

The American Red Cross in Action

Record Disasters in United States During Year Prove Its Peace-Time Value.

ALMOST unparalleled disasters during the past year in the United States have enabled the American Red Cross to set a new record for peace-time service equalled only by its devotion in war. The Red Cross served in 184 catastrophes in this country alone during this period, ranging from tornado and fire to mine explosions and earthquake, and while meeting these extraordinary emergencies, it successfully continued to administer a program of general service to the country of constantly increasing magnitude.

As a result of a single disaster—the tornado which swept five mid-Western states last Spring—the Red Cross shouldered, and has now practically completed, what has proved to be the greatest post-disaster rehabilitation project in the world's history. Despite the unusual demands necessarily involved in this undertaking, the organization unflinchingly continued its ministrations to disabled veterans of the World War and their dependents, continued to develop and extend its life-saving campaign in its several branches, broadened its already great work in community health, home hygiene and care of the sick, nutrition instruction, and volunteer services.

Disaster Relief

Within a few hours after the mid-Western tornado, which killed more than 900 people, injured 3,000, and inflicted a terrific property loss on the whole region, the Red Cross had set up its organization in the midst of the devastation and was meeting every contingency. Characteristic of its method of overcoming the emergencies which arise on every side, was the despatch of the anti-tetanus, or lock-jaw, vaccine by airplane, manned by reserve Air Service pilots of the vicinity, when the injured were threatened with this dread complication unless the remedy was received in a hurry. This is the first recorded instance of the use of aircraft in relief work.

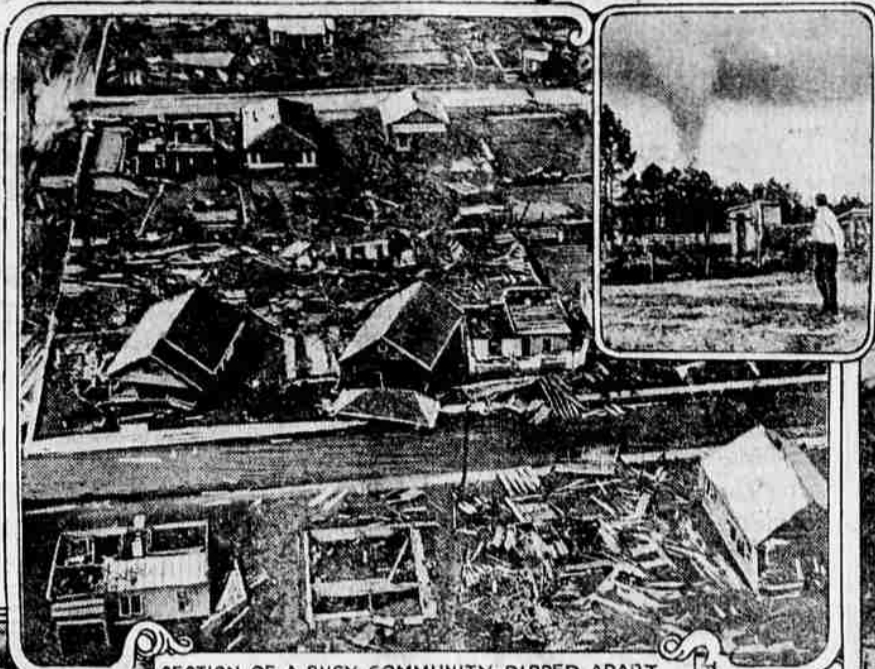
The Red Cross set out immediately to restore whole communities, including the rehabilitation of 6,000 families which had become victims of the disaster. In this work the Red Cross administered a fund of approximately \$3,000,000 contributed for the disaster victims. This was in addition to the very large expenditures from its own funds required for administrative costs of relief operations. Every penny of the contributed funds went directly to rehabilitating the families affected by the disaster. Twelve hours after an earthquake rocked Santa Barbara, the organization of Red Cross relief was completed and trained workers already had launched permanent rehabilitation measures.

The Red Cross is now rehabilitating more than 24,500 sufferers from four disasters in the United States alone, the largest number ever under the care of the organization at any one time.

Altogether the American Red Cross has served in the name of the American people in 700 disasters in the United States during a period of 40 years, involving an expenditure of \$46,000,000 of its own and specially contributed funds. To meet such emergencies, it maintains an enrolled reserve of 41,000 nurses, and has constantly in readiness special supplies and equipment, besides funds set aside for the purpose. In conjunction with the Red Cross chapters and branches in every part of the country there is thus a machinery of mercy which can be and is, thrown into high gear in an instant, wherever the need arises.

Red Cross Chapters

There are more than 3,000 of these chapters in the cities and towns of the United States, more chapters and local units than there are counties, so scarcely a spot in the country is without the protection of the Red Cross. The work of the Red Cross is carried on through its National Organization, and



SECTION OF A BUSY COMMUNITY RIPPED APART IN A FEW MINUTES BY A TORNADO. Upper Right—A TORNADO APPROACHES BEARING DEATH AND DESTRUCTION.



A TORNADO OF DIREST DESTRUCTIVENESS



STRICKEN SANTA BARBARA AREA

ALWAYS READY!



as the work of the organization generally.

The Red Cross recognizes that its first duty is to the sick and disabled boys who served in the World War, ex-service men, and their dependents. More than 100,000 disabled veterans and their families are helped by the Red Cross every month. Besides these duties, it has continued in peace the same services to the 249,000 soldiers, sailors and marines still on active duty, that it gave to those in war. It has expended \$53,000,000 under these heads since the Armistice.

Special Red Cross service is maintained in every Government hospital for the disabled, and this service consists in letter-writing for bed-ridden patients, shopping, banking, assistance in making out disability and other Government benefits, supplying personal comforts, visiting the families, the patients, and in innumerable ways aiding him and his family and dependents during the long periods of recovery. Many chapters have only volunteer workers, who all these years after the war, are spending time and strength, and often their own money, in this cause.

Foreign Operations

Like the men in service for whom it cares, the American Red Cross goes overseas when the call comes. In the past few years, the Red Cross has played an important part in disasters in Japan, and 25 other countries in virtually every part of the world.

Other Services

Under the American Red Cross 1,000 Public Health nurses are kept busy helping to build up and maintain community health; reducing the death rate among mothers and infants by instruction in pre-natal care and infant welfare; anti-tuberculosis nursing, preventing the spread of this disease; bedside nursing and home visiting; school inspections and follow-up work looking to correction of physical defects and to building up weak children. Many Red Cross public health nurses organize classes in home hygiene and care of the sick, as well as first aid. In these and many other ways, they fill an important niche in the life of their communities.

In the past year alone, the Red Cross has instructed 67,281 women, girls, and boys in Home Hygiene and Care of the Sick, teaching them how to fight disease in their homes, showing them the essentials of keeping well, and demonstrating how they may intelligently assist in cases of emergency and illness.

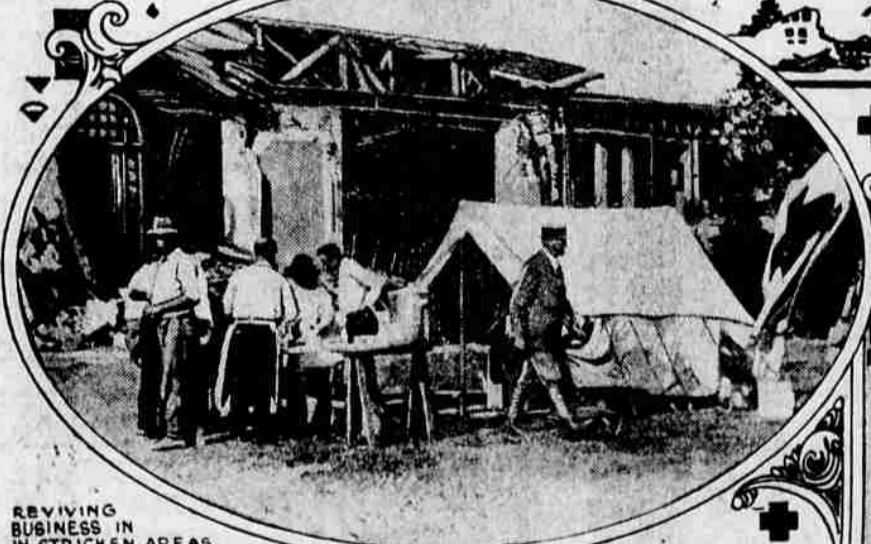
Realizing the relation of nutrition and the right foods to good health, special attention has been given to this phase of health work by the Red Cross. In the past year 138,065 school children have been instructed in nutrition, and 31,000 adults have also been taught at home.

It has been calculated that persons drowned in the United States in the past 11 years, if alive today, would be sufficiently numerous to fill the huge Yale Football Bowl. To curtail these thousands of needless deaths from this cause, the Red Cross this year added 21,000 persons to the thousands who already have been made proficient in water rescue and resuscitation. These trained lifesavers, living all over the United States, are playing an important part in the never-ceasing campaign of water-safety.

Enrolled in the Junior Red Cross are 5,536,643 school children, learning and practicing ideals of service. All these activities are carried on in the name of the American people, since the American Red Cross, by a charter given it by Congress, is recognized as the volunteer relief agency of the people.

Under this charter the American Red Cross has assumed definite responsibilities, but the extent to which it is able to meet these obligations is governed by the popular support accorded its work by the people. In this respect it occupies a status peculiar to itself.

Because of this fact the Annual Roll Call which is held each year from Armistice Day to Thanksgiving is especially significant. Since the work of the American Red Cross is maintained largely by the dollar membership of the individual American, the scope of Red Cross work is in direct proportion to this response from the people.



REVIVING BUSINESS IN STRICKEN AREAS



THE AMERICAN RED CROSS LENDS A HELPING HAND TO PEOPLE OVERTAKEN BY CATASTROPHE IN OTHER COUNTRIES.

through its chapters and local units, and much of the glorious achievement in relief work is written in the records of the chapters themselves.

When a crumbling mountain on the island of Surigao, Philippine Islands, rolled down upon a community of 10,000 people, killing 24, wounding 47, and destroying 27 houses, Governor Coletto, the presiding official of that region, lost no time in asking the Philippines Chapter for aid, and this appeal was promptly met with funds and other assistance. Red Cross work in the Philippines is thoroughly organized, and has the enthusiastic interest and support of the population.

In these islands of picturesque, palm-thatched

villages, some on piles above sluggish waters where crocodiles lurk, it might be thought the Red Cross would be far from home, but throughout the 1200 miles of such tropical country, Red Cross workers move about on their missions. Famine and typhoon have demonstrated that the care of this organization reaches even back into the jungle, and the Roll Calls for membership reveal that these services are appreciated by the population everywhere.

Varied as their location, is the work of the Red Cross chapters. Jobs for 112 war veterans whose capabilities ranged from waiters to health inspectors, and whose number included 57 disabled, were found by the New York county chapter in one month. For the benefit of such

men, the co-operation of city employers has been enlisted, and one establishment has an entire department manned by men, every one of whom is minus an arm, a leg, or whose spine is injured to a crippling degree.

Judge John Barton Payne, Chairman of the American Red Cross, has declared that

"Volunteer service is the life of the Red Cross," and acting on this thought, volunteer Red Cross workers are constantly devoting time and effort of inestimable value. They have produced this year 97,450 pages of Braille reading matter for the blind, compared with 87,000 pages last year; 1,317,716 surgical dressings, com-