World Red Cross Day To Emphasize Nation's International Need For Blood Wed., May 8

WASHINGTON, D.C.-"Give Blood Save Life" is the theme of this year's World Red Cross Day to be, observed May 8. The American Red Cross will join 120 other national Red Cross societies in bringing attention to the free, voluntary gift of blood and the need for more blood donors, a | at a rate of only six to seven

DURHAM COUNTY

| long-standing priority Red per cent.

Cross objective. In announcing the theme, the Geneva-based League of Red Cross Societies pointed out that bloods needs are increasing by some 10 per cent a year in many countries, but donor recruitment is growing

Almost all of the League's member national societies actively participate in their country's blood donor recruitment program. In 16 countries, the Red Cross, at the request of the government assumes the entire responsibility of a national

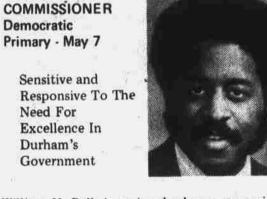
blood program. In 42 countries, the organization operates blood transfusion centers and mobile blood collection units. All national socieities assist in various ways in promoting blood donor recruitment some suing the slogan, "Blood is Red all over the world." The American Red Cross

Blood Program, which celebrated its 25th anniversary last year, is responsible for collecting about half of the nation's supply of blood. From the 3,8 million units of blood collected during fiscal year 1972-73, the Red Cross was able to produce more than 5.5 million units of blood and products for use by hosptials, physicians, other blood banks and the ARC's fractionation program.

Since the founding of the American Red Cross Blood program in 1948 the organization has collected, processed and distributed in excess of 65 million units of blood. Today, the Red Cross program operates through 58 regional centers, covering 1,724 participating ARC chapters, serving more than 128 million people, and providing blood and blood products to 4,277 hospitals and blood facilities throughout the nation.

American Red Cross chapters will observe World Red Cross Day, the anniversary of the birth of Red Cross founder Henri Dunant, by emphasizing the great need for new blood donors and especially the younger donor. Recently the organization lowered the age of blood donor eligibility to 17 with parental permission and when state laws permit. Since only three per cent of eligible donors in the U.S. actually give blood, the American Red Cross Youth



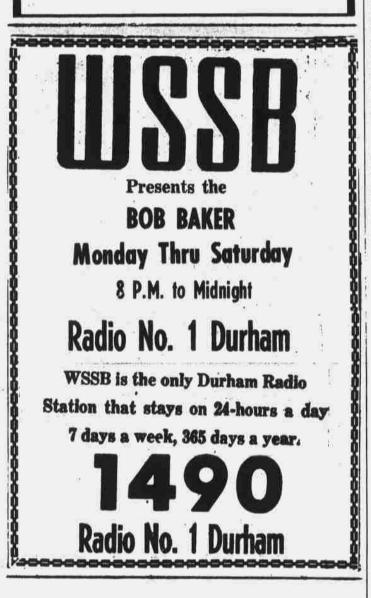


Political Advertisement

Re-Elect

William V. "Bill" Bell

William V. Bell, is an involved young man in the religious, business and civic affairs of Durham. He was elected to your Board of County Commissioners in November 1972. Bill has sought to add a younger viewpoint to your commissioners' deliberations and has pushed for evening meetings to extend greater citizen involvement in your county government.





For many of you. I'd like to take a minute and tell you what Joe Black is all about.

What I'm about is an examination of the problems all Blacks share.

Not the expression of one man's interest. Ego. Or experience.

Rather, the contributions of many people and much common sense.

I am merely the catalyst.

You see, I do not believe we must foster hate and violence to keep moving forward. Although I understand as well as anyone why many think we should. I've been there, and endured the harassment, ridi-

cule, and rudeness, back when we were integrating the big leagues.

But, I also found myself in a comfortable enough position to wonder what all the shouting, singing, marching, and boycotts were all about. When the Movement began to gain momentum.

Except for supporting memberships in the NAACP and Urban League, I accepted the rewards of the Movement passively. Which wasn't exactly paying one's dues.

Then I met Dr. Martin Luther King. And learned the many ways a Black can aid the cause. And how much greater the Movement is than the individual. At that time too, my mother died. A lady who spent a lifetime keeping a family together, while finding time to do for others.

That combination of circumstances taught me to extend my hand. To help Black people understand our responsibilities, within our community, during our quest for equality of opportunity.

And to help de-emphasize hate.

That, and simply that, is what Joe Black and Bythe-Way, are all about.



Service Programs is beiginning special effort to reach young donors through schools. Many universities also conduct blood drives

The League of Red Cross Societies, a federation of the Rod Cross, Red Crescent, and Red Lion and Sun, is primarily involved in helping member societies develop and improve health, welfare and safety programs. It is the world body responsible for coordinating emergency assistance for victims of natural disasters at which time blood availability frequently is essential.

Also headquartered in Geneva, and participating in the World Red Cross Day observance is the International Committee of the Red Cross, (ICRC), the natural group of all-Swiss citizens which serves as an intermediary between belligerents in time of war. The ICRC also seeks to assure the protection of the Geneva Conventions for both military prisoners or war and for civilian victims of conflicts.

Free Trash **Pickup Offered**

To The Public It's time for Spring cleaning and the Durham City Council has appropriated \$1,800 to help you with it.

The money was appropriated following a request by the Durham Council of Garden Clubs and will be used for extra trash collection on Wednesday May 1 and May 8. Residents desiring this service should call the Sanitation Division, 682-5559 between 8 a.m. and 4:30 p.m. on Monday of the week they want the collection, either April 29 or May 6.

When calling to request a truck, the kind of trash will have to be specified so the proper size truck can be sent. All items to be picked up should be put in a container or bundled together and set on the curb.

Asia has become the largest export market for American agriculture. The U.S. shipped \$4.6 billion in farm goods to Asian countries last year. This is expected to almost double in 1974.

