

**WHO ELSE WILL HELP THEM  
IF YOU DON'T**

If you're like most people, you're waiting around to "let the other fellow do it." Sure, you've contributed to many worthy causes, and you've got the idea in the back of your mind that there are hundreds of other people all over the Province who will gladly and generously give to the Red Cross.

The thing you've got to remember is that those hundreds of other people are pretty much like yourself. They're expecting the other fellow to carry on the work, which adds up to a handful of folks assisting in putting the campaign over the top.

Last March the Canadian Red Cross launched a drive for the purpose of raising funds to carry on their peacetime activities. The Prince Edward Island division of the Red Cross decided to postpone their Provincial campaign so as not to conflict with similar drives which were being promoted by the P. E. I. and Prince County Hospitals. They are now appealing to you to help them to help to serve others.



**HELP THOSE WHO ARE  
HELPING OTHERS!**

*Contribute to the Red Cross Now!*

**DRIVE  
OPENS  
JUNE 3rd**

**Where Disaster Strikes**



Where disaster strikes there you will find the Red Cross, providing aid, equipment and supplies. The services of such an organization cannot be measured in dollars and cents, but they need your dollars and cents to continue these services. There are many fund raising campaigns these days but none are more worthy than the Red Cross. It must depend on our financial support which will no doubt be generously given as it was in the past.

**RED CROSS GREATEST  
OF ALL CHARITIES**

The general public may question the necessity of a Red Cross drive for funds now that the war is over, but there is this important fact to consider. "The work of the Red Cross is never finished." This outstanding organization did a tremendous job during the war years. Their record of achievements is a long and noble one. Let's examine one particular and vital part of their work, the shipment of thousands of food parcels to our prisoners of war. Time and time again we have heard these former prisoners remark that they owe their lives to the Red Cross parcels, and without them they could not have existed on prison rations. It is well to remember this when we are considering the amount we will contribute. As in war, so it is in peace, the Red Cross has a peacetime program to carry out. There is food and clothing to be sent to the people of the devastated countries throughout the world. There are numerous other duties such as: Aid to Veterans, Pools of Sick Room Equipment, Outpost Hospitals, Health Improvement, Swimming and Water Safety, Peacetime Blood Donor Service, Disaster Relief, Junior Red Cross, Nutrition Service, Visiting Homemakers, Home Nursing, First Aid and the Reserve.

**IN WAR OR PEACE THE  
CANADIAN + RED CROSS**

**CAMPAIGN OBJECTIVE  
MINIMUM \$12,500**

**GIVE GENEROUSLY**



This Advertisement Published in the interest of the Provincial Red Cross Campaign by:

**PROWSE BROS. LTD.**

**MOORE & McLEOD LTD.**

**S. A. McDONALL**