

# A Poster Coloring Book for Children



*Inspired by Blood  
Donor Posters from the  
American Red Cross  
Museum Collection*

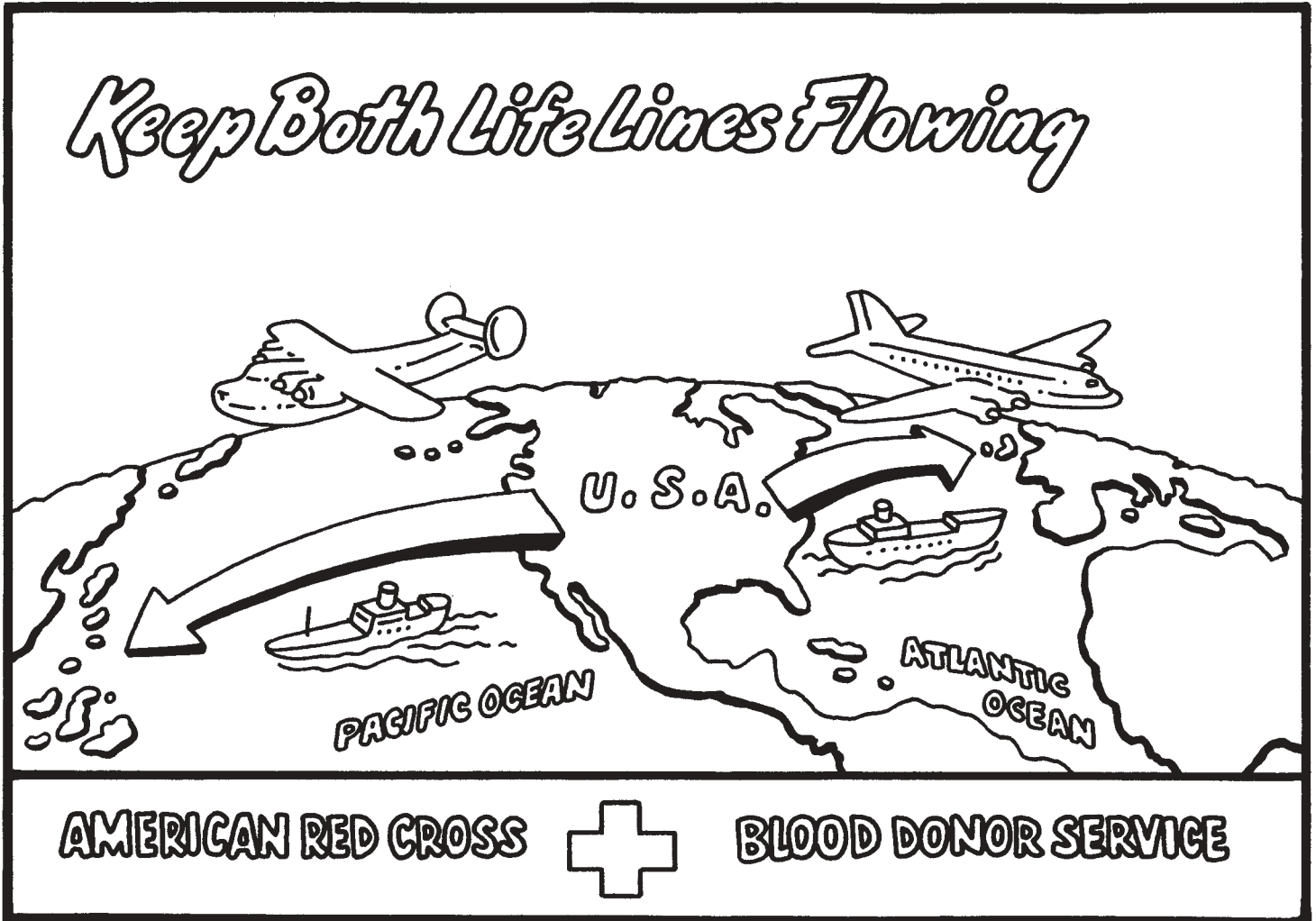


**American  
Red Cross**

## Keep Both Life Lines Flowing, circa 1945



During World War II, the American Red Cross used both ships and airplanes to bring the donated blood products to wounded soldiers in Europe and Asia.



## In the 1940s

The newest toy was Slinky, invented by a naval engineer in 1945.



The average salary was \$1,299. The average teacher's salary was \$1,441.

Nearly every family had a radio in the 1940s, providing news, music



and entertainment, much like television today.

A favorite movie for children was *Bambi* (1942) by Walt Disney.





The *Blood Saves Lives* poster was created to encourage blood donations. The artist shows how a life-saving blood transfusion can make a difference between life and death for a young child.

## In the 1940s

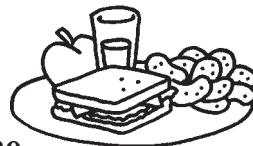
**A top song was—**  
“Accentuate the Positive” by  
Bing Crosby and the  
Andrews Sisters.



**The fashion was—** bright red lipstick

for women, military uniforms  
for men.

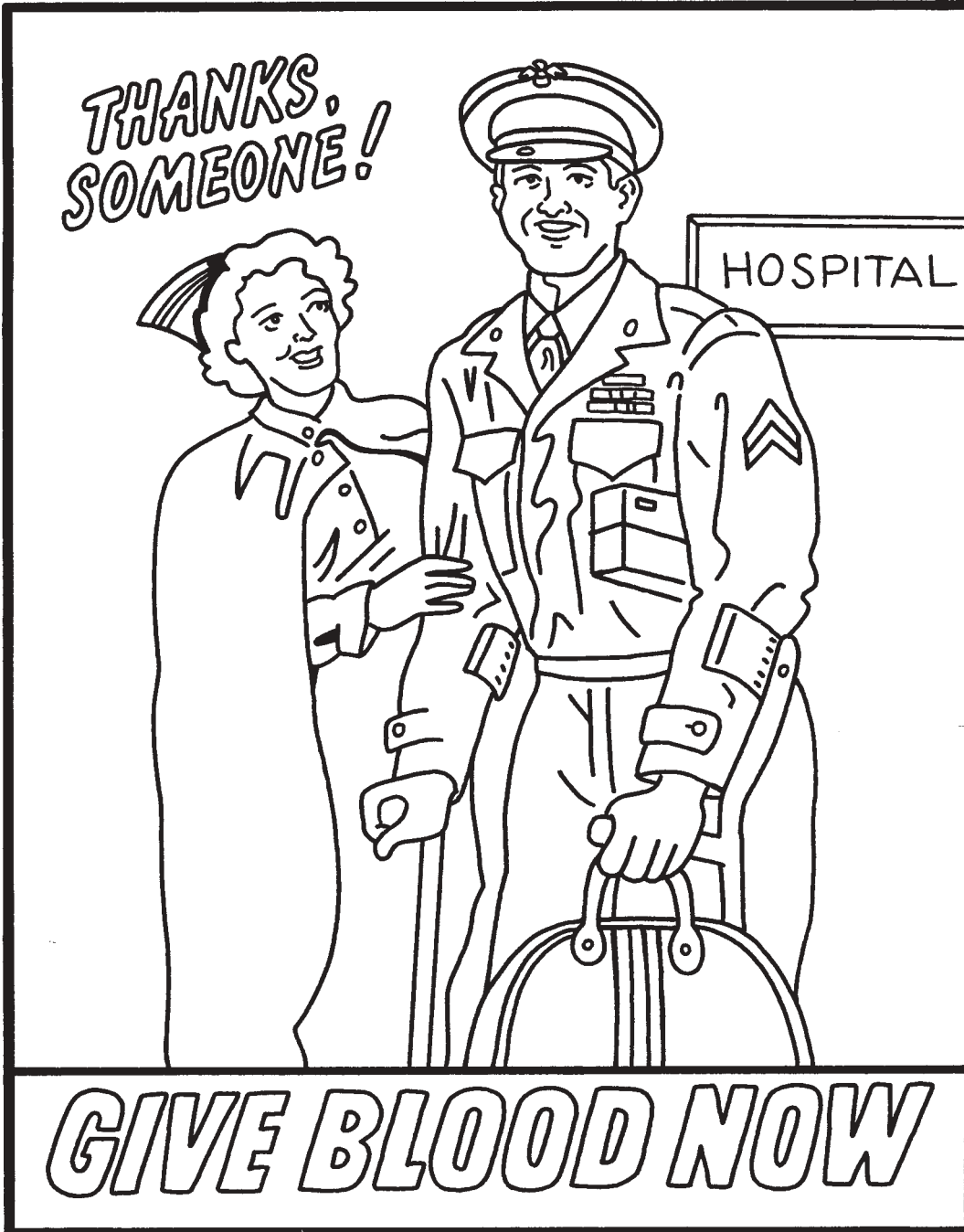
**The newest food was—**  
Oleo margarine,  
the first substitute for butter.



**Movie tickets cost 35¢.**

**U.S. Presidents—**  
Franklin D. Roosevelt,  
1933–1945  
Harry S. Truman,  
1945–1953





During the Korean War (1950–1953), the American Red Cross coordinated a National Blood Program that collected nearly 5 million pints of blood to help wounded soldiers.

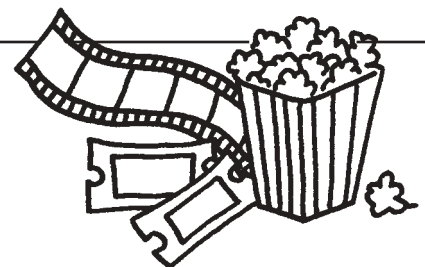
## In the 1950s

The newest toys were Silly Putty and Hula Hoops.

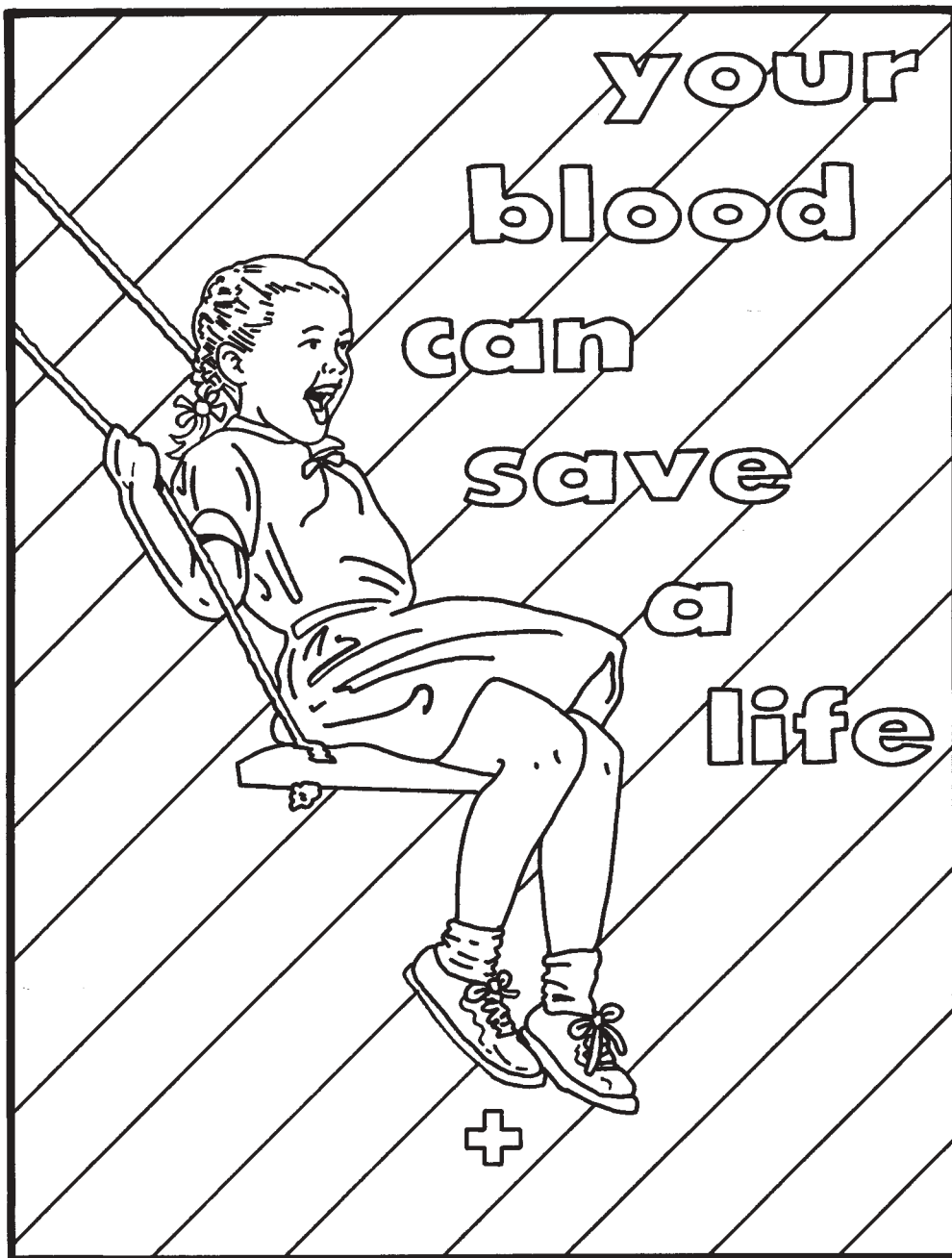


The average salary was \$2,992.

Disneyland opened in California on July 17, 1955.



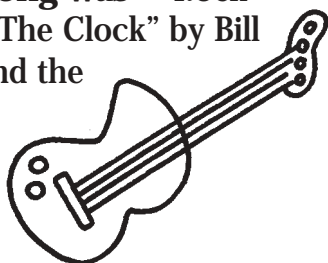
A favorite movie for children was *20,000 Leagues Under the Sea* (1954).



One donation of blood can be separated into components and help treat several patients. American Red Cross blood donors tell us that knowing they have saved up to three lives with each blood donation is their greatest reward for the time they've spent donating blood.

## In the 1950s

**A top song was**—"Rock Around The Clock" by Bill Haley and the Comets.



**The fashion was**—for women, wide skirts past the knee; for men, T-shirts and khaki pants.

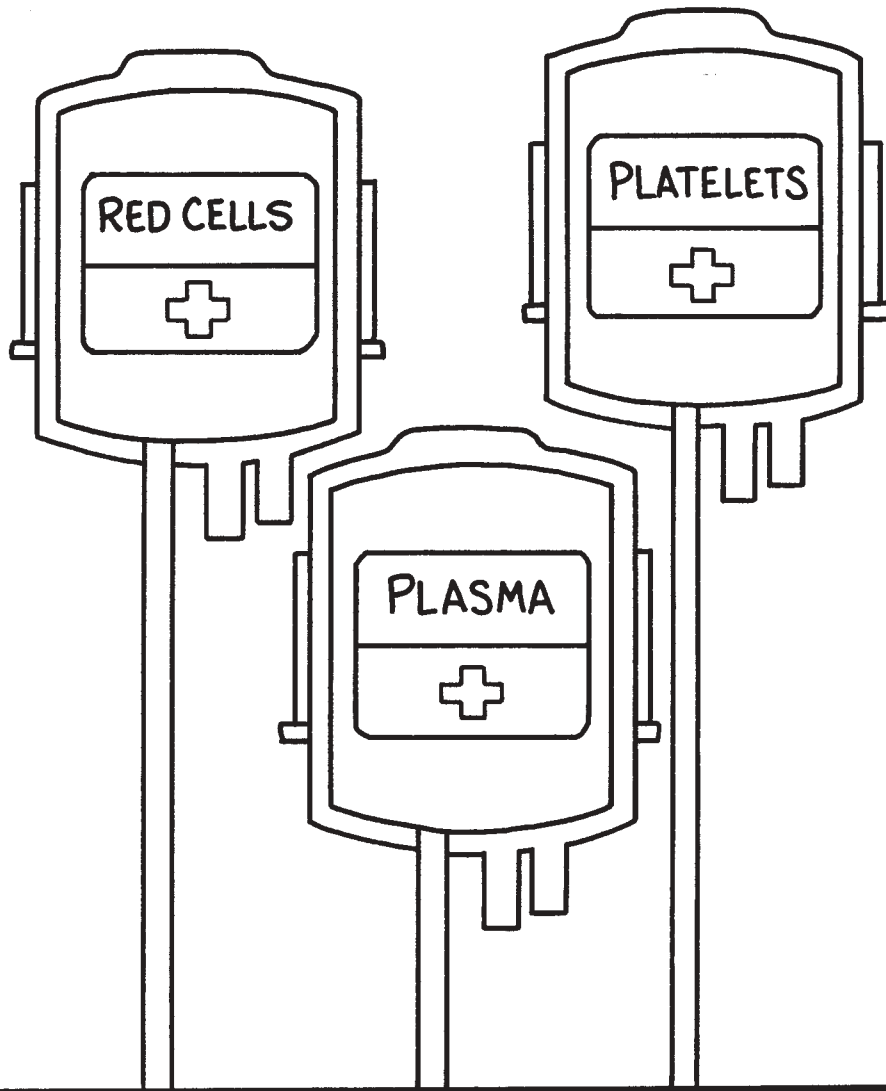


**The newest food** was peanut butter sandwiches. A 19-inch black and white TV cost \$199.95.



**U.S. Presidents**—  
Harry S. Truman, 1945–1953  
Dwight D. Eisenhower,  
1953–1961

# 3 Great Gifts



Red cells are given to patients who have certain liver or kidney diseases. Plasma is used to make *albumin* to treat accident victims for shock. Platelets are used to control bleeding in patients with leukemia.

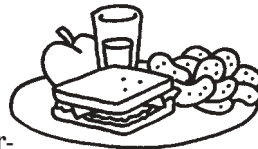
## In the 1960s

A top song was—"Help!"  
by the Beatles.

The fashion was—mini skirts for women and pastel shirts with tab collars for men.



The newest food was—Tang orange drink, popularized by astronauts in the NASA space program.



The 1965 Ford Mustang cost \$2,695.



U.S. Presidents—  
Dwight D. Eisenhower, 1953–1961  
John F. Kennedy, 1961–1963  
Lyndon B. Johnson, 1963–1969  
Richard M. Nixon, 1969–1974

# GIVE A BUNCH OF CORPUSCLES



THE AMERICAN RED CROSS

SOMEBODY WILL  
THANK YOU FOR IT



Corpuscles are red blood cells. People with a shortage of red blood cells are called *anemic* and often need transfusions of these cells to treat this condition.

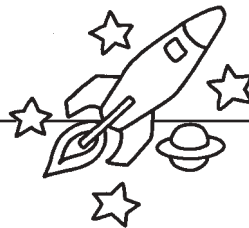
## In the 1960s

The newest toy was the skateboard.

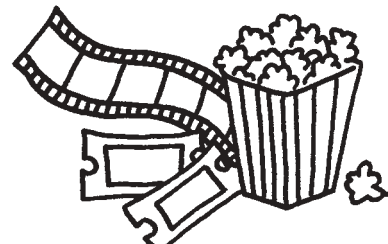


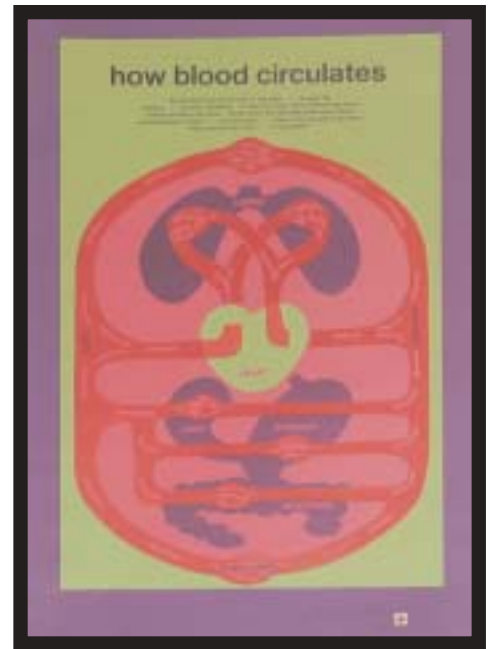
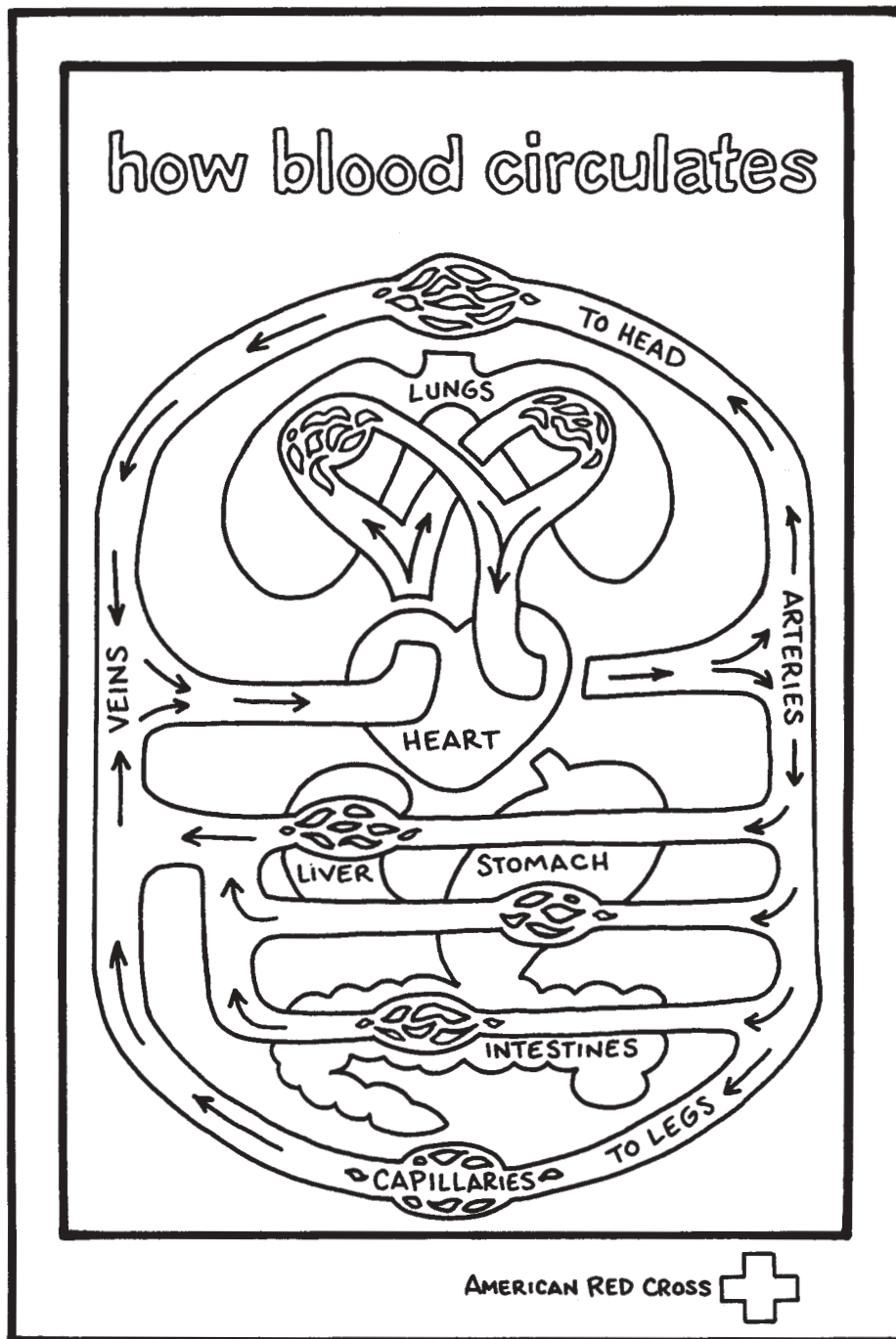
The average salary was \$4,743. The average teacher's salary was \$5,174.

Astronaut Alan Shephard was the first American in space in 1961.



A favorite movie for children was *Mary Poppins* (1964).





Blood flows from the left side of the heart... through the arteries... into tiny capillaries. It enters the veins, where valves keep blood flowing up toward the heart. Blood enters the right side of the heart, where pumping gives it a push...into the lungs... back to the left side of the heart. Blood travels in a circle...it "circulates."

## In the 1970s

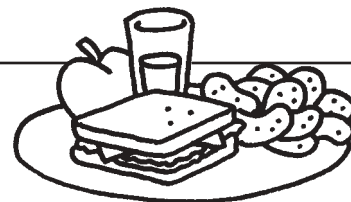
A top song was "I Will Survive" by Gloria Gaynor

In 1971, 20 million of the "Have a nice day" pins were sold in six months.

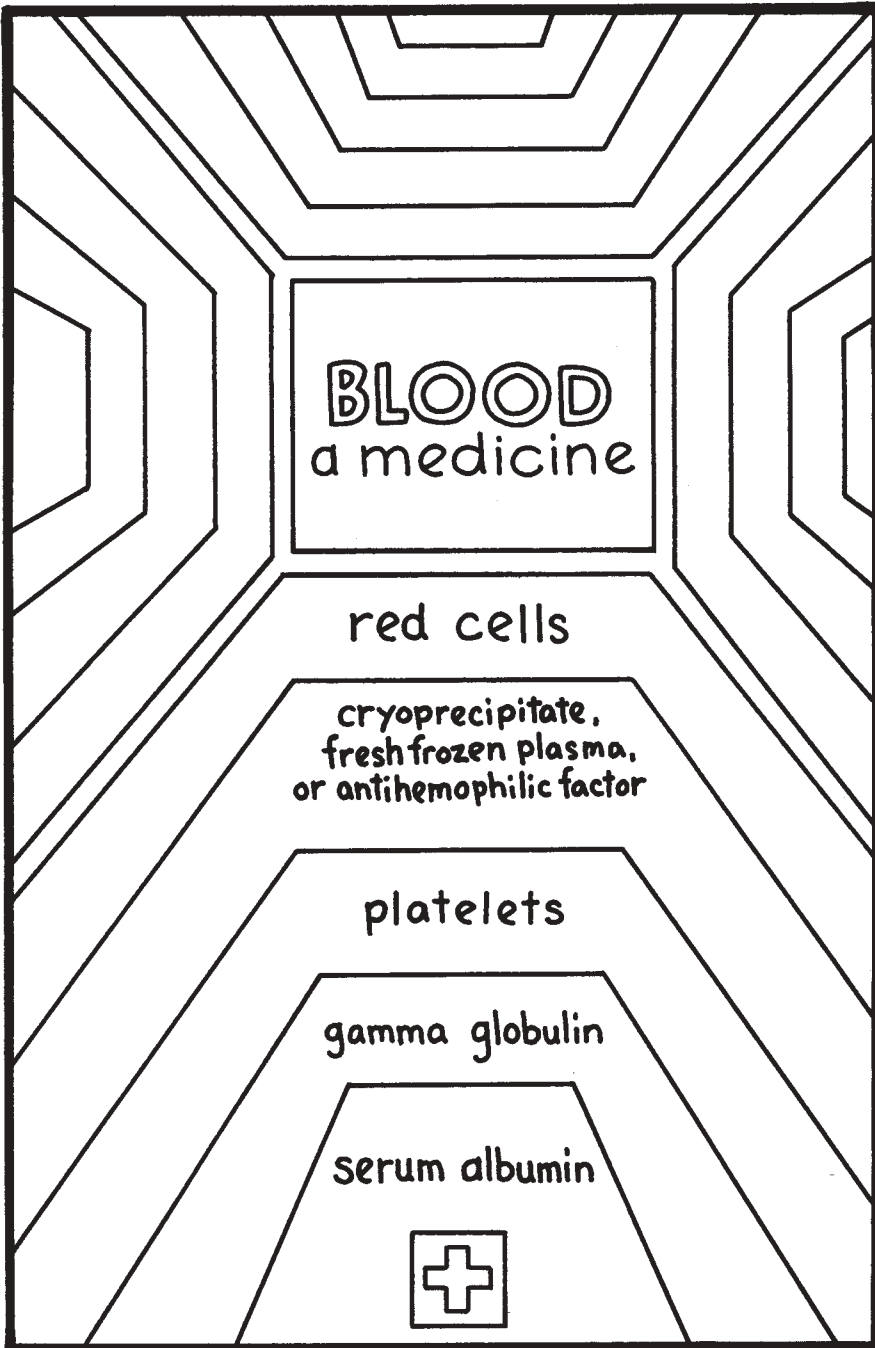


The newest food was—STOVE TOP® stuffing mix (1972).

The fashion was bell-bottom pants and Nike sneakers (introduced in 1972).



**U.S. Presidents—**  
Richard M. Nixon, 1969–1974  
Gerald R. Ford, 1974–1977  
Jimmy Carter, 1977–1981



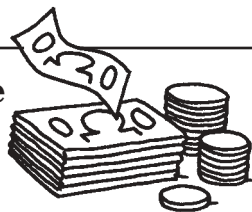
Doctors give patients only that part of blood best suited to treat a particular illness.

## In the 1970s

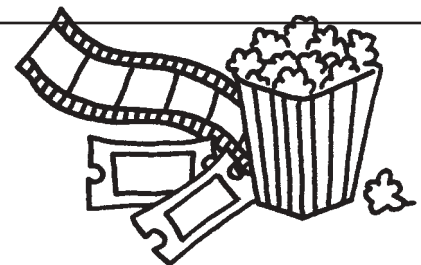
The newest toy was the electronic game Simon™, released in 1978.



The average salary was \$7,564.



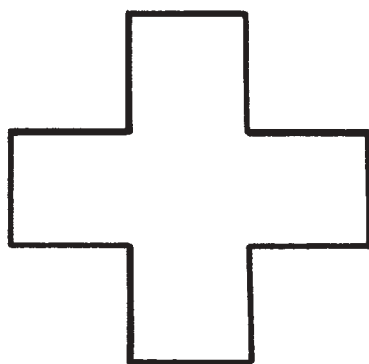
Bread cost 24 cents a loaf.



A favorite movie was *Star Wars* (1977).

"Give a very personal gift...  
blood...the gift of life."

— Bill Cosby



American Red Cross



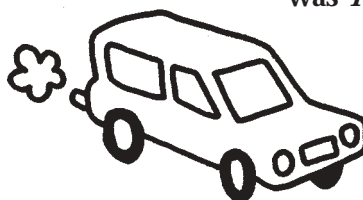
Bill Cosby, the star of the hit TV show *The Cosby Show*, describes what it means to give blood. Over the years many celebrities have helped the American Red Cross promote the need for blood donations.

## In the 1970s

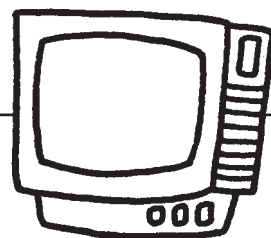
The nation celebrated the 200th anniversary of the **Declaration of Independence** on July 4, 1976.

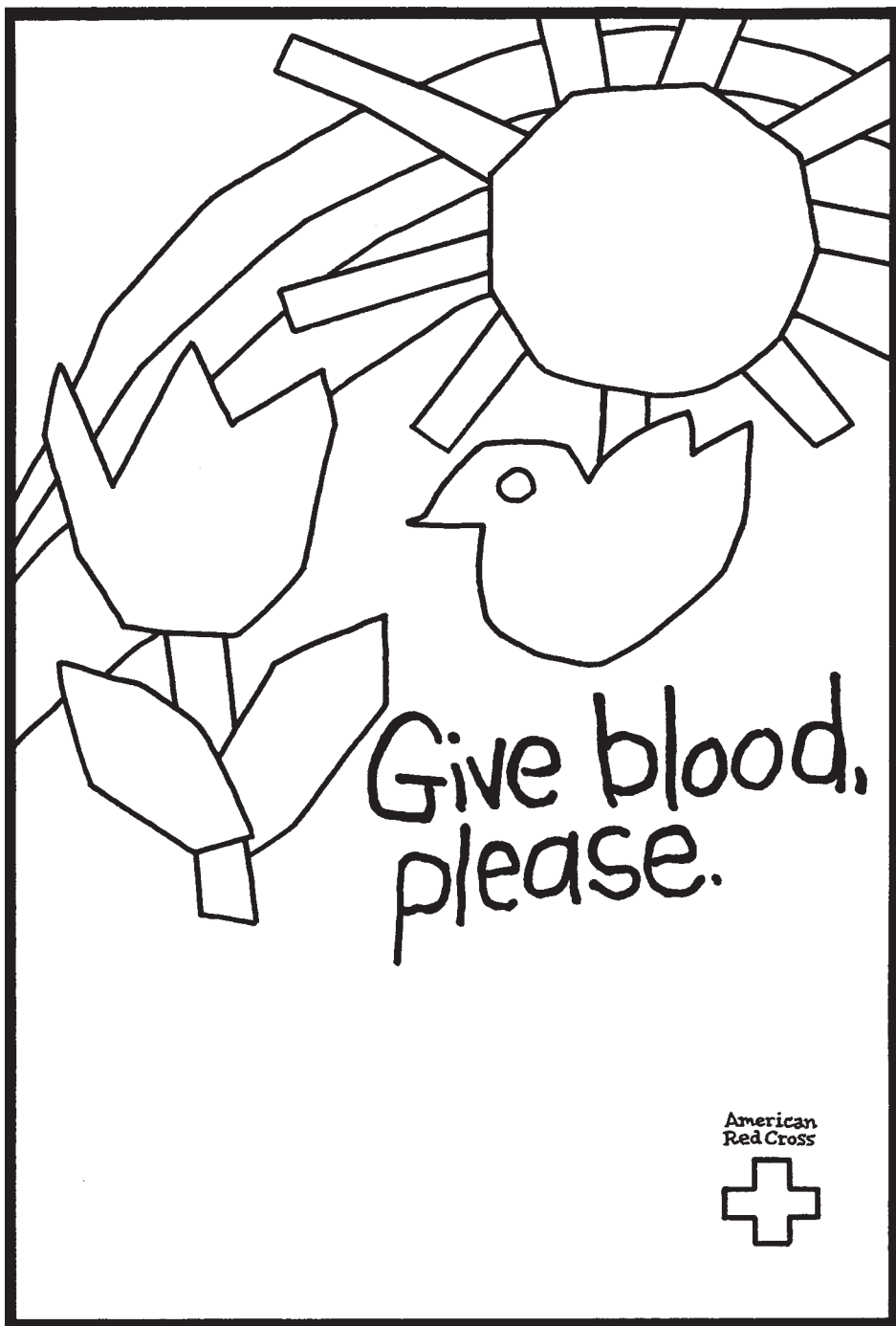


In the 1970s, many families vacationed in **station wagons**.



A favorite **TV show** of the 1970s was *The Partridge Family*.

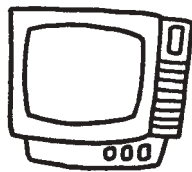




On March 30, 1981, the American Red Cross dispatched blood products to George Washington University Hospital in Washington, D.C., immediately following the assassination attempt on President Reagan. That year, more than 5.5 million units of blood were donated to the American Red Cross.

## IN THE 1980s

**Favorite TV shows** of the 1980s were *The Cosby Show* and *America's Funniest Home Videos*.

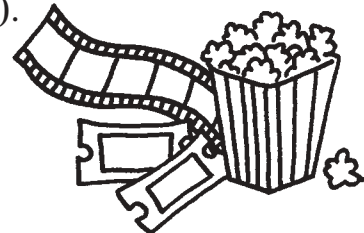


**The average salary** was \$15,757.



In 1981, Sandra Day O'Connor became the first woman appointed to the **Supreme Court**.

**A favorite movie** for children was *E.T.: The Extra-terrestrial* (1982).





Every two seconds, someone in America needs blood. Thousands of hospitals nationwide continue to depend on the American Red Cross for safe blood and blood products such as red blood cells and plasma.

## IN THE 1980s

A top song was "Walk Like an Egyptian" by The Bangles.

The fashion was feathered hair, tight designer jeans and leg warmers



The newest games were Pac Man™ and Rubik's Cube™.

On October 11, 1984, Kathryn D. Sullivan, Ph.D., became the first American woman astronaut to walk in space.



**U.S. Presidents—**  
 Jimmy Carter, 1977–1981  
 Ronald W. Reagan, 1981–1989  
 George H.W. Bush, 1989–1993



## **American Red Cross**

*Together, we can save a life*

All American Red Cross disaster assistance is free, made possible by voluntary donations of time and money from the American people. The Red Cross also supplies nearly half of the nation's lifesaving blood. This, too, is made possible by generous voluntary donations. You can help the victims of thousands of disasters across the country each year by making a financial gift to the American Red Cross Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to those in need.

You can make a secure online credit card donation or call **1-800-HELP NOW (1-800-435-7669)** or **1-800-257-7575 (Spanish)**. Or you may send your donation to your local Red Cross or to the American Red Cross, P.O. Box 37243, Washington, DC 20013.

To donate blood, please call **1-800-GIVE-LIFE (1-800-448-3543)**, or contact your local Red Cross to find out about upcoming blood drives.

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