

HOW MUCH IS ONE RESCUE WORTH?



A tiny hand above the water. Then slowly, slowly it sinks. But there is time—still time—if only someone is near, someone who knows what to do. A twelve-year-old boy, a woman, an old man—anyone, if only he *knows*.

And the wonderful thing is that there are millions who *do* know what to do and how to do it. Last year alone, you—through your Red Cross—made it possible to train more than a half-million people in water safety. Another 55,000 were trained and qualified as instructors in water safety and first aid. It is estimated that 17,000,000 have had training in first aid and water safety through your Red Cross.

Many of these people are able to save human life—priceless human life. How much is this ability worth? It's hard to say—unless it is someone you love who has been rescued.

Your contributions to your Red Cross can help carry on this training program, help take it to new areas that need it. Give now—it may save a life sooner than you think.

You, too, can help through Your **RED CROSS**



SPONSOR'S NAME AND ADDRESS

THIS ADVERTISEMENT CONTRIBUTED BY THESE BIRMINGHAM FIRMS

- | | | | | | |
|--|---|--|---|--|--|
| <p>DIMAS FURS
227 S. WOODWARD</p> <p>NORTH CHEVROLET
1000 S. WOODWARD</p> <p>VERNE'S MARKET
362 E. MAPLE</p> <p>LABELLE'S
137 W. MAPLE</p> <p>WILSON DRUG CO.
WOODWARD AT MAPLE</p> <p>CHEER SHOP
191 S. WOODWARD</p> <p>McCALLUM & DEAN
409 E. MAPLE</p> <p>TORRENCE OIL CO.
2000 HOLLAND</p> <p>BRONSING'S
145 N. WOODWARD</p> <p>MAX BROOK, INC.
300 S. WOODWARD</p> <p>WABEEK PHARMACY
295 W. MAPLE</p> <p>COX COAL COMPANY
650 ETON RD.</p> | <p>HOWARD BELL FLORIST
528 S. WOODWARD</p> <p>Candy MACHUS Bakery
160 W. MAPLE</p> <p>McCLELLAN—BALL CO.
159 BROWNELL</p> <p>CRAIG APPLIANCES, INC.
.112 S. WOODWARD</p> <p>STERNAL'S AUTO SUPPLY
408 S. WOODWARD</p> <p>GENERAL AUTO SERVICE
315 S. WOODWARD</p> <p>BECK CLEANERS & DYERS
332 N. WOODWARD</p> <p>BIRMINGHAM HARDWARE
152 N. WOODWARD</p> <p>McKEE SERVICE STATION
264 N. WOODWARD</p> <p>SPFRE BROTHERS MARKET
180 W. MAPLE</p> <p>LLOYD L. LAKE JEWELER
69 W. MAPLE</p> <p>PARKS COAL COMPANY
575 ETON AT PALMER</p> <p>DICKINSON'S MEN'S WEAR
IN THE WABEEK BUILDING</p> | <p>MAY BROTHERS SHELL SERVICE
120 HUNTER AT MAPLE</p> <p>CARKNER MOTOR SALES, INC.
CHRYSLER AND PLYMOUTH</p> <p>BIRMINGHAM BOWLING ALLEY
234 HUNTER BLVD.</p> <p>LIBERTY CLEANERS & HATTERS
535 HAYNES AT HUNTER BLVD.</p> <p>LAWSON AND SON LUMBER CO.
484 FOREST</p> <p>BIRMINGHAM FEDERAL SAVINGS
AND LOAN ASSOCIATION
100 S. WOODWARD</p> <p>THE ROBERT E. HARRISON FLOOR
COVERING CO.
777 BOWERS</p> <p>PIONEER AUTOMATIC CAR WASH
1253 S. WOODWARD</p> <p>BIRMINGHAM BRANCH—CADILLAC
MOTOR CAR DIV.
275 N. WOODWARD</p> <p>THE McBRIDE HARDWARE CO.
128 S. WOODWARD</p> <p>FALVEY SALES AND SERVICE
Woodward at Long Lake Rd., Bloomfield Hills.</p> | <p>WALTERS-DYMOND LAMP STUDIO
1185 S. ADAMS</p> <p>WALSH, JAMES AND WASEY CO.
431 S. WOODWARD</p> <p>PENNELL DONUT & SANDWICH SHOP
467 S. WOODWARD</p> <p>THE BIRMINGHAM NATIONAL BANK
N. WOODWARD AT HAMILTON</p> <p>BIRMINGHAM LUMBER & SUPPLY CO.
1925 HAYNES</p> <p>PHOTOGRAPHIC SHOP OF BIRMINGHAM
168 S. WOODWARD</p> <p>WIELAND'S INTERIOR FURNISHINGS
523 N. WOODWARD</p> <p>MATTHEW'S CLEANER'S & TAILORS
186 PIERCE AND 244 E. MAPLE</p> <p>ARTHUR MURRAY STUDIO OF DANCING
114 S. WOODWARD</p> <p>HAR-TROM HI-WAY FURNITURE MART
1532 S. WOODWARD</p> <p>THURBER AND LADD SUNOCO SERVICE
1104 S. WOODWARD AT LINCOLN</p> <p>BIRMINGHAM FRUIT COMPANY
124 N. WOODWARD</p> <p>BIRMINGHAM COMMUNITY MARKET
130 W. 14 MILE RD. AT PIERCE</p> | <p>BENJAMIN & STEPHENS, INC.
259 S. WOODWARD</p> <p>CAMPBELL'S VILLAGE STORE
205 PIERCE</p> <p>HUSTON HARDWARE CO.
205 N. WOODWARD</p> <p>HECKERT'S RESTAURANT
138 S. WOODWARD</p> <p>CLOSET & McCUTCHEON
HUDSON SALES AND SERVICE</p> <p>BIRMINGHAM PAINT, GLASS
AND MIRROR CO.
335 E. MAPLE</p> <p>DICK WORTHLEY'S SUNOCO
SUPER SERVICE
121 N. HUNTER AT MAPLE</p> <p>The F. J. MULHOLLAND CO.
DEPARTMENT STORE</p> <p>SUMNER MOTOR SALES, INC.
BUICK SALES AND SERVICE
808 S. WOODWARD</p> <p>LEON PARISIAN HAIRDRESSER
55 W. MAPLE</p> <p>ANDREWS AND MARKLEY
460 W. MAPLE</p> <p>SNYDER, KINNEY & BENNETT
239 S. WOODWARD</p> | <p>LEWIS FURNITURE CO.
235 PIERCE</p> <p>MEL'S BEAUTY SALON
124 S. WOODWARD</p> <p>RITTER'S BEVERAGES
297 E. MAPLE</p> <p>SHAIN'S DRUG STORE
105 W. MAPLE</p> <p>THURSTON'S MARKET
1955 S. WOODWARD</p> <p>PARMENTER FLORIST
159 W. MAPLE</p> <p>MINTS ICE CREAM CO.
1360 S. WOODWARD</p> <p>W. A. CALTRIDER, INC.
D650 AND PLYMOUTH</p> <p>STROUP'S MARKET
IN THE WABEEK BUILDING</p> <p>WABEEK STATE BANK
IN THE WABEEK BUILDING</p> <p>HAROLD TURNER, INC.
YOUR FRIENDLY FORD DEALER</p> <p>TOM McDONNELL, INC.
LINCOLN AND MERCURY</p> |
|--|---|--|---|--|--|