

Make It a Red Cross Christmas

"Make it a Red Cross Christmas." That is the striking slogan that will be adopted by millions of Americans this year.

That inspiring slogan is the keynote of a campaign, nation-wide in its scope, by which the American Red Cross expects to enlist no less than 10,000,000 new members, bringing its total membership in the United States to 15,000,000.

It is that slogan by which the North Dakota branch of the American Red Cross has set out to put itself on the roll of honor as one of the most patriotic of the great family of states that is today warring on autocracy as represented by the imperial German government.

That slogan, carried to the people by the state Red Cross organization, by the county chapters and their branches, is expected to rally to the Red Cross flag no less than 100,000 North Dakota memberships.

The officers of the Red Cross of this state have fixed 200,000 as their goal, and by effective campaign work in each and every county, and in each and every community within the state, that 200,000 goal will be attained, and North Dakota will have her place far up in the list of the states when the great news is cabled to France, and announced to the American soldiers in the trenches, in their camps, or wherever they may be.

"North Dakota's gift to the American soldiers should be no less than 200,000," said Judge N. C. Young,

state director. "North Dakota, thoroughly organized, is in position to make such a sweeping and thorough canvass of the state, that we should be able to report, not that 15 per cent of our people are Red Cross members, but that 30 per cent of them are enlisted in the army of mercy.

"Make it a Red Cross Christmas—the slogan will be carried to all. Our gift to our soldiers should be 15,000,000 Red Cross memberships. North Dakota must do her share, and the preliminary reports received from several points in the state already indicate that our workers are alive to the situation, and that they can be counted upon to do their share."

On Christmas eve, the candles that for years and years have been lighted by thousands of Americans, will be lighted again, but this time there will be a new significance. In front of those candles, on the windows, will be the Red Cross service flag,—the familiar flag of a white background and a border of red, with a cross placed upon the white field to indicate membership in the Red Cross.

At 7:30 o'clock, throughout the country, the candles will be lighted, and there will gleam forth to the passerby, the late shoppers, and to all those who are abroad that night, the message of the Red Cross.

"Here is a home that is doing what it can to alleviate the sufferings of the peoples of the world. Here is a home that is backing the

Ten million new members in a week! That is the goal the American Red Cross has set for itself in its Christmas membership campaign that is to be launched December 14. Throughout the United States Red Cross chapters are preparing for the enrollment of the new army which is to stand as the organized support of the boys in the trenches.

No man is more deeply concerned in the world war than President Wilson—who is president of the Red Cross—and this is his proclamation.

TO THE PEOPLE OF THE UNITED STATES.

Ten million Americans are invited to join the American Red Cross during the week ending with Christmas Eve. The times requires that every branch of our great national effort shall be loyally upheld, and it is peculiarly fitting that at the Christmas season the Red Cross should be the brand through which your willingness to help is expressed.

You should join the American Red Cross, because it alone can carry the pledges of Christmas good will to those who are bearing for us the real burdens of the world war, both in our own Army and Navy and in the nations upon whose territory the issues of the world-war are being fought out. Your evidence of faith in this work is necessary for their heartening and cheer.

You should join the Red Cross because this arm of the National Service is steadily and efficiently maintaining its overseas relief in every suffering land, administering our millions wisely and well and awakening the gratitude of every people.

Our consciences will not let us enjoy the Christmas season if this pledge of support to our cause and the world's weal is left unfulfilled. Red Cross membership is the Christmas spirit in terms of action.

(Signed) WOODROW WILSON,
President of the American Red Cross.

blue-bordered, with the sign of the Red Cross, five inches square in the center, and smaller crosses to be added for each of the Red Cross. It is an expression of service in this unexampled time—a symbol so instinctive that the Red Cross will glow from the windows of our homes over the length and breadth of the land, sending out the Christmas message to the world, and telling not only the passer-by, but our own hearts, that just as our boys and men are finding new strength in their new sacrifices, so may we through our new service.

ARE YOU SERVING THE ENEMY?

It is and must be a characteristic of this world war for Democracy that each and every one of us serves in it—not now and then, if we happen to feel like it—but all the time, whether we like it or not. If we go to the front we are serving; if we eat less bread we are serving; when we write a letter and put a three-cent stamp on it we are serving. And we are serving in this war just the same if we dodge, or attempt to dodge, our duties as loyal Americans—only we are serving the enemy, Prussia.

Without question we serve this enemy if we fail to do our utmost to support our great national organization, the American Red Cross. No second agency can do so much to bring cheer, comfort, succor to our boys abroad—to our sons, husbands, brothers "somewhere in France."

No second agency can do so much to foster the good will of our allies toward us, or their whole-hearted confidence in us. Not to be a member of the American Red Cross (and simple membership costs \$1 yearly) is definitely, even if thoughtlessly to help the Kaiser. There is no exaggeration in this statement. The fighting morale of our troops, and of those of our allies, will very largely depend upon what you, and YOU, and YOU, men and women of America, enable your Red Cross to do for them. In the final analysis it is up

to you.

So if you have failed, through thoughtlessness or mere laziness, to become even a dollar member of the Red Cross, think it over for one minute, or less, then decide that you are pro-American to the core—and join today.

This Christmas membership drive of the American Red Cross was launched expressly to bring ten million thoughtless Americans into the patriotic fold. When the drive is over, if you have not joined your local Red Cross Chapter you will no longer be allowed to plead thoughtlessness. You will be looked at with growing suspicion by your loyal neighbors who have the Red Cross service flag in their windows. And they will be right.

Before this membership campaign is over the Red Cross service flag should be in the window of every American farm home. If the home displays the service flag bearing the stars, there should be placed beside it the service flag bearing the red cross. These two together evidence the fullness of service.

There is no reason why the farmer should not take as much pride in the display of the Red Cross service flag as might the employer of a thousand men and no doubt he will. That comparatively few will see it is not an excuse, for the sight of one Red Cross service flag on the prairie is a more inspiring sight than is a hundred in a crowded city.

This campaign for new members begins on Friday, Dec. 14, and ends on Christmas Eve. This is a personal appeal to YOU. Cut out, fill in and send in the attached Membership Application to any secretary: Melvin Hanson, Cooperstown; C. E. Peterson, Binford; Mrs. Emeline Hafner, Sutton; O. A. Gilbertson, Wau-; H. St. John, Jessie; or P. A. Anderson, Hannaford. Won't you please help?

boys in the service. Here is a home that is patriotic."

That is the message that the candles will flash from thousands and thousands of homes the country over. That is the message that 15,000,000 people are expected to stand back of on Christmas eve.

And while the candles are burning on the Christmas eve now so near at hand, there will chime forth from the bells of the cities, the towns, the hamlets and from the countryside, the Red Cross story. Each half hour beginning at 7:30 o'clock, the bells will chime the story. All over the land the tolling of the bells will be a marked feature of Christmas eve.

And on Christmas morn'g, while the folks gather from one end of the country to the other in religious services to the greatest of all church dates, there will be speeding to the men in France—to the Americans who are there waiting to take up the burden so nobly borne by others through the long years of the awful conflict, the message—"fifteen millions of American citizens are Red Cross members."

That message will be flashed to every camp in which the soldiers will spend their first Christmas as soldiers of a nation at war.

FIRST RED CROSS CHRISTMAS

Something has happened. A simple and thrilling thing that brings something of real greatness to our lives, humble as they may be.

It is the observance of our first Red Cross Christmas. One cannot have even the thought of its appropriateness and its significance in this world of anguish without having touched the highest thoughts of all the world—that which was given on the birthday we are celebrating—"Behold, I bring you good tidings of great joy which shall be to all people," and that which was expressed in the Red Cross Treaty made by nations, which established that in warfare the sick and wounded of the enemy should be sacred to the Red Cross.

This is a Christmas when we cannot see our new young soldiers, strong and straight of back, without visioning those others whom war has made helpless. We cannot see the happiness of our children without thinking of those little ones in Europe who have starved to death. Perhaps we cannot deck our children's Christmas trees without remembering that He in whose honor they are was a "man of sorrows and acquainted with grief."

In the Red Cross campaign for 10,000,000 new members during the week preceding Christmas there is scope for all our tenderness, all our richest imaginings, all our newborn power of simplicity of heart, all our possibilities of service.

The Red Cross Chapters have asked all members of the American Red Cross to take part in a simple cam-



A Message of Greeting to People of Binford and Vicinity

WE wish to convey to you the season's greetings, and tell you how splendidly ready we are to help you solve the Christmas gift problems. We know these problems are more difficult than usual this year, and we are sure you'll appreciate our preparations for your convenience. This message is intended as one of invitation to make our store your Christmas headquarters, when you shop with us we want you to feel thoroughly at home—to know that we stand ready to serve you to the best of our ability.

BUCHHEIT - BAKKEN CO.

APPLICATION FOR MEMBERSHIP GRIGGS COUNTY CHAPTER AMERICAN RED CROSS BINFORD BRANCH, BINFORD, N. D.

Date

I hereby apply for membership in the class checked below and enclose the sum of Dollars (\$) therefor.

Please check class desired and be sure to write name legibly.

() Annual Member \$ 1	Name
(*) Subscribing Member annually \$ 2	
(*) Contributing Member annually \$ 5	Home Address
(*) Sustaining Member annually \$ 10	
(*) Life Member, one payment \$ 25	City and State
(*) Patron Member, one payment \$ 100	

IMPORTANT! Membership in classes starred () above include annual subscription to the "American Red Cross Magazine," handsomely illustrated, published monthly.

Winter VS Base Burner

"When the frost is on the punkin And the fodder's in the shock,"

then the family hibernates.

There is no one factor that makes a cheery, comfortable winter, quite as much as a Round Oak Base Burner.

The genial glow of a hard coal fire is not equalled by the most expensive equipment produced.

Steady, Uniform, healthful and economical, it solves the problem of heating the home, provided it bears the name "Round Oak" on the legs.

There are three patented, exclusive reasons why you will select the Round Oak. May we explain exactly what they are? Ask for the book—it's free.

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