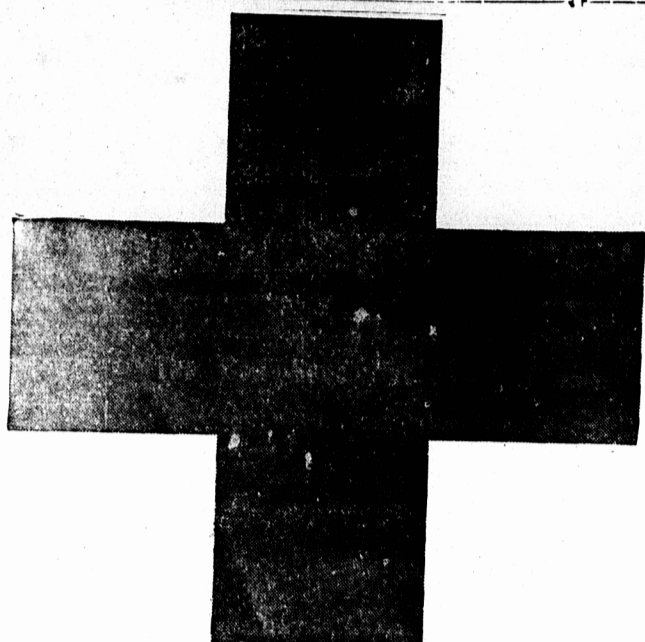


RED CROSS NEED GROWS AS VICTORY NEARS



THINK!

Because of the Canadian Red Cross, thousands who might have died, have lived. Think!

Thousands of men whose wounds might have crippled them for life have been made strong again because, at the crucial moment, the Red Cross was there. Think, also, of that.

Thousands of fighting men — and women, and little children — have been spared unspeakable physical and mental suffering through the ministrations of the Red Cross. Think of that, too.

Above all, remember this: The greatest, most punishing battles of the war are being fought now. Demands upon the Red Cross — from battlefields — hospitals — dressing stations and enemy prison camps, pyramid from day to day.

Surely, the appeal of the Red Cross for money to carry on their crusade against human suffering will meet with nation-wide and immediate response.

Let us all give to the Red Cross, gratefully, eagerly, generously.

This Space Contributed by

HENDERSON & CUDMORE Men's Wear, Ch'town
in the Interest of
CANADIAN RED CROSS



The Call Goes Out to YOU now
—the need is greater than ever!

You responded generously last year, perhaps. This year, with a wider-spread and grimmer war on our hands, the need has expanded. Your Red Cross dollars are needed now as never before. The work must go on—with YOUR help.

CANADIAN RED CROSS

\$10,000,000 NEEDED—STARTS MONDAY FEB. 28

This space donated by:—

MacDONALD & ROWE



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CANADIAN RED CROSS

\$10,000,000 NEEDED—STARTS MONDAY FEB. 28

This space donated by:—

LIVESTOCK FEED AGENCY

\$31,000 Minimum Objective For Prince County Red Cross

\$31,000 must be the least Prince County should contribute to the National Red Cross Campaign now under way with a National Objective of \$10,000,000. This figure is based on Prince County's 1943 contribution. With calls on the Red Cross Services growing; with the coming "western invasion" staring us in the face, we cannot do less than last year.

County Chairman Peter G. Clark has the County Organization well in hand. He points to the fine response made by town and county organizers and workers last year and states there are only two slight changes being made in the County districts this year, due to illness. The district of Alberton & Vicinity this year finds Mr. V. L. Currie being assisted by Winston Currie, and Mr. Arthur MacKay of Searltown Electoral Dist. being assisted by Mr. Vernon Craig. Otherwise all district Chairmen remain as last year. Below is a full list of Prince County organizers. Names of the canvassers in each district are to be announced later.

A letter has been prepared by Mr. Clark which will reach every household in Prince County. This letter points out the urgency of contributing to the great work of the red cross at this particular period of the world conflict; the ways in which your contributions are dispensed and where to.

Mr. Clark and his staff are to be commended on their untiring efforts and successful conduct of the 1943 Red Cross Campaign. Prince County is fortunate in having a man of such calibre to again direct the Red Cross Campaign with its many detailed duties.

The following is the Prince County organization:
Honorary Chairman, Col. the Hon J. L. Ralston
County Chairman Peter G. Clark
Vice Chairman Lucas R. Allan
Secretary Walter E. Darby, B. A.

LL B
Treasurer Ralph T. Dodds.

Mayor Blanchard Asks Support of Citizens



His Worship Mayor Blanchard

To the Citizens of Charlottetown and to all who may read this.

In the name of the Corporation of the City of Charlottetown, it is my privilege and my duty to bespeak your most hearty support of the Canadian Red Cross, who are now once again asking you to help them to the fullest measure of your ability and your purse.

I need not recall to your mind, what succor and help this magnificent institution brings to the wounded and the sick among our armed forces and those of our allies. Nor need I point out the witness of re-patriated prisoners of war, who have one and all given testimony to its wonderful work of mercy and goodness in sustaining them and making more bearable their lot, by providing them with parcels containing those foods and comforts for which they have greatest need.

You know the work of the Red Cross. Then, give to the limit of your power, and thus in some measure take on your shoulders a part of the work they are doing for our soldiers, sailors and airmen in your behalf, and in your name.

J. E. BLANCHARD, Mayor.

Mayor's Office,
February 26th.

TOUGH ON BLONDE

LONDON (CP)—Fever blond women are to be seen about London these days and the reason given is that dyes and bleaches are not so plentiful as they were. The result is that hairdressers, as a rule, will not accept new blonds, preferring to keep their quotas of dyes and bleaches for their regular customers.

CALUTTA (CP)—So far as possible, every Christmas soldier on the Arakan front had poultry, plum pudding and cake on his Christmas Day menu. Special church services and traditional carol-singing were held.

They need YOUR Help

More Than Ever NOW!



As the war widens and intensifies, the need grows. There is infinitely more need for your Red Cross dollars this year than last. There must be more of them, if the need is to be met.

Prisoners of war, bomb victims, refugees, the wounded, the dying, the destitute everywhere count on YOUR Red Cross dollars for help. Dare you fall them?

Give - HUMAN SUFFERING IS GREATER THAN EVER NOW!

\$10,000,000 needed

CANADIAN RED CROSS

This Space donated by:

MILTON'S OLD SPAIN

They need YOUR Help

More Than Ever NOW!



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\$10,000,000 needed

CANADIAN RED CROSS

This Space donated by:

DeBLOIS BROS.

They need YOUR Help

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\$10,000,000 needed

CANADIAN RED CROSS

This Space donated by:

NEW METHOD CLEANERS



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

KELLY & McINNIS

They need YOUR Help

More Than Ever NOW!



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Give - HUMAN SUFFERING IS GREATER THAN EVER NOW!

\$10,000,000 needed

CANADIAN RED CROSS

This Space donated by:

THE GREENDAL Co. LTD.

They need YOUR Help

More Than Ever NOW!



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\$10,000,000 needed

CANADIAN RED CROSS

This Space donated by:

REDDIN BROS.

THINK

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This space donated by:

W. R. JENKINS
182 Queen Street



Give - HUMAN SUFFERING IS GREATER THAN EVER NOW!