

MOBILIZATION FOR HUMAN NEEDS



If people are hungry this winter, they will have food. If they are cold, they will have clothing and shelter. Federal and state funds are being appropriated to supplement your local efforts toward relieving actual hunger and physical distress.

Eating is not living; it is existing. If we are to justify our claim to civilization, we must think beyond primary needs of food and shelter. We must face our responsibility for human service broader in conception, deeper in sympathy and understanding

Care of the aged, service to demoralized families, hospitalization of the needy sick, home nursing, settlements, guidance of youth, care of the children without a chance—these and hundreds of other services are in the hands of your local welfare organizations. Some of these programs were overshadowed during the past year by the desperate fight to supply food and warmth to every one in need. But they must not be forgotten. Huge public appropriations only to maintain life necessitate your and my partnership in making that life worth while

This year there are social needs created by the misery of the lean years we have gone through. The critical needs must be met by the local welfare agencies which you have maintained in the past and which must look to you for support again at this time.

I join Newton D. Baker, Chairman of the National Citizens' Committee, and Mrs. Roosevelt Chairman of the National Women's Committee, in asking you to support your Community Chest at your local welfare appeals to the limit of your ability. It is a cause well designated by the title given: "Mobilization for Human Needs."

A handwritten signature in black ink, reading "Franklin D. Roosevelt".

Space and facilities for this advertisement have been furnished to the National Citizens' Committee without cost.

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