

The American Red Cross in Action



A class in Life-Saving at one of the 1930 Red Cross institutes. Here are learned all the rules of water safety—protection for self and others.



Wreckage at Frost, Texas, from a 1930-model tornado. Almost as soon as the twister had roared over the horizon the Red Cross was on the job with food, clothing, medicine and organized relief.



A recent Red Cross demonstration of artificial respiration. The prone pressure method has proved its efficacy in thousands of cases of drowning, electrocution, and suffocation.

AMERICAN RED CROSS AFIELD

What does the Red Cross do? What makes its call—in the words of President Hoover—so "mandatory upon the heart of the Nation?"

The Red Cross job is big. In a single year the expenditure, community, national and international, runs to nearly \$10,000,000. Often it is higher. Every day the call upon the Red Cross grows more urgent.

What do the figures show—those mute, cold statistics that tell but half the story of Service? They show:

More than 450,000 First Aid certificates have been issued; more than 300,000 individuals instructed in Life Saving.

Assistance extended in a single year to the victims of 75 disasters in 40 states.

50,000 nurses on the roll of the Red Cross; 800 nurses in public health work, 22 in itinerant activities, 1500 teaching home hygiene and care of the sick.

120,000 children and adults taught nutrition each month.

Service of the kind that is beyond the scope of Government to 30,000 disabled World War veterans and the 245,000 men of the regular Army and Navy.

10,000 families being assisted by Civilian Home Service.

7,000,000 members of the Junior Red Cross corresponding with Juniors in foreign lands, thus furthering the cause of international understanding; cheering the sick, brightening school rooms, learning ideals of service for others.

Half a million volunteer workers—exemplifying the very heart and spirit of the Red Cross—making 3,000,000 surgical dressings, 210,000 garments, 190,000 Braille pages for the fingers of the blind in twelve months.

16,200 Chapters and Branches engaged in this service program made possible by the annually-tendered support of more than 4,000,000 adult members.

Look at the pictures on this page. Multiply the incidents according to the above figures. Watch each precious membership dollar as it stretches to meet the increasing demands. Then ask yourself, "What shall MY PART be?"



All happy at the most recent of the annual parties for disabled war veterans on the White House lawn in Washington! Veterans and enlisted men of Army and Navy, whether sound or otherwise, are grateful for Red Cross service.



These school girls enjoy the periodical checking of height, weight and teeth by the Red Cross public health nurse.



This little fellow is getting a running start in life, for the mother has been taught in a Red Cross class of Home Hygiene and Care of the Sick.



An Easter basket brings to a little patient in Children's Hospital, Detroit, courage to face an operation for mastoiditis. Smiles like these brighten the faces of 7,000,000 Juniors and untold thousands who are remembered by the children of the Red Cross.