



**GIVE-TO RELIEVE HUMAN SUFFERING**

**THEY NEED YOUR HELP MORE THAN EVER BEFORE**

Prisoners of war, bomb victims, men in hospital, members of Canada's armed forces overseas and at home—all testify to the immense and needed service performed by the Red Cross.

This great humanitarian work must go on. As the war extends and intensifies the need grows greater.

The present national appeal for \$9,000,000 needs your support. Those who need the Red Cross rely on YOU.

**SUPPORT THE RED CROSS!**

This Space Donated By:—

**HENDERSON & CUDMORE**

From the Honorable Premier Campbell

The Canadian Red Cross Society is asking the people of the Dominion for a subscription of nine million dollars, and of that amount the objective allocated to Prince Edward Island is forty thousand dollars.

Those are great sums of money, but the need is even greater.

The record of the Red Cross in furnishing comforts and supplies for members of the armed forces of Canada and her allies, in aiding the work of military hospitals, in helping to relieve the distress of civilians in war-ridden areas, in ministering to the comfort and legal rights of prisoners of war, has been so outstanding as to merit the universal commendation of all Canadians.

As the theatre of war expands, and as its methods become even more relentless and barbarous, the need for the services of the Red Cross becomes more and more urgent.

By Dominion Government arrangement the Red Cross did not make a national appeal for funds in 1941. By a similar arrangement the present campaign of the Red Cross is the only national appeal which will be made in the present



year for voluntary war services.

The generosity and patriotism of the people of Canada should therefore be concentrated upon a ready and cordial response to the Red Cross Appeal, and I feel sure that the people of Prince Edward Island will take a leading part in ensuring the success of the campaign.

THANE A. CAMPBELL, Premier.

From His Worship Mayor Roy B. Holman

Ladies and Gentlemen:

Once again in this our third year of battle, the call comes to us to contribute of our means according to the highest measure of our abilities, to the most humane, the most merciful, the most compassionate of all services associated with the carrying on of this desperate struggle, The Canadian Red Cross.

Among its other works of mercy and assistance to our troops, the Canadian Red Cross maintains one large hospital, the Maple Leaf Club in London, and central warehouses throughout the United Kingdom, to meet the needs of not only soldiers, sailors and airmen, but of civilians who have been rendered destitute through enemy action.

Another of the works of mercy of the Canadian Red Cross is the Blood Donors' service, whereby, the blood of willing donors is provided to sustain through transfusions, those soldiers, sailors, airmen and civilians of our people and kindred who would otherwise perish through wounds and shock.

The work as done by the International Red Cross at Geneva in the sending of parcels to our Prisoners of War and in the listing of names of those taken prisoner is perhaps one of the most outstanding services of Red Cross work. One could go on enumerating the



many phases of their devoted and glorious works, and it would only serve to impress one more, that the services of the Red Cross must be kept not only at their present high standard, but greatly increased. This cannot be done with words alone. It must be done by individual subscriptions to the point of sacrifice.

The most we can give is the least we can do. I therefore bespeak your most generous subscription to the Canadian Red Cross.

B. R. HOLMAN, Mayor.

**How Much Mercy**

(Continued from page 7)

is destined to become the largest item in the Red Cross budget with the objective 80,000 parcels a week, double the top figure reached last year. Each parcel costs \$2.50, is carried free of charge, or at greatly reduced charges by the authorities concerned, distributed from Geneva by the International Red Cross with which the Canadian society is affiliated and weights 11 lbs. Several hundred Canadian women volunteers do the packing job in packing centres in Toronto and Montreal, using the latest assembly line principles as developed by large-scale industry. Each parcel contains:

Quantity	Quantity
Oz.	Oz.
Milk Powder 16	Prunes 8
Utter 16	Sugar 8
Cheese 4	Jam 16
Corned beef 12	Biscuits 16
Pork meat 10	Chocolate 8
Salmon 8	Salt, pepper 1
Sardines 4	Tea 4
Raisins 8	Soap 2

Since the beginning of the war, women's war work committee groups, under the leadership of Mrs. W. R. Campbell, Windsor, have prepared 14,255,134 articles for hospital supplies, comforts for the armed forces, air raid victims in Britain and others. Last year alone, 6,816,804 articles were prepared for Red Cross storehouses, including 2,239,821 articles of clothing and other comforts for air-raid victims in Britain.

Worth Three Times Cost

The cost during 1941 was \$2.5 millions for materials, according to the 1941 annual financial statement but actual value is estimated at nearly three times that sum. An appeal for blankets early last fall brought over 13,000 good blankets and \$149,913 in cash to buy others.

Shipwrecked sailors are grateful to the Red Cross. They are supplied with dunnage bags filled with clothing and necessities if they land in Canadian ports. In addition, a monthly grant of \$10,000 is sent from Canada to the British Navy League and nine other societies in Britain to be spent on materials and supplies for the navy and merchant marine.

Last year, the society's maritime division, operating through Canada's eastern ports distributed 188,356 articles of comforts and clothing to sailors of the navy and merchant marine.

**Saving Lives**

Ranking relatively small in dollar cost, but unusually high in lives saved, is the blood donor service organized under a group of prominent doctors. New methods have been adopted of preparing a dried serum which can be kept indefinitely, can be given in

**From The President Of Prov. Red Cross**



To the Best People in Canada—The Citizens of Prince Edward Island.

In launching this year's Campaign in Prince Edward Island for the Red Cross, I wish as President of this Division to tender our most sincere thanks to the generous hearted citizens of this Island Province for the steady, continued and ever-increasing support of the greatest humanitarian Society in the world. The noble women of this Province have written the name of Prince Edward Island at the top of that great scroll of Red Cross workers. Let us all subscribe to the limit so that our women's work may be increased in proportion to the ever-increasing demands on the Red Cross.

The Red Cross needs \$50,000 in this Province. Remember, it is a double drive this year as we had no Red Cross Appeal in 1941.

The Red Cross needs this money so that our Soldiers, Sailors and Airmen may have the clothing to keep them from perishing in their heroic efforts to save this Empire. The helpless and homeless women and children of Britain need all our help. The greatest heroes of the war, the British Prisoners of War, in the hands of brutal enemies need the parcels of food to keep them alive. At the present time this item alone is costing us, \$5,000,000 a year and we are asked to double it.

I beseech you, my dear generous and loyal citizens, give all you can to the Red Cross; in the interests of our Armed Forces, of British Prisoners of War, of women and children, and may Divine Providence bless your generosity.

W. J. P. MacMILLAN, M.D., President, Prince Edward Island Division, The Canadian Red Cross

transfusions to anyone regardless of the blood classification of the individual and only requires dissolving in distilled, sterilized water for use. Connaught Laboratories, Toronto, do the processing. The Canadian Red Cross Society has not forgotten our Allies. Early last fall, for example it became apparent that everything possible should be done to aid the Russian Red Cross because of the tremendous casualties suffered in that country's stout resistance to the German invader. An immediate contribution of about \$250,000 of supplies was made from stores in Britain. More than this was needed and as the result of an appeal made last December, a total of about \$1 million has been made available for this work.

Two small hospitals have been provided for the Polish army training in Canada, one at Owen Sound and the other at Windsor. Food parcels have been sent to Polish prisoners in Germany and to Yugoslavian prisoners as well. Dental equipment has been provided for the Czechoslovakian forces in Britain.

While Greece was defending herself against Italians and Germans, \$25,000 of supplies were sent by the Canadian Red Cross itself, another \$100,000 worth of supplies purchased for the Canadian Greek Relief Committee and \$150,000 is now on hand to be spent for food, with \$25,000 of dried milk sent recently.

**Transport Is Free**

Magnitude of the task done by the Canadian Red Cross is clear from the work of its transportation committee. Last year it sent overseas supplies having a value of \$4.5 millions, weighing 5,267 tons and carried on 225 steamers. Total loss on all shipments to date has been less than 2 1-2 per cent of the total value of goods shipped. This committee also has a major task in arranging warehouse space.

Arrangements with the British Ministry of Shipping permit all Red Cross goods to go overseas free of charge, resulting in an estimated saving of about \$100,000 a year. Canadian railway and express companies extend the

same free transport service to and from all parts of the country.

**Peacetime Work Goes On**

All this does not mean that the Red Cross has forgotten its responsibilities to Canadians for peacetime services.

Its outpost hospitals continue to provide medical and public health services in isolated communities. Fifty-four of these institutions were operated throughout Canada last year at a cost of \$503,777. They treated 42,236 patients, performed 5,710 operations and in these hospitals 2,027 babies were born last year.

Travelling medical and dental clinics in Ontario and Quebec treated a total of 42,012 patients. Red Cross nurses examined 21,820 children on visits to schools in outlying districts.

This highly efficient service, inaugurated by the Red Cross immediately after the last war, through sparsely settled areas in Canada goes steadily on and grows apace. Home nursing and first aid courses are conducted; nurses are enrolled for emergency services; highway first aid posts are maintained.

**If Disaster Comes**

More than normal provision is being made for possible disaster relief, at a time when possibilities of such an event are greater than usual. A revised "Disaster Relief Manual" has been prepared. Blankets, mattresses, other bedding and surgical supplies are located at strategic points, particularly in the Maritime Provinces.

Eleven mobile surgical units are stationed on the two sea-boards, equipped for 24-hour operations when needed. Recently a special committee has developed a 25-bed emergency hospital which can be packed in suitable cases. A number of these units are to be placed in the Maritime Provinces where they can be easily and quickly transported to the scene of trouble.

Hospital and medical supplies required large sums last year. The ultra-modern 600-bed hospital at Taplow, England, was completed in 1940 but its supply and equipment was kept up. This unit is so designed as to be of use in peacetime and it is the intention of the society to make arrangements for its continuing use after the war. Miscellaneous grants were made last year to various societies, chiefly in the

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**HELP THE RED CROSS**

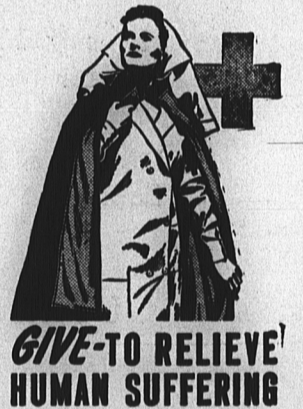
THE GREAT CAUSE OF THE RED CROSS MUST BE SUPPORTED IF THEIR RICH SERVICE TO ALL IS TO CONTINUE. YOUR CO-OPERATION IS NEEDED THAT THE "ANGELS OF MERCY" MAY CONTINUE THEIR GREAT HUMANITARIAN TASK. YOUR DUTY IS CLEAR. SUPPORT IT NOW!

**\$9,000,000 NEEDED!**

THIS SPACE DONATED BY

**PROWSE BROS. LTD.**

**YOU CAN'T LET THEM DOWN!**



**GIVE-TO RELIEVE HUMAN SUFFERING**

You've supported the Red Cross in the past. It has done a marvellous job for the sick and suffering, for the comfort of Canadians away from home.

The need becomes greater every month for the great humanitarian work the Red Cross is doing. It must be kept up.

Your dollars are needed for the colossal task.

**THE RED CROSS NEEDS**

**\$9,000,000**

**GIVE GENEROUSLY!**

This Space Donated By:—

**The Rogers Hardware Co. Ltd.**