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UA3/2/4 The American Red Cross

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I am so deeply interested personally in the fine service program of the Red Cross that it is a pleasure for me to come here this morning to talk to those of you who are listening to the program of WLB. I hope for the sake of the cause that a great many of you are tuned in; and I think it proper to express the appreciation of all of us to Dewel Rogers for the generous donation of his radio time to this cause.

This year and last year I have been chairman of the Red Cross Drive for the college and have regarded my selection as offering me a worth while privilege rather than as imposing any task. We sometimes forget in years in which disaster does not strike near to us that there are always catastrophes which demand the service of such an organisation as the Red Cross. You may be surprised to learn that last year there were 106 disasters in the United States, as a result of which 75,000 victims were rescued, clothed, housed, fed, and rehabilitated. In addition 154,000 civilian families affected by economic or other forms of distress were aided and service was rendered to 40,000 members of the army, navy, marine corps, and coast guard. Over and above this assistance was rendered 150,000 American war veterans or their families in solving social and personal problems. A very important service of the Red Cross which we ordinarily do not think of is the constant campaign which it wages against injury and death in its safety program. Last year alone there were trained
94,000 new life savers and 384,000 first aiders. It is hard to estimate the number of lives that will be saved from drowning and from other forms of injury through the prompt and expert attention of those who have been trained to render intelligent aid through the agency of the Red Cross. It is worth mentioning too that there are now in operation almost 3000 Red Cross highway first aid stations and as many mobile first aid units to provide convenient and immediate service in case of accidents.

In the treatment of sickness, Red Cross nurses made more than a million visits to the sick and examined thousands of children for physical defects. Sixty-two thousand women were trained in home care of the sick, a million garments, and seven million surgical dressings were produced by women volunteers under the Red Cross program.

If you know personally anyone who is blind who has been trained to read braille and so are acquainted with the entertainment and education which he is receiving through such training, it will mean something to you to know that more than 6,000 pages of such reading material was provided last year through the Red Cross program.

More than eight million boys and girls were reached through the American Junior Red Cross program with its emphasis on character building, health education, aid to war refugees, and international understanding.
In addition to all of this domestic aid, $20,000,000 was raised for relief supplies to the innocent victims of Europe's wars. Surely these accomplishments of last year are such as to secure the interest and support of every citizen of Warren County who believes in the training of youth, in a safety program for the prevention of accidents, in the prevention of disasters, and the care and treatment of those who are sick, in service for those who are serving in our army and other defense agencies, and in the alleviation of the distress of those suffering from flood, earthquake, fire, or other disasters.
Our Red Cross contributions are like bank deposits. My individual deposit in the bank is not sufficient to enable me to lend someone sufficient money to build a house or to engage in a productive business, but my deposit plus the deposit of those of you who are listening in enables a bank to provide the necessary funds for such enterprises. You and I are entirely unable as individuals to aid effectively in the case of a major disaster. The skilled organization of the Red Cross, however, by taking the small contributions from all of us is enabled to immediately and effectively take care of whatever problem may arise. So too in the program of general health or aid, about all you and I can do is to throw a coin into a beggar's hat or take care of the needs of some one family with which we chance to be acquainted. Our combined contributions through the agency of the Red Cross can do a far reaching job. This presents to you and me a challenge to have a part in a great program, and wherever throughout the world we read of the services of the Red Cross we can pat ourselves on the back and say, "I have a part in that." Such are the benefits of cooperation, and the assembling of all our gifts under expert management.

There is another point that I should like to mention, and that is the personal benefit from having a part in a worth while program. In the past few years we have seen a rapid advance in the realization that government does owe an obligation to its
citizens in the way of unemployment insurance, of old age pensions, of retirement allowances, of care for crippled children and the blind, of employment for the jobless; and most of you I am sure realize that this program of social security has come to stay, and yet I think it would be a pity should the government take over all programs such as that of the Red Cross because of the blessing which comes to the individual who contributes of his means to help those in distress.

Therefore I present to each of you the Red Cross not as a wretched beggar beseeching you for help but rather as an angel of mercy extending to you an opportunity. Whether you give or not the program will go on, but what a pity for you not to have a part in it. I have confidence that the people of Warren County will do their part.