of restora-
tion throughout the world.

It feeds and clothes entire populations in times of
great calamity.

It is there to help your soldier boy in his time of
need.

With its thousands of workers, its tremendous
stores and smooth running transportation facilities,
it is serving as America's advance guard—and thus
helping to win the war.

Congress authorizes it.

President Wilson heads it.

The War Department audits its accounts.

Your Army, your Navy and your Allies enthusias-
tically endorse it.

Twenty-two million Americans have joined it.

Contributed to the Red Cross
by

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LANCASTER DEPT. STORES,
RODMAN-WALKUP CO.,
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