

# Red Cross Campaign—Be More Generous than Ever



**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  
West End Nursery  
22 Richmond St.



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Nu-Mode Beauty Parlor  
Mrs. W. H. Poole, Prop.

### What The Red Cross

(Continued from page 7)

increased to \$1,000,000. This was allocated as follows:

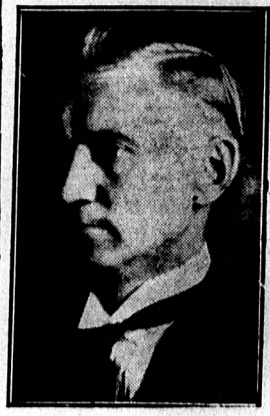
China	\$600,000
Belgium	50,000
Free French	50,000
Yugoslavia	50,000
Poland	250,000
Netherlands	50,000
Greece	50,000

(Allocation for 1944 will be made at annual meeting of National Council.)

For China, money has been expended largely for medical supplies and famine relief; others, mostly food parcels for prisoners and medical supplies furnished.

Blood Donor Service—\$750,000

In 1942, the total cost of the project was \$195,269 and at the end of that year, 37 clinics were operating and 181,091 donations



G. J. TWEEDY, K.C.  
Representative to the National Council and Chairman of Special Names Committee

Enquiry Bureau, set up at request of, and working in close co-operation with government departments interested in relation to information and communications from, to and about prisoners of war and interned civilians through International Red Cross channels, in accordance with the Geneva Conventions.

**Hotel Operations — Overseas—\$25,000**

The operations of our Maple Leaf Clubs are on an almost self-supporting basis. The Junior Officers Club, which the Red Cross has been asked by the Government to operate, will require \$25000 to put building in shape. Administration—\$200,000

The administration and operating expense in 1942 was \$430,231 since which time there has been a great expansion of Red Cross activity, particularly in Newfoundland and at Overseas Headquarters in London.

In London, the Headquarters, 20 Berkeley Square, which had been so generously handed over to the Red Cross by the owner, has now been required by him, and a new location has had to be secured for which rent and maintenance will have to be paid. This together with rehabilitation costs, will require an additional \$60,000 in the budget.

As final figures for 1943 could not be ascertained at the time the Budget for 1944 was submitted to the War Services Board, it was decided that in view of the increased staff and remuneration involved an allowance of 25% over the 1942 costs and the London expense should be granted for 1944 Campaign and Publicity—\$350,000

The actual expenditure, both national and provincial, for 1943 was \$314,203.81 and the figures for 1942 are not yet ascertained.

It has been found that the cost of supplies and printing is more than 10% higher than formerly and a relative addition has been provided in the budget for 1944.

**Domestic Requirements—\$1,000,000**

The gross operating cost for the regular peace-time activities of the Society across Canada was in 1942, \$1,006,022.22 and for the covering of this expenditure the above amount has been placed in the National Budget. At the same time there is an amount of \$400,000 included in "Available Funds and Other Income" as an estimated "Peace-Time" revenue for the year. This represents hospital

had been obtained. This represented a cost of \$1.06 per donation and the highest weekly record had reached 6,400.

In 1943, the approximate number was \$25,000, or an average of 10,000 per week for the year and a weekly record of 16,000 was attained in October.

The objective has been set for 20,000 per week for 1944.

The number of clinics has increased from 37 to 71, with a further 314 sub-clinics served by mobile units. There are 22 mobile units now operating, 12 in Ontario and at least one in all other provinces.

The objective for 1944 was set for 20,000 per week, and was reached and passed the week of January 17th to 22nd.

An average of 20,000 for 50 weeks—1,000,000. The estimated cost has been fixed at 75c or \$750,000.

**Other War Services—\$100,000**

This covers special services as follows:

**Canadian Red Cross Corps—\$30,000**

This covers expense in connection with organization, conduct and instruction of corp establishment at headquarters, and in all provinces of Canada—viz, Nursing, Transport, Office Administration, Food Administration and University Training, comprising 84 detachments and 5,686 members.

**General Information Service—\$25,000**

This covers the operations of the Canadian Red Cross Ottawa



M. ALBAN FARMER  
Treasurer for Red Cross Campaign

receipts and Government grants which have been a regular revenue over many years.

It is expected that with this provision the peace-time activities of the Society should be fully provided for into 1945.

It must be remembered that although our budget is built upon the requirements of the calendar year, the Society must operate for more than three months before funds are payable from a cam-

aign in March. It will therefore be seen that the funds on hand are necessary to carry on the business of the Society for such



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HUGHES DRUG CO.  
The Peoples' Drugist  
For Over Half Century  
We appreciate your patronage

a period and also that a reserve should be available such an interim in another




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J. C. MONTGOMERY  
79 Queen St.

## YOU CAN'T LET THEM DOWN!



**GIVE TO RELIEVE HUMAN SUFFERING**

You've supported the Red Cross in the past. It has done a marvellous job for the sick and suffering, for the comfort of Canadians away from home.

The need becomes greater every month for the great humanitarian work the Red Cross is doing. It must be kept up.

Your dollars are needed for the colossal task.

### THE RED CROSS NEEDS \$10,000,000 GIVE GENEROUSLY!

This Space Donated By:—

## The Rogers Hardware Co. Ltd.

### They need YOUR Help

More Than Ever now!



**Give - HUMAN SUFFERING IS GREATER 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.

Do you fall them?

**\$10,000,000 needed**

### CANADIAN RED CROSS

This Space donated by:—

**THE GLORIA**



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Kent Beauty Shoppe

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### CANADIAN RED CROSS

This Space donated by:—

**CENTRAL CREAMERIES**



**Give - HUMAN SUFFERING IS GREATER THAN EVER Now!**

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.

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

This space donated by:—

**HYNDMAN & CO.**

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**W. D. GILLIS & Co.**



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This space donated by:—

**ESTATE JOHN WILLIAMS**

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This space donated by:—

**CUDMORE INDIVIDUAL DRY CLEANERS**



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**THE PURE MILK Co.**



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This space donated by:—

**JAMES TAIT**  
27 VILLA AVE.

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