



Blood donors must be backed by *YOUR DOLLARS!*

ALL CANADA is applauding the Red Cross plan to supply a nationwide blood transfusion service - available to all - free to all.

But where's the money coming from? True, public spirited blood donors give the blood; and doctors and many others give freely of their time and skill. But what about the operation of the blood donor clinics, as well as the blood processing and distributing costs?

Of course the money must come from people like yourself - sympathetic, helpful, humanitarian folk, ready to stand behind the Red Cross in peace as in war.

By giving to the Red Cross you become a partner in this great life-giving endeavour. You help to save the lives of hundreds of mothers in childbirth, infants, hospital patients and accident victims. Never doubt for a moment that the Red Cross needs your support. Every penny you give will be spent to good advantage. Make your gift a true gift from the heart. Give now! Give Generously.

Already in operation in some Provinces - your Red Cross is speeding the extension of the Red Cross Blood Transfusion service throughout Canada.

+ *The work of mercy never ends* **GIVE**

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