

## RED CROSS CHAPTERS STRENGTHEN FORCES FOR DISASTER RELIEF

Launch National Campaign to  
Perfect Preparedness Plans  
in Every Community.

A nation-wide campaign to strengthen plans for preparedness against disaster and for emergency relief has been launched by the American Red Cross through its Chapters. The program is intended to perfect disaster preparedness committees in the ten thousand communities reached by Red Cross Chapters and their branches.

When carried out, through committees of men and women in the communities, it will insure that should a disaster come, an organization for emergency relief, including every modern method science has perfected—such as the radio, the airplane, the motor car and watercraft—can be mobilized to bring assistance, with the promptitude applied by the Red Cross in recent major disasters, such as the West Indies hurricane and the Mississippi Valley flood.

These enlarged and strengthened plans for disaster relief are set forth in the revised Red Cross manual, "When Disaster Strikes," which has been placed in the hands of every Red Cross chairman throughout the nation. The plan to encourage adoption of these added disaster preparedness methods was begun at this time because Red Cross records—covering 48 years of disaster relief—show that the period of the greatest number of disasters, large and small, ranges from the early Spring through the early Fall.

The Record of 48 Years  
A historical summary of Red Cross disaster relief since 1882, shows that the society was active in giving relief in 935 domestic disasters and its expenditures in those relief operations were \$49,594,000. The three groups of calamities appearing most frequently were: cyclones, tornadoes, hurricanes and other storms, 231; fires, 131; floods, 126.

During this period, the Red Cross also has given assistance to distressed peoples of other countries in 153 disasters. Total expenditures for relief at home and throughout the world, in 48 years, amount to \$77,354,000.

In the four most recent major disasters, among the greatest which have ever visited American communities, Red Cross expenditures for relief totalled \$29,188,908. Only in the event of large disasters such as the Florida hurricane of 1926, the Mississippi Valley flood of 1927, the New England flood of the same Fall, and the West Indies hurricane of 1928, does the Red Cross seek contributions from the general public for relief work; and frequently these are not ample, as in the four disasters listed, the Red Cross donated \$1,338,201 from its own treasury to aid in the work. In the event of smaller disasters, the cost of the relief is met largely from Red Cross resources.

No Community Immune  
No community is immune to great disasters of one type or another, the manual shows. One preparedness measure that can be adopted is a survey of the surrounding country, with the assistance of engineers and other experts to determine the type of disaster to which the section is subject. Hazards resulting from the presence of rivers and lakes, subject to overflow, of mines, munition factories, and other industries wherein dangers from explosion and fires may exist, are singled out for consideration.

Extension of existing disaster organizations in communities, and organization of men and women, trained in public health and community service, will result in the saving of lives and the prevention of extensive suffering, through privation, epidemic and other misfortune, should emergency arise through disaster. These organization plans, outlined in the manual, are similar to those now existing in most Red Cross Chapters, only strengthened in some particulars. They contemplate disaster preparedness and relief committees, under which function sub-committees on food, clothing, shelter, medical aid, registration of disaster sufferers and information service, transportation and communication and finance.

Co-ordination of all of the societies, organized groups and institutions in the locality is urged, so that all effort for emergency relief will be directed without conflict. Trained in advance, these committees can swing into action, and provide an orderly and systematic relief organization.

The following are expenditures made by the American National Red Cross for relief in the four most recent major disasters:

Florida hurricane, 1926	\$4,477,170.07
Mississippi Valley flood, 1927	17,498,902.16
New England flood, 1927	1,299,773.93
West Indies hurricane, 1928	5,913,062.47
<b>Total</b>	<b>\$29,188,908.63</b>

In Oregon there are 108 creameries, 56 cheese factories, 8 condenseries, 6 cottage cheese factories and 43 ice cream manufactories. Eliminating duplication, such as occurs when a concern reports as both a creamery and cheese factory, there are 180 establishments or plants for manufacturing dairy products in Oregon. In addition to this are 70 cream shipping stations, finds the experiment station.

When baking any casserole dish such as macaroni, or potatoes au gratin, a thin layer of bread crumbs sprinkled over the top of the dish makes it look doubly attractive and appetizing.

### STREAM OF SETTLERS ON WAY TO STATE OF OREGON

Figures From State Chamber of Commerce Give Interesting Data.

Figures just released by the State Chamber of Commerce show that 52 families located in different parts of Oregon during the month of March and the great tide of settlement is now definitely started toward this state for the coming season.

The statement also shows that new settlers in Oregon during the month invested \$198,075 in various different forms of property and purchased 2615 acres of land, most of which was not in cultivation before.

The State Chamber report for March is as follows:

Letters of inquiry	1343
Coming to locate	87
Capital to invest	\$198,100
New settlers in March	52
Invested in March	\$198,075
Acres of land bought	2615
Letters mailed out	4430
Pieces literature sent	2667
Callers at office	353
Questionnaires returned	100

period in 1928.

## FREEWATER HATCHERY



FREEWATER, OREGON.

Big vigorous Collins Chicks from high producing pure-bred flocks. Selected for rapid growth and high vitality. Collins chicks grow faster, mature quicker and develop into better layers than the ordinary chicks. Production is what counts. We guarantee 100 per cent of live, vigorous chicks sent prepaid by parcel post or express. S. C. White Leghorns, 15c each; Rocks and Reds and all heavy breeds, 18c. We also do custom hatching. Send or bring us your chicken or turkey eggs.

C. F. COLLINS, Proprietor, Freewater, Oregon.

## COMING Dr. H. C. Curry

Eyesight  
Specialist

OF SEATTLE

WHO HAS MADE PROFESSIONAL  
VISITS TO HERMISTON

FOR 20 YEARS

will again be at the  
HOTEL HERMISTON

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FOR ONE DAY

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GLASSES FITTED

CHARGES REASONABLE

## REX CAFE

MEALS AT ALL HOURS  
SPECIAL CHICKEN DINNER SUNDAY

First-class Service

Open Till 12:00



## Suddenly, out of a spring sky...

ALL was well on the telephone front on April 27, 1928. Suddenly, out of a spring sky, rain began to fall, and as night came on this turned into a furious storm of sleet, snow and wind. In 48 hours, 3700 telephone poles and 7000 miles of wire were down; 39 exchanges were isolated; 11,000 telephones were silent.

Repair crews were instantly sent to the scene. In record time 1000 men from five states were on the job. Within 72 hours the isolated exchanges and telephones were back in service.

In any crisis there are no state lines in the Bell System. In all emergencies of flood or storm, as well as in the daily tasks of extending and maintaining the nation-wide network, is seen the wisdom of One Policy, One System, Universal Service.

"THE TELEPHONE BOOKS ARE THE DIRECTORY OF THE NATION"



THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY  
BELL SYSTEM  
One Policy - One System - Universal Service

## The Home Merchant

WHO IS HE?

He is the chap who gives you credit when you are financially broke and carries your account until you are able to pay.

He is the chap who gives you back your money or makes exchanges when you are not satisfied with what you have bought.

He is the chap who meets you at the door with a handshake, and lets you out with a message to the "kids" and a real "Come again, goodbye."

He is the chap whose clerks live in the home town and spend their money with you and other local people.

He is the chap who helps support your churches and charitable organizations and talks for the home town and boosts for it every day in the year.

He is the chap who visits you when you are sick, sends flowers to your family when you die, and follows your body out among the trees as far as human feet may travel.

He is the home merchant — your neighbor — your friend — your helper in time of need.

Don't you think you ought to trade with him, and be his friend and his helper too?

Don't you know that the growth and prosperity of your town depends very largely upon the success and prosperity of the home merchant? Out-of-town people judge your city by the appearance of the stores and the degree of enterprise shown by the home merchants.

Home Merchants Succeed When  
Home Folks Give Them Loyal Support

WHAT YOUR MERCHANT ADVERTISES YOU CAN ORDER  
WITH SAFETY—HE IS RELIABLE.

### PRODUCTS OF GENERAL MOTORS

**CHEVROLET**, 7 models. \$315—\$715. A six in the price range of the four. Smooth, powerful 6-cylinder valve-in-head engine. Beautiful new Fisher Bodies. Also Light delivery chassis. Sedan delivery model. 1 1/4 ton chassis and 1 1/2 ton chassis with cab, both with four speeds forward.

**PONTIAC**, 7 models. \$745—\$895. Now offers "big six" motoring luxury at low cost. Larger L-head engine; larger Bodies by Fisher. New attractive colors and stylish line.

**OLDSMOBILE**, 7 models. \$875—\$1035. The Fine Car at Low Price. New models offer further refinements, mechanically and in the Fisher Bodies—yet at reduced prices. Also new Special De Luxe models.

**OAKLAND**, 8 models. \$1145—\$1375. New Oakland All American Six. Distinctively original appearance. Splendid performance. Luxurious appointments. Attractive colors. Bodies by Fisher.

**BUICK**, 19 models. \$1195—\$2145. The Silver Anniversary Buick. Three wheelbases from 115 to 123 inches. Masterpiece Bodies by Fisher. More powerful, vibrationless motor. Comfort and luxury in every mile.

**LASALLE**, 14 models. \$1295—\$2375. Companion car to Cadillac. Continental lines. Distinctive appearance. 90-degree V-type 8-cylinder engine. Striking color combinations in beautiful Bodies by Fisher.

**CADILLAC**, 15 models. \$1395—\$7100. The Standard of the world. Famous efficient 8-cylinder 90-degree V-type engine. Luxurious Bodies by Fisher and Fleetwood. Extensive range of color and upholstery combinations.

(All Prices f. o. b. Factory)

### ALSO

**FRIGIDAIRE** Automatic Refrigerator. New silent models with cold-control device. Tu-tone cabinets. Price and model range to suit every family.

**DELCO-LIGHT** Electric Plants — Water Systems. Provide all electrical conveniences and labor-saving devices for the farm.

**1. Engineering Excellence**—All General Motors products embody the tested ideas of open-minded scientists of the Engineering Departments, Research Laboratories, and Proving Ground.

**2. Fair Price Policy**—General Motors products offer maximum value in each price class, whether you pay cash or buy on time, or use your present car as part payment.

**3. General Motors Acceptance Corporation**—The largest time financing company, offering low rates, making it easy to buy out of income. (GMAC Plan).

**4. High Resale Value**—A large number of miles of transportation are built into each General Motors car and truck. That mileage gives the product a definite cash value, which is maintained in the used car or truck market.

**5. Finest Body Work**—Fisher Body is a part of General Motors. That

assures you the most sturdy, safe and beautiful bodies. All General Motors cars have "Body by Fisher."

**6. Volume Production**—By producing around 2,000,000 cars and trucks a year, together with many other products, General Motors can effect large economies in manufacture which are passed on to you in the quality and price of your General Motors car.

**7. Combined Purchasing Power of Many Companies**—Assuring the use of the best materials at the lowest prices.

**8. World-wide Service**—There are 33,000 salesrooms and service stations in more than 100 countries to serve General Motors' customers.

**9. Permanence**—General Motors is in business to stay. Its resources, strength, and stability assure you that the quality, service, and value of its products will be maintained.

# GENERAL MOTORS

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General Motors (Dept. A), Detroit, Mich.  CHEVROLET  OAKLAND  
Please send me, without obligation, information on the new models of the products I have checked—*together with your new illustrated book "The Open Mind."*

FRIGIDAIRE Automatic Refrigerator  DELCO-LIGHT Electric Power and Light Plants  WATER SYSTEM

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