

# RED CROSS PUTS UP \$9,739,872

### Year's Budget Stresses Relief and Services at Home and Overseas.

## MILLIONS FOR VETERAN AID

### Over \$3,000,000 Allotted to the Disabled—Foreign Work Lessens.

Washington.—Expenditures totaling \$9,739,872 for carrying through its program of services and relief during the fiscal year in the United States and overseas are authorized in the budget of the American Red Cross of fiscal year 1923. This total is \$2,725,000 less than the expenditures for the last fiscal year, when disbursements reached \$12,464,872. It is authorized at National Headquarters in a statement emphasizing the necessity of continued support of the organization by enrollment during the annual Roll Call, November 11-November 20 inclusive. This total for the budget is exclusive of the large financial operations of the 3,300 active local Red Cross chapters, which, it is estimated, will more than double the total.

### War Veterans Have First Call

First call on Red Cross funds is for the disabled ex-service men, of whom 2,248 were receiving treatment from the government on June 1 last. This work for veterans and their families is a wide variety of service that the government is not authorized to render and for which it has neither funds nor facilities. The roll on \$2,000,000 during the current year or about \$300,000 more than was expended last year for soldier service during the funds disbursed in this humanitarian work of physical reconstruction following the World War by the chapters throughout the country will approximate a total for the current year, approaching \$10,000,000. The work, in the opinion of the Surgeon General's office, will not reach its peak before 1923.

Through its Chapters the American Red Cross is equipped to find the disabled ex-service man, help him in his problems and difficulties, provide immediately for his necessities, and pay the way for him to the Government compensation and aid to which he is entitled. The extension of this work to the families of such men proves to them that the Red Cross has no more of its sympathy nor will to service manifested in wartime. Similarly the service goes out to the men still in the Army and Navy, 11,987 of whom were under treatment in Government hospitals on June 1, 1922.

## Red Cross Water First Aid Makes Life-Saving Gain

More than 325 Chapters engaged in the giving of water first aid last year. The result that the American Red Cross Life-Saving Corps has set a new high mark for enrollment and the number of qualified life savers developed. The influence of "learn to swim week" in many localities is reducing the water fatalities through instruction and the wider dissemination of resuscitation methods demonstrated by the Red Cross representatives. Excellent work has been done in each of a large part of the American population how to take care of itself in the water. Growing appreciation for this Red Cross Life-Saving Service is shown by the compulsory instruction adopted in many cities for members of the police and fire departments in the prone pressure method of resuscitation.

### Help to Help Others

You can't "give until it hurts"—for giving an American dollar to join the American Red Cross helps you to help others who are hurt and who need relief.

## RED CROSS HEALS WOUNDS OF WAR

### 25,000 Disabled Ex-Service Men in Hospitals After Four Years of Peace.

## CHAPTERS' FIELD OF SERVICE

### Every Veteran Needing Help Gets Individual Attention of Sympathetic Workers.

When on November 11 the world halts to observe the fourth anniversary of Armistice Day, and the American Red Cross inaugurates its Annual Roll Call for the enrollment of the 1923 membership, the people of the United States may well pause to think of the unparalleled contribution to the cause of peace made by our Army and Navy in the World War. The glory of it is a common tradition; but the wounds of war remain. They are not

healed in a day, in a year, nor in four years. And on Armistice Day there will be under treatment in Government hospitals over 25,000 ex-service men, broken physically by wounds, exposure, nervous strain and exhaustion incident to their service in the war.

The Government without stint is detailing to furnish these disabled men with the compensation and medical care to which they are entitled; yet the responsibility is a duty of the Red Cross. Why? Because the government cannot handle the cases of ex-service men satisfactorily if it must handle these men on such a standardized policy. The government has neither the authority, the funds or the equipment for working on the problem of the individual man. There is where the American Red Cross finds its greatest field for service, working through its very active chapters in reaching the disabled men with immediate practical help, assisting his family while he is in the hospital, and in the process of adjustment, furnishing articles of comfort, funds to alleviate the difficult periods, the friendly ministrations of personal encouragement, moral support and every dispensing measure. It is the warm hand of sympathy and understanding which the American Red Cross extends to the majority of these disabled ex-service men, some of them friendless in the world of life. Thousands of them, with wives and children dependent upon them, and hundreds of them, helplessly helpless in the face of grim necessities.

### 2,679 Chapters Aiding Veterans

In this work upon whose accomplishment the American Red Cross is urging a record-breaking enrollment in the Roll Call which opens on Armistice Day and closes with Thanksgiving, the 3,300 Chapters in all parts of

## RED CROSS WINNING IN FIGHT FOR HEALTH

### Better, Stronger Citizenry Now Emerging Out of Work in United States.

The American Red Cross as an exponent of better health has looked its problem square in the face. How it adopted the way, revealed to it in the nation's physical condition as brought out during the World War, and conscientiously applied its efforts to correction forces a vivid chapter in the forthcoming human report. Historically and practically, nursing is the country are engaged. This is 300 more than were working for ex-service men last year when approximately \$10,000,000 was expended by the National Organization and the Chapters working together in harmonious unity.

For the current fiscal year National Headquarters appropriated \$3,000,000, an increase of \$350,000 over the amount spent for the work among ex-service men in the year ended June 30 last. Since it is estimated that the chapters will expend close to \$7,000,000 from their own funds, the grand total of Red Cross expenditures for this single work is expected to reach the \$10,000,000 mark by June 30, 1923.

### Hospital and District Office Work

During the fiscal year a total of over 1,000 persons, paid and volunteer, has been engaged in Red Cross duty in hospitals or district offices of the U. S.

enrolled 2,356 instructors, 93,448 students and issued 42,656 certificates. On June 30, 1922, nutrition service embraced 1,196 classes, with a total of 27,623 children and 2,589 enrolled dietitians. Seventy-eight food selection classes graduated 733 who received Red Cross certificates. In general health activities Red Cross Chapters maintained 377 health centers, serving as many communities, provided 38,751 health lectures for large audiences everywhere, while clinics numbered over 10,000.

The task of the Red Cross Public Health nurse in the 1,240 nursing services now operating throughout the country instructing their communities in health essentials and disease prevention is demonstrating the possibilities of human betterment and the great benefits of sanitation.

During the last year 313 new public health nursing services were established by Red Cross Chapters and several hundred degrees so convincingly proved their effectiveness that they were taken over by public authorities. In order to promote this work \$50,000 was allotted to provide women to prepare themselves for public nursing. The home visits made by the 1,230 nurses aggregated nearly 1,500,000 visits to schools (nearly 100,000) and in six months 425,000 school children were inspected by these nurses and where defects were found advised examination by physicians. In rural communities this service has made a very notable advance and has won thousands of converts to approved methods of disease prevention.

In home hygiene and care of the sick instruction which fits the student in methods of proper care where illness is not so serious as to require professional service, the Red Cross conducted 3,353 classes during the last year.

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## Red Cross Gains Strength in All Foreign Fields

In insular possessions of the United States and in foreign lands the American Red Cross scored heavy gains during the last year, passing the previous membership high mark of 1918 by 4,291 and advancing the figure to 154,408. The Philippines take the lead, gaining nearly 100 per cent, now having 115,917 members. In Europe the 1921 Roll Call enrolled 11,125 with the Constantinople Chapter reporting 195, a gain of 33 members. China was 1,782 members, a gain of 1,000; the little Virgin Islands have 1,000, while the Dominican Republic with 2,927 advanced from its previous high mark by 1,423 new members. Haiti, organized in 1920, now has nearly 1,000 enrolled. Mexico reports 554, a gain of 327 in one year. The American Red Cross has spread its membership over some 70 foreign lands and its Junior membership outside of the United States is close to 500,000.

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**District Attorney**  
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# Your Grocer will help you win \$500.00 Given away

M·J·B has long been known as "The Quality Coffee of America." To the person who submits the best list of reasons why M·J·B is "The Quality Coffee of America" we will give as first award, \$200.00; 2nd award, \$75.00; 3rd award, \$25.00.

In addition, fourth to tenth will receive awards of famous M·J·B Coffee—ranging from one case of 36 pounds to a three pound can, which will be made according to the respective merit of the answers.

## JUST FIVE SIMPLE RULES

- 1—On front side of your letter write your reasons why M·J·B is "The Quality Coffee of America."
  - 2—Write on one side of paper only.
  - 3—Sign your name and address clearly at bottom of page.
  - 4—Fill out the coupon which appears in the right hand corner of this advertisement. Take it to your grocer and have your grocer sign his name in proper place at the time you purchase a can of M·J·B Coffee.
  - 5—After your grocer has signed the coupon—attach the signed coupon to your list of reasons why M·J·B is "The Quality Coffee of America."
- Mail your letter to M·J·B, Third and Townsend, San Francisco. Letter must bear postmark not later than November 20, 1922. This offer is limited to Nevada. No M·J·B employee is eligible to compete.

## EVERYONE—YOUNG OR OLD—MAY PARTICIPATE

There are no restrictions as to education, cleverness, composition, neatness, penmanship, spelling, style or grammar. In making the awards, only the value of the thought will be considered. Clear cut facts in any language will do. The meaning of the reasons and not the number alone will count. Remember this, after you have purchased one can of M·J·B Coffee and your coupon is on file with us—you may submit as many letters as you desire.

In case of tie, awards will be divided equally among winning letters. Rulings of the judges are final and they will decide all questions in regard to the contest.

The following prominent men will act as judges:

- MAURICE J. SULLIVAN, Lieutenant Governor of Nevada.
- GILBERT C. ROSS, State Bank Examiner.
- GEORGE A. BARTLETT, District Judge.

Send all replies to M·J·B, Dept. A, 3d and Townsend Streets, San Francisco. Tear out this coupon and take to your grocer today

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**TO THE DEALER:** \$200.00 in cash has been set aside for you  
**WATCH FOR PARTICULARS**

I have purchased a can of M·J·B Coffee from the grocer whose signature appears below and thus qualify to enter the M·J·B Coffee Contest.

Name \_\_\_\_\_  
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I certify that a can of M·J·B Coffee was sold this date to the customer whose name appears above.

Grocer's Name \_\_\_\_\_  
Address \_\_\_\_\_  
Date \_\_\_\_\_