



# In Prince Edward Island "I saw the value of Easter Seals"

## Dear Friends

How can we value an Easter Seal? It is a printed piece of paper about one inch by one and one half inch. Is it realistic to put a dollar value on an Easter Seal, or even on a whole sheet of them? Can we treat them as we do a postage stamp which we buy for a set value across a counter or from a machine?

An Easter Seal is a symbol, representative of the needs of crippled children in Prince Edward Island. An Easter Seal is a token representative of the interest and support of the public in answering the needs of crippled children. An Easter Seal has value. It may represent a brace provided to a child enabling her to walk, a day at a crippled children's camp, a wheelchair or another of the many essential Easter Seal rehabilitation services.

Last week in Charlottetown I saw the value of Easter Seals in my visit with crippled children . . . youngsters who were supplied with wheelchairs, camping holidays and other forms of assistance. Will you help to maintain this high standard of service for the crippled children of this Province by sending your donation now to The 1962 Easter Seal Campaign, c/o The Rotary Club of Charlottetown, Post Office Box 608?

Sincerely  
**Bernie Faloney**



"Timmy" for 1962, Vincent Court, 14, of Bedford, P.E.I., as he appeared in Charlottetown last week with Bernie Faloney, Canada's outstanding football player of 1961.

## More than 200 crippled children and adults in Prince Edward Island are counting on YOU!

**THE 1962 EASTER SEAL CAMPAIGN**  
The Rotary Club of Charlottetown,  
P. O. Box 608,  
Charlottetown, P.E.I.

### THIS ENVELOPE IS IN YOUR HANDS NOW!

Sometimes the headlines make us forget the dramatic stories that exist right here in Prince Edward Island . . . like stories about crippled children striving toward a more normal life. Do your part to give these stories a happy ending, by giving generously to The Easter Seal Campaign.

**PLEASE DROP IT IN THE MAIL TODAY!**

If you did not receive your Easter Seals in the mail please call 4-8506 and leave your name and address. Your Seals will be mailed immediately.

This advertisement sponsored by the following firms and individuals in aid of the Easter Seal Campaign:

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# SEND DONATIONS TO BOX 608 CHARLOTTETOWN