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RED CROSS CELEBRATE 100 YEARS

THIS YEAR, 1963, the Red Cross movement celebrates its one hundredth anniversary—a full century of service to peoples of the world. Throughout its history, the Red Cross has been an important symbol of hope and help to those in need. Wherever war, disease and disaster have struck the Red Cross has been on hand to ease the burden of human suffering. Its staff and volunteers have built a tradition of mercy, of comfort and of kindness.

"Today, as the Red Cross embarks upon its second century of service, each of us has an opportunity and an obligation, to become a part of this humanitarian tradition. For only through our help is this important work made possible.

"The Red Cross needs the support of every one to continue its mission of mercy. Let us all give that support."

JOHN KENNEDY,
President, U.S.A.