



Pin-up picture for the man who "can't afford" to GIVE to the RED CROSS

IT'S not a pretty picture, is it? Yet it's the thing you'd see if you visited any one of several battle fronts—and if you're questioning the good that a Red Cross contribution will do, it would be a mighty fine thing if you DID visit a battlefield. With men dying it IS ridiculous to say you can't afford to give—generously . . . These men, shown in the picture—and they're just a few of many who have sacrificed so much for YOU—KNOW the kindly help of the Red

Cross. On-the-spot transfusions of precious Red Cross plasma have saved their lives, lessened the shock of desperate wounds. These wounds have been bound with Red Cross surgical dressings; Red Cross attendants and nurses are giving them aid and comfort. When they return home—those who survive—the Red Cross will help them to readjust themselves to normal living. In the meantime their home problems are solved by kindly Red Cross workers. Of course, you will give—you simply can't afford NOT to!

**The RED CROSS is at his side
and the Red Cross is YOU!**



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