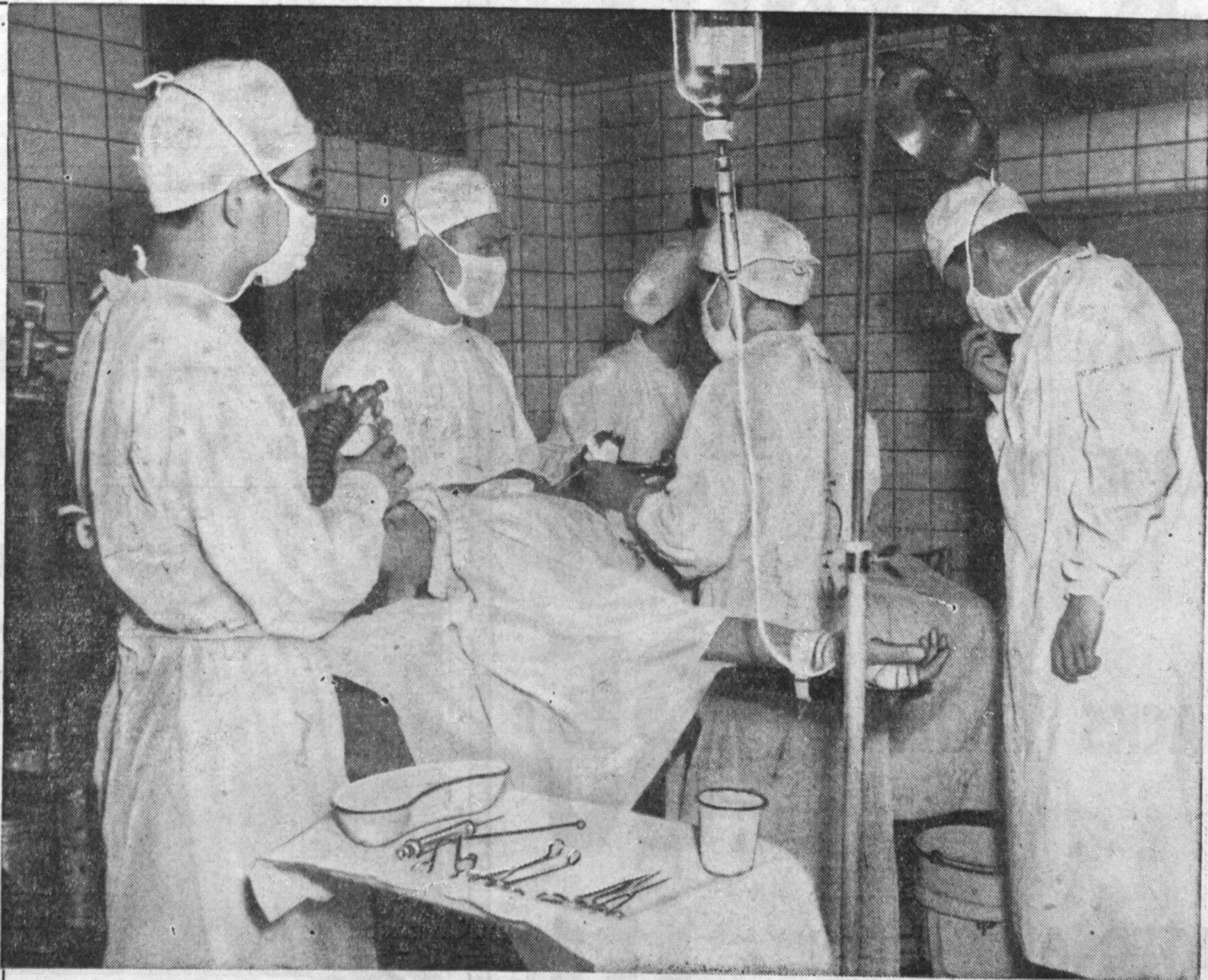


# His fighting's over...

**BUT HIS BIGGEST BATTLE IS STILL AHEAD...**



● Long after the shooting war has left the front pages, many an American serviceman will still be fighting his greatest battle—the battle for his life.  
Weeks . . . months . . . even years of hospitalization, surgical skill, therapy will be thrown into winning that battle.  
And something else . . . something for which no care, no skill, no therapy can ever substitute. Blood. Your blood.

When the headlines broadcast our early setbacks in Korea, you were quick to respond to the call for blood. When the war's tide swung, when we punched out gain after gain at a grim cost in casualties, you gave generously, without thought of sacrifice or obligation—but out of simple, democratic free choice.  
That same choice is yours to make again. For the

need is decidedly as great today. Regardless of the headlines or peace talks, men in Armed Forces' hospitals here and abroad are still fighting for their lives . . .  
And for all our vaunted operating techniques and wonder-working drugs . . . they most often look to you for the ultimate miracle . . . the life-giving gift of blood . . . in the most literal of meanings, you're the doctor.

WHAT HAPPENED TO THAT PINT OF BLOOD YOU WERE GOING TO GIVE?

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