

RED CROSS XMAS SEALS ON SALE

Everybody to Have Opportunity for
Aiding in Campaign Against
Tuberculosis.

The Red Cross Christmas Seal sale which began all over the country on Dec. 1 to continue until Dec. 10, will mark the beginning of another phase of the race between tuberculosis and the agencies organized to beat the most deadly menace of the American people. In the fourteen years during which the National Tuberculosis Association has been co-ordinating the work of fighting the white plague in the United States there has been an average increase of 400 per cent in the varied facilities for combating the disease.

But the statistics recently made public at the headquarters of the association indicate that tuberculosis is very nearly keeping pace with the efforts to eliminate it.

For this reason more than 650,000,000 Red Cross Christmas Seals must be sold in the first ten days of December in order to carry out the plan of the National Tuberculosis Association in its state and local organizations during 1920.

Each seal has been aptly termed "a pennyworth of health," so that 650,000,000 of them are valued at \$650,000,000. And even more than that sum will be necessary to make certain that in the next phase of the race between white plague and humanity the latter may gain appreciably.

The comparison made in the report of the National Association show, while the growth in means to treat tuberculosis has been encouraging, there is still much to be done. For example, it is pointed out that in 1905 there were 115 sanatoria in the country with a bed capacity of 9,000 patients. Today there are more than 600 sanatoria equipped to care for nearly 50,000 victims of the disease. But more are urgently needed.

When you buy as many Red Cross Christmas Seals as you can afford—and perhaps a little more—it may interest you to know that in 1908, the year they were first offered to the public, only 30,000,000 were put on sale. More than twenty times that number must be sold this year.

Of all sums raised through the sale 60 per cent remains in the county where there is an Anti-Tuberculosis League. This is expended by the League according to a carefully thought out program, in which the educational phase is especially emphasized. Each League sends the balance, or 40 per cent to Washington, to the Tuberculosis Association, which remits 10 per cent to the National Association to help pay for the supplies furnished for the sale.

Let Binford's slogan be: "A RED CROSS SEAL ON EVERY CHRISTMAS LETTER AND PARCEL THIS CHRISTMAS."