

Blood and Gold Bullets—Red Cross Needs for 1944

This Crucial Hour Supreme Effort Nears

The end of conflict looms near. Our nations prepare for their supreme effort and, if need be, sacrifice. In that crucial hour, everything will be thrown into the balance—the sweat, the blood, the lives, the prayers of our gallant men. Then, as never before, will be needed the mercy that is Red Cross to support and cherish them in their great crisis. It is their name, and against their fast-approaching need, that Red Cross now asks your most liberal generosity to this National Appeal.

CANADIAN RED CROSS WORK OVERSEAS

\$7,000,000 article of supplies shipped overseas for the Armed Forces and suffering civilians; 25,000 cases for Allied Red Cross Societies, of hospital and relief supplies; 300 Ambulances and other motor vehicles.

600-bed Military Hospital in Britain built and fully equipped at a cost of \$640,000, and turned over

to Canada's Department of Defence. 36 Mobile Kitchen Units costing \$111,600, presented to Britain's Fire Fighters.

Over 1,300,000 pounds of jam and honey provided for use in Britain.

Patients in Military Hospitals and the Armed Forces cheered and helped by Red Cross gifts of over 10,000,000 articles of supplies and comforts. Red Cross "visitors" make sure that no Canadian patient is lonely or his needs unfulfilled.

Sailors' Comforts and supplies, warm clothing and survivors' dunnage bags provided in millions. Also substantial grants to navy and merchant marine welfare organizations in Britain.

Enquiry Bureaus in Britain and Canada organized to obtain information of relatives and friends who are missing, wounded, or prisoners of war.

AID FOR ALLIES

Russia aided with goods and services valued up to \$2,000,000—China



D. J. BONNELL
General Chairman and Organizer of the Campaign

\$750,000. Over 700,000 Prisoner of War parcels to Greek, Polish, Yugoslav and Belgian Prisoners of War. In addition to supplies and comforts, Fighting French, Fighting Greeks, French, Polish and Czech Red Cross Societies also helped with gifts of supplies and comforts.

ST. JOHN AMBULANCE ASSOCIATION
By Order in Council the Red

Cross will make available sufficient funds to enable the St. John Ambulance Association to continue its Association activities in home nursing and first aid and Brigade activities. In 1943 this exceeded \$400,000.

RED CROSS WORK IN CANADA

Forces in Canada given over 4,000,000 articles of supplies and comforts and cash grants made towards hostels.

Red Cross Corps of uniformed volunteer women has 5,300 members, 80 detachments. 150 of these girls are now serving overseas.

Disaster Relief Organizations maintained in co-operation with the Order of St. John at sea-beards and other vulnerable points. Vast quantities of hospital supplies and relief clothing on hand.

Extensive peace-time program maintained including Outpost Hospitals in frontier settlements, aid to veterans of other wars nutritional and visiting house-keepers' services, and also home nursing and emergency first aid courses in co-operation with the Order of St. John.

7,000,000 prisoner of war food parcels packed in five Red Cross Packing Depots.
Red Cross Volunteer Blood Donor

Lieut. Governor LePage Appeals for Red Cross

The Canadian Red Cross will start their annual Campaign to raise ten million dollars on Monday next. This money is urgently required and will be used to save suffering humanity. Never in the history of the world was the need so great never have so many suffered so much.

I am confident that there is no Canadian citizen who does not realize his or her responsibility to help in this crucial hour, caused by war. Our soldiers, sailors, and airmen, our prisoners of war in enemy hands, are sacrificing much in our behalf. It is now our opportunity and privilege to do our utmost in

Service has 71 clinics, 314 sub-clinics and 22 Mobile Units in operation.

war nurseries in Britain; endowed a military hospital bed; donated Junior Red Cross, with its vast membership, has given over \$1,500,000; has donated ambulances and other vehicles; maintains 14 food, drug and money for starving children of the United Nations.



HON. B. W. LEPAGE
Lieutenant-Governor

support of the Canadian Red Cross. In order that they may continue the great work of mercy in relieving the suffering of our forces, in sending food parcels to save the

Crucial Year of The World Conflict

JOINT STATEMENT FROM JACKSON DODDS AND MR. JUSTICE GORDON, RED CROSS CHAIRMEN.

Jackson Dodds, Chairman of the Central Council of the Canadian Red Cross and Mr. Justice P. H. Gordon, Chairman of the National Executive have just issued a joint statement urging the people of Canada to support to their utmost the Red Cross campaign which opens on Monday. They say:

"This is the crucial year in the world conflict and there is a great possibility that Canada will be called upon to make sacrifices in the face of the enemy. There will be casualties and wounded

who will need bandages, dressings, hospital comforts and blood serum. This is the work you Red Cross must do on your behalf," the statement said. "For this work the Society requires \$6,000,000 this year.

"Then, too, many of our men will fall into the hands of the enemy and come under the guardianship of the Red Cross which will provide them with life-sustaining weekly food parcels, comforts and educational and cultural services. For the relatives of men reported 'missing' in action, the Society, through the International Red Cross at Geneva, will bring hope and good news. To provide the weekly food parcels calls for \$5,500,000.

"Provision has also been made in the Society's plans for assistance to Allied Red Cross organizations, such as China, Poland, Belgium, France, Greece, The Netherlands and other nations," the statement declared.

"The raising of such a huge sum of money will require the wholehearted support of all our citizens, but we feel confident that Canada will be equal to the task of financing this great humanitarian work."

How Your Red Cross Dollars Have Been Spent

Since the beginning of the war in September, 1939, up until December 31st, 1943, the Canadian Red Cross Society spent approximately \$86,000,000 to provide free gifts for members of the armed forces, prisoners of war, British and other civilian war sufferers and disaster relief emergencies.

Here is How the Money Was Spent:

| | |
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| Comforts for armed forces, navy, merchant marine, air-raid sufferers and hospital and medical supplies | 32.86% |
| Prisoners of war food parcels, covering cost of food supplies and shipping | 37.50% |
| Designated purposes, including ambulances, mobile kitchens, blankets, hospital and medical supplies, and food sent to Britain | 9.40% |
| Building and equipping hospital at Taplow, England | 2.31% |
| Grants to Allied Red Cross Societies and other service organizations | 7.34% |
| Warehousing, packing and shipping in all divisions at ocean ports and overseas | 3.06% |
| Disaster and emergencies. Sundry war expenditures | 1.28% |
| Campaign and publicity | 2.54% |
| Administration | 3.79% |
| The Canadian Red Cross Society, as an auxiliary of the Department of National Defence, submits its audited statements to the Auditor-General of Canada. | |



Give—HUMAN SUFFERING IS GREATER THAN EVER NOW!

The need was great last year. It's infinitely greater today. YOUR Red Cross dollars must keep up the work. Give fully!

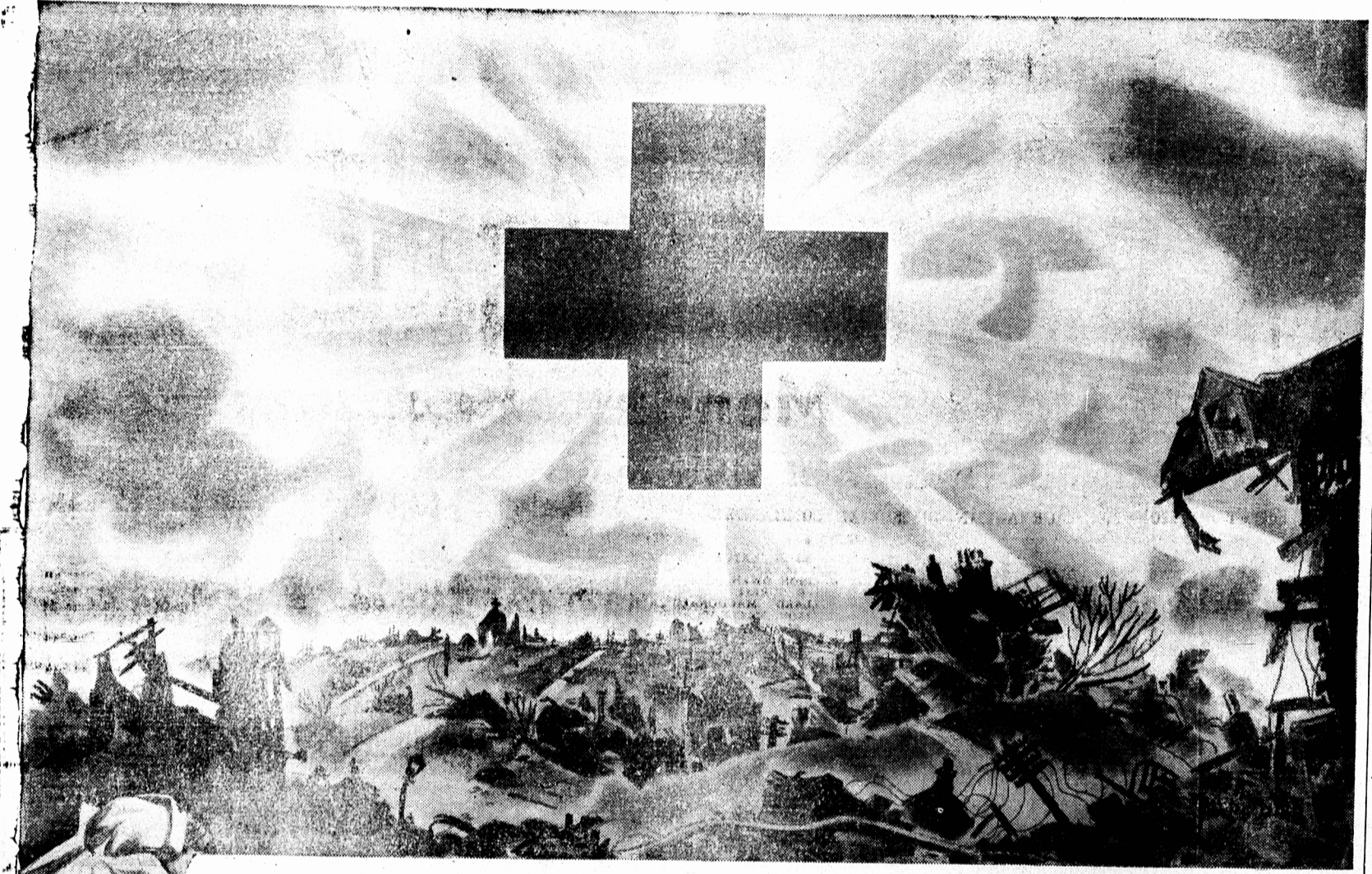
CANADIAN RED CROSS
\$10,000,000 Needed
Starts Monday, Feb. 28
JOHNNY'S MAYFAIR TEA ROOMS



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CANADIAN RED CROSS
\$10,000,000 Needed
Starts Monday, Feb. 28
Palmer Electric Co.
127 Kent St.



HOPE OF THE SUFFERING

Since the days when Florence Nightingale set up a new ideal of service to the soldier in the field, the Red Cross has become the universal symbol of practical humanitarianism.

Today, wherever the flame of war has seared the earth, fighting man and civilian alike find hope in the Red Cross.

Into hospital and prison camp . . . into bombed city and ravaged countryside . . . into first-aid outpost and field dressing

station . . . into the very jaws of battle . . . wherever there is human suffering the Red Cross, fearless and competent, pursues its endless work of mercy.

And now the need intensifies. The biggest tasks lie ahead. YOUR Canadian Red Cross, a vital link in this global war on pain and misery, again solicits your support. YOUR dollars are needed as never before. Give . . . and give generously!

Support the
CANADIAN RED CROSS

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PROWSE BROS., Ltd. Dry Goods, Clothing, Men's Wear, Millinery, Charlottetown



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CANADIAN RED CROSS
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KENNEDY'S LADIES' WEAR



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CANADIAN RED CROSS
\$10,000,000 Needed
Starts Monday, Feb. 28
J. E. H. WORTH
Druggist