

How Much Mercy Can Your Dollars Buy?

From His Honor the Lieutenant Governor

The Canadian Red Cross Has Giant and Efficient Machine at Work

By ARTHUR D. ELLWOOD in the Financial Post

Whenever disaster or war is to be found, there will also be the Red Cross doing its efficient work to alleviate privation, help the sick, help heal the wounded.

There is probably no organization in the world so universally recognized and so international in scope. In this great mercy campaign the Canadian Red Cross Society is a member of great and growing importance.

are donating their services free to Red Cross work. This total also includes the members of Junior Red Cross branches in practically every city, town or village across the Dominion.

The Job Doubles

Work on the wartime scale of the Red Cross takes a lot of money. This money has to come from gifts and donations of every description from Canadians. This year it has to cover work on a much extended scale. For example, currently the Canadian Red Cross is sending 40,000 food parcels overseas every week, supplying the soldiers, sailors, airmen and civilians of Canada and her Allies who are prisoners of war. This year The British Red Cross Society has asked Canada to boost this to a total of 80,000 parcels a week for prisoners in Europe alone. In addition, every effort is to be made to send parcels to prisoners in the Far East. Altogether, the Canadian Red Cross has budgeted for \$3.8 millions in 1942 for this one need.

Take another example. Early

HOW THE RED CROSS WILL SPEND \$9 MILLIONS

	\$	%
Food parcels for British prisoners-of-war in Europe	3,150,000	
Food for Canadian prisoners in Far East	400,000	
Total	3,550,000	39.45
Hospital supplies and merchandise purchases for comforts for the armed forces and civilians	3,750,000	41.67
Disaster & emergency (including assistance to Allied Cross Societies)	1,000,000	11.11
Blood donor service	300,000	3.33
Total war services	8,500,000	94.45
Campaign & publicity	200,000	2.22
Administration	300,000	3.33
TOTAL	9,000,000	100

last year, the Canadian Red Cross was asked by the Dominion Government to undertake organization of blood donor clinics across Canada. The objective was to provide 2,000 donations of blood weekly. By the end of the year, this service was getting well organized and about 1,700 blood donations were being received each week.

Now for 1942 the request has come to increase this to 3,000 donations each week.

To Ask For \$9 Millions

All these are only a few of the reasons why the Red Cross is going to ask Canadians for \$9 millions in a nation-wide drive to be launched early this month. Last year the Red Cross made no national appeal for funds. Red Cross Society was divided as circumstances made it impossible

to conduct such a campaign but this did not mean that it rested entirely on the proceeds of its tremendously successful campaign of Sept. 1940, when \$5 millions was asked and \$6 1-4 millions given.

Every unit went on with its work and, through events and other local enterprises, raised funds during the year to a grand total of \$5.4 millions.

The Red Cross is big business. It is an auxiliary of the Department of National Defence and, as such, submits its audited statements to the Auditor-General of Canada. These statements show that from the beginning of the war to the end of 1941, the \$16 millions spent by the Canadian Red Cross Society was divided as follows:

HOW THE RED CROSS SPENDS \$16 MILLIONS

	\$	%
Comforts for armed forces, navy, merchant marine, air-raid sufferers, and hospital and medical supplies	4,838,000	30.24
Prisoners-of-war food parcels, covering cost of food supplies and shipping	1,073,000	6.71
Designated purposes including ambulances, mobile kitchens, blankets, hospital and medical supplies, and food sent to Britain	6,071,000	38.01
Building and equipping hospital at Taplow, England	5,171,000	32.32
Warehousing, packing and shipping in all divisions at ocean points and Great Britain	4,071,000	25.45
Disaster and emergencies, sundry war expenditures and grants	1,031,000	6.44
Campaign and publicity	236,000	1.48
Administration	332,000	2.08
Available funds remaining to finance Society to time of campaign (six months)	28,000	0.18

These figures summarize the cold facts of the job the Red Cross is doing. But they neglect entirely the intensely human side of its operations. To Canadians who have relatives prisoners-of-war, food parcels for prisoners mean much but to the many more Canadians who have no near friends or relatives held by the enemy, it is not such a close interest.

Evidence of Appreciation

But to the British prisoners recently released through the exchange arranged with the Italians, food parcels sent by the Canadian Red Cross were a very real help. These men know from first hand what it means to be held in prison camps during war time. The tribute they pay is very high.

This is work that the British Red Cross would normally handle

but early in the war air raids and food conservation requirements brought a request that the Canadian Red Cross handle this job. Under the direction of Norman G. Urquhart, formerly a Toronto broker, an organization was established that last year sent 684,790 food parcels at a cost of \$1.7 million. This includes 105,000 parcels for the Australian Red Cross and 37,500 parcels for the New Zealand Red Cross, both of which are paying for this service. More than 100,000 cards have been returned signed by men who have received parcels.

80,000 Parcels A Week

This year, the job of providing food parcels for prisoners-of-war

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The Canadian Red Cross is now appealing to the Citizens of Canada for Nine Million Dollars in order to carry on its great work.

It is a great pleasure for me to have the privilege of endorsing this campaign and recommending it to our Citizens.

Kind Providence has so far spared Canada from the great calamity of War that has overtaken Britain and many countries of the earth. For this we should be profoundly thankful and should therefore show our appreciation by helping the Red Cross Society to relieve the distress caused by the disaster of War.



A great number of our young men have volunteered their services in the Army, Navy, and Air Force, and willing it needs to be sacrificed their lives to save this land from the domination and slavery which has overcome many countries.

The need of hospitalization and care of the sick and wounded, the need of providing for the men, women and children in the bombed areas, the need of providing food and parcels to save our Canadian prisoners of war, and the need for comforts for our fighting forces, as well as many other needs, can be best taken care of by the Red Cross Society, which by its past record, proved itself to be the greatest humanitarian organization that the world has ever known.

Every call made on the people of Prince Edward Island since the

start of the war has been well supported, and I feel confident that this appeal of the Red Cross Society for necessary funds to carry on their ever-increasing work for the relief of humanity will receive a hearty and generous response.

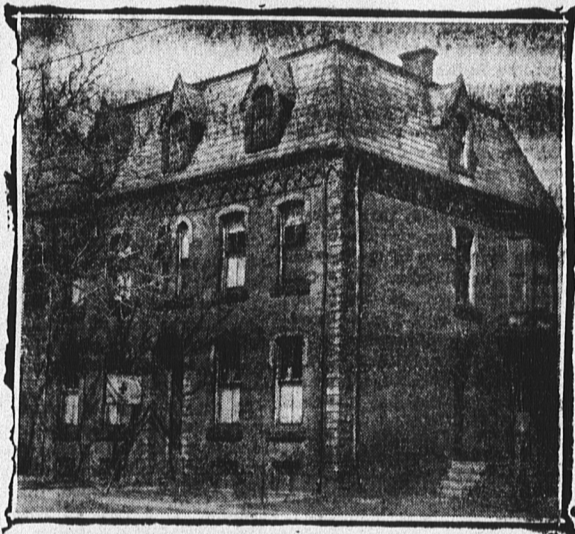
Meet the Collector with a smile, and with the realization that this is an opportunity, a privilege, and a duty, to help to save suffering humanity and bring about victory. Give all you can to this very worthy cause.

Wishing this Campaign every success,

I have the honour to be,
Yours for Victory,
B.W. LEPAGE

RED CROSS CAMPAIGN IN PRINCE EDWARD ISLAND

Starts Monday Morning May 11th



Red Cross House, Prince Street, Charlottetown.

Our Opportunity To Do Our Bit

Remember how comfortable our life here is... Listen to conscience... Open the Heart... Give till it hurts-- and then some more.

Red Cross Dollars have a Great and noble work to do.

OUTLINE OF ORGANIZATION CONDUCTING CAMPAIGN THROUGHOUT THE PROVINCE

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- Chairman—**N. W. LOWTHER, M. M.**
- Vice Chairmen—**T. ROY CUDMORE, J. J. DUFFY, ROY D. QUIGLEY**
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- H. C. BOURKE and A. PICKARD**
- F. W. TURNER and J. E. STERNS**
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- T. W. L. PROWSE and J. A. WEBSTER**
- E. D. NICHOLSON and A. B. BELCHER**
- LT. COL. G. E. FULL and W. H. V. DUNBAR**
- L. B. MACMILLAN, and HON. H. H. COX**
- J. P. SIMMONDS and HON. H. L. PALMER**
- NON-RESIDENT COMMITTEE**
- Chairman—**W. E. CHAMPION**
- LADIES' COMMITTEE FOR ENVELOPE COLLECTION**
- Chairman—**MRS. J. A. MACMILLAN**
- SUPPER COMMITTEE**
- Chairman—**MRS. HARRY CUDMORE**
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- TEAM NO. 2: Capt.—**J. POPE CLARKE, L. A. MacDOUGALL, H. A. MESSERVY, Lt. Col. J. P. HOOPER, M.C., STEWART IVES**
- TEAM NO. 3: Capt.—**J. E. TRAINOR, E. M. BAGNALL, W. E. COTTON, W. C. MacLEOD, E. M. MacNEVIN, EWEN ANDERSON.**
- TEAM NO. 4: Capt.—**JAMES E. HARRIS, G. E. SHERRER, MILTON STEWART, P. E. PALMER, G. FRED MOORE, IRA BROWN**
- 2ND DIVISION—DIVISIONAL COMMANDER—JOHN F. LEIGHTNER, M. M.**
- TEAM NO. 6: Capt.—**B. H. HUGHES, R. R. BELL, W. T. ROGERS, CHARLES R. McQUAID, J. J. MORRIS, J. L. FARQUHARSON**
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- TEAM NO. 8: Capt.—**P. A. MURNAGHAN, RAY KEENAN, J. ALFRED KELLY, J. A. FULLERTON, W. G. HOGG, IGNATIUS MURPHY**
- TEAM NO. 9: Capt.—**WM. TRAINOR, GEORGE P. THOMPSON, J. J. McDONALD, F. GORDON HUTCHESON, A. H. MOULD, WM. CONNOLLY**
- 3RD DIVISION—DIVISIONAL COMMANDER — D. M. GASS.**
- TEAM NO. 11: Capt.—**B. C. KEEPING, DR. P. A. CREELMAN, E. S. BLANCHARD, DR. J. E. BLANCHARD, L. L. NOONAN, THOMAS McMILLAN**
- TEAM NO. 12: Capt.—**C. H. BLACK, F. A. S. JONES, H. C. ATKINSON, A. R. GILLIS, DR. W. R. CARSON, BERT PATTERSON**
- TEAM NO. 13: Capt.—**W. R. JENKINS, A. C. BINGLAIR, WALTER BEARS, P. S. COBE, ERNEST McCAREY, J. F. MOORE**
- TEAM NO. 14: Capt.—**H. C. BOWKER, A. E. BURSILL, SAMUEL SMITH, EUGENE KELLY, FRANK ACORN, ARTHUR G. HOGAN**
- 4TH DIVISION—DIVISIONAL COMMANDER — G. M. AYARD.**
- TEAM NO. 15: Capt.—**B. E. SELLES, C. I. BENTLEY, S. T. GREEN, S. P. PAOLI, R. H. JENKINS, A. W. MATHESON, M.L.A.**
- TEAM NO. 16: Capt.—**BURLEIGH TAYLOR, R. G. TAYLOR, ARNOLD McLEAN, FRANK WOOD, HAROLD HEARTZ, ARTHUR JONES**
- TEAM NO. 17: Capt.—**J. HASLAM, J. M. McFADYEN, G. CLAUDE SMITH, E. E. BELL, T. W. BENTLEY**
- TEAM NO. 18: Capt.—**HARRY CUDMORE, CLIFFORD McDONALD, E. E. CLAWSON, W. F. McLEOD, GEORGE S. WOOD, CLARENCE McINNIS**
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- TEAM NO. 23: Capt.—**GUY KENNEDY, DR. A. J. MURCHISON, STERLING McDONALD, DR. D. T. WAYNE, IVAN A. HORNE, HARPER McNEILL**
- TEAM NO. 24: Capt.—**J. P. CROCKETT, RALPH JENNENS, J. C. MONTGOMERY, G. McLELLAN, G. E. HARTLEN, J. S. MacKay.**
- TEAM NO. 25: Capt.—**F. R. MacLAINE, D. H. WELLARD, LEO DUCETTE, R. E. HYNDMAN, J. A. MacISAAC, F. W. CLARKIN**
- 6TH DIVISION—DIVISIONAL COMMANDER —J. E. RICHARDSON.**
- TEAM NO. 26: Capt.—**G. F. HUTCHESON, MARCUS CALDER, O. C. CRASWELL, J. H. CERRY, FRED CHAPPELL, WARREN J. DUCHEMIN**
- TEAM NO. 27: Capt.—**J. W. BOULTER, E. S. COFFIN, T. G. IVES, DR. J. A. CLARK, G. G. HUGHES, HUBERT MORRIS**
- TEAM NO. 28: Capt.—**N. D. MacLEAN, Wm. M. ROWE, W. E. SCANTLEBURY, J. ALFRED DOYLE, J. J. DUFFY, J. C. SAINT**
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- TEAM NO. 30: Capt.—**GEORGE WALTERS, LOUIS SADLER, E. J. GALLANT, IAN BURNETT, J. B. FLEMING, LT. COL. F. I. ANDREW, M. M., MAJOR A. S. ROBERTSON, LIEUT. J. W. BELL**

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- Chairman: H. F. MacPhee, K.C., M.L.A.**
- Executive**
- H. D. McLean, Souris**
- F. E. Holland, Souris**
- J. Frank Sterns, Souris**
- J. Peter McPhee**
- Geo. E. McDonald, South Lake**

Every good Citizen should voluntarily help in gathering the Red Cross collection and in making it the greatest ever known in Prince Edward Island. This applies more particularly in the Rural Districts. Cropping demands are heavy and if you are not called on within the week beginning May 11th, send along your own and your neighbors contributions to Red Cross Headquarters, Prince Street, Charlottetown and acknowledgment will be promptly made.