



American Red Cross advertisement.

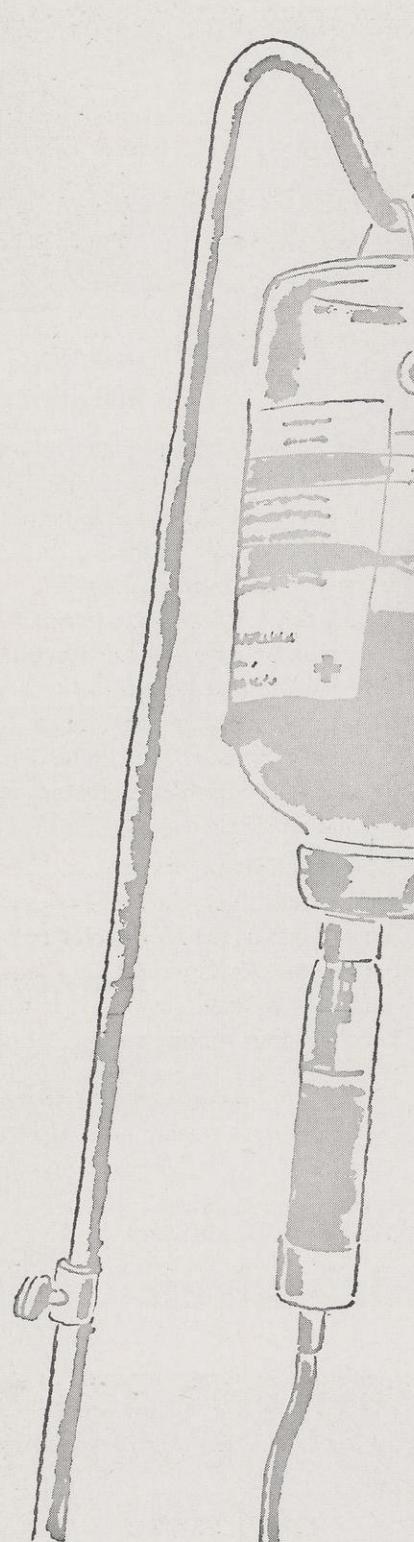
[s.l.]: [s.n.], 1956

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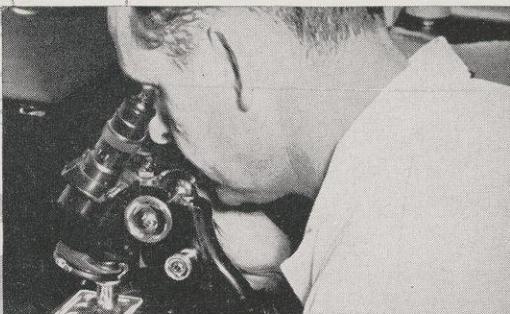
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MORE THAN MEETS THE EYE . . .



Physicians know that in every pint of blood lie vital hidden treasures.

The AMERICAN RED CROSS knows this, too. Through the Blood Program, licensed by the National Institutes of Health, it provides

- whole blood to hospitals served by the program
- blood for national emergencies
- blood derivatives to physicians and hospitals . . . serum albumin, gamma globulin, fibrinogen, fresh-frozen plasma and packed red cells
- crude fractions for research

Encourage donors to expand the availability of life's most precious fluid by giving blood wherever there are facilities for receiving it.