

YOUNGEST BIG BANK PRESIDENT HEADS RED CROSS DRIVE

JOHN L. JOHNSTON OF GERMAN SAVINGS INSTITUTION IS SOUTHWEST CHAIRMAN.

WILL GO "OVER THE TOP"

Predicts That His Division Will Exceed Its Quota in Nation-Wide Drive by 1,000,000 Members.

A bank clerk at 15 years of age, a cashier and director at 19 and president of the German Savings Institution of St. Louis, the second oldest bank in the state of Missouri, at 30. This is the remarkable record in finance achieved by John L. Johnston, who is head of the American Red



JOHN L. JOHNSTON.

Cross Christmas membership drive for 2,000,000 additional members in the Southwestern division, comprising the states of Missouri, Kansas, Arkansas, Oklahoma and Texas, which will be launched Monday, Dec. 17, continuing until Christmas eve.

Johnston, who is applying the same principles to the formation of a gigantic organization for the Christmas membership campaign as those that won for him unprecedented success in the banking world, predicts the five states in his division will pass its allotment by at least 1,000,000 members.

Spurred by his own enthusiasm over the wonderful work which the American Red Cross is accomplishing for Uncle Sam's fighting force, both at home and abroad, Johnston's co-workers are bonding every energy to insure a successful opening of the big drive the morning of Monday, Dec. 17. It is expected 50,000 persons will be enlisted in the solicitation of members when the campaign is formally launched.

"If you don't belong to the Red Cross you help prolong the suffering of our soldiers 'over there.'" This is the cardinal idea that Johnston hopes to have brought home forcibly to every household in the Southwest between now and Christmas eve, when Red Cross workers and their latest converts, in many communities, will chant carols in the streets as a fitting climax to the movement which will cover the length and breadth of America.

"Over the top by one million," is the slogan of the youngest metropolitan bank president in the United States, and the manner in which Johnston is whipping into shape preliminaries of the campaign augurs well for its success.

Born in Louisville, Ky., in 1886, Johnston received his first banking experience, when he was 15 years old, by working as a clerk in the Base-Johnston Banking Company at Ashland, Mo. He continued to work in the bank during the summers until, in 1908, he was elected cashier and a director, at which time he was still not of age.

In 1907 he went to Muskogee, Ok., where he became vice-president of the First National Bank of that city. In 1917 Johnston left Muskogee and became one of the organizers of the National Reserve Bank of Kansas City, which he served as cashier and director for five years. In February, 1918, he went to St. Louis as vice-president and a director of the German Savings Institution of that city. Oct. 28, last year, he was elected president of that institution, which has shown largely increased surplus and deposits under his direction.

Any man of ordinary ability can succeed if he sets his mind hard to it. This is Johnston's rule for success.

Membership in the Red Cross is synonymous with good citizenship. Are you a member of the Red Cross? If not you will join now, or at latest during the Christmas membership campaign, which begins Dec. 17—that is, you will join if you are a good citizen of the United States. The cost is only \$1.

A Christmas gift of real service to America's fighting forces is a membership in the American Red Cross.

25,000,000 TOTAL RED CROSS HOST BY XMAS LIKELY

TEN MILLION GOAL OF BIG DRIVE EXPECTED TO BE DOUBLED, GIBSON PREDICTS.

BOY SCOUTS TO JOIN WORK

Merchants in Country Districts to Make Campaign in Automobiles to Win Support for the Army's Right Hand.

"Make Red Cross membership as universal as citizenship," is the new slogan of the Christmas membership campaign committee of the American Red Cross for the Southwestern division, comprising the states of Missouri, Arkansas, Texas, Kansas and Oklahoma. From the enthusiasm with which the preliminaries of the drive, which opens Monday, Dec. 17, continuing until Christmas eve, are proceeding, officials at Washington expect the original figures of 10,000,000 new members to be doubled.

In fact, if there are only 10,000,000 new members added to the 5,000,000 already enrolled officials will be disappointed, according to a message received at Southwestern division headquarters from Harvey D. Gibson, general manager of the American Red Cross. In Gibson's letter he said officials would be surprised to see the total membership for the nation on Christmas eve reach a total of 25,000,000.

According to John L. Johnston, chairman of the campaign for the Southwestern division, the drive in many counties already is under way, especially in the rural districts. 3,000,000 Members Wanted.

The Southwestern division, under the original quota of 10,000,000 members, is allotted 2,000,000, but Chairman Johnston predicts his division will pass this figure by 1,000,000, apportioned as follows: Missouri, 750,000; Arkansas, 250,000; Texas, 1,000,000; Kansas, 500,000; Oklahoma, 500,000.

Already the headquarters of the Southwestern division membership committee has begun to assume the aspect of a military headquarters. From counties in the division where the Red Cross armies already have "gone over the top" in the big drive messages are arriving reporting progress and asking for supplies.

From counties where the intensive campaign has not begun, but where committees are making detailed plans for their drive, the requests, both by letter and telegram, for supplies, circulars, posters and general information are even more numerous. An extra corps of stenographers is kept busy forwarding information, issuing directions and sending telegrams and letters.

The storeroom at division headquarters carries the similarity to a military base even further. Every mail and express delivery brings parcels and boxes of supplies from Washington, circulars, posters, handbooks, buttons and window cards, the ammunition to be used in the big drive.

What Service Flag Is. One of the most striking emblems of the campaign is a transparent window card, designed as a service flag. A large Red Cross on a white base is the central figure. Smaller crosses for each additional member of the family who becomes a member of the Red Cross can be added to the card. One of these card service flags will be placed in the window of every home where a membership is obtained. On Christmas eve it is planned to have a lighted candle placed behind these flags. If the canvass equals the expectations of Red Cross leaders there will not be a home in the division Christmas eve that does not have one of these flags in the window.

Boy Scouts Are to Join.

Boy Scouts are being organized to gain memberships. School programs, signifying the coming of the holidays, will have an appeal for the Red Cross. The work of the children, Red Cross workers feel, will be an important factor in the success of the membership drive.

In country districts merchants with wide acquaintance among farmers are devoting their time, or have promised to do so, making auto trips throughout the country, stopping at every home and urging every member of the family to take out a Red Cross membership.

In some cities a census is being taken of every block, number of houses and apartments in the block being registered. The squad assigned to a particular block is given a number of service flag cards equal in number to the number of families in its territory. Every flag a worker leaves in a window is counted as a victory on his score. Every flag he brings back is chided up as a defeat.

In other cities merchants have promised the assistance of their clerks during days of Christmas shopping. Every purchaser will be urged to include a Christmas membership among the gifts for husband, wife, brother, sister, parent or child.

Governors of 5 States Appeal to Citizenship of Southwest to Enroll in Red Cross Ranks

We, the Governors of Missouri, Arkansas, Kansas, Oklahoma and Texas, realizing the imperative necessity for united effort to shorten and win this most righteous of all wars, appeal to the citizenship of the Southwest to enroll itself in the ranks of the American Red Cross.

During the week of Dec. 17 the American Red Cross will add ten million new members to its roll of patriotic, self-sacrificing, determined Americans. Men, munitions and the spirit of the great American Red Cross will preserve those ideals for which we are fighting and secure a just and lasting peace. The service which the Red Cross is rendering and will render throughout the duration of the war is of incalculable value. It is not less an army than the army in khaki which will impose itself between us in our security and the deadly shell fire of the enemy. And the army in khaki will fight with greater vigor and enthusiasm in the knowledge that fifteen million American men and women stand behind it ready to relieve the suffering and anguish caused by the diabolic instruments of warfare and ready to protect the loved ones left at home.

The work done thus far by the American Red Cross in France and Belgium has stiffened the morale of the French soldiers and given them new heart by reason of its relief work among the civilian population of our allies. The suffering families of the soldiers are being ministered to by agents of mercy wearing the insignia of the Red Cross and the consciousness of this fact has strengthened the men in the trenches to bear the burden during the tedious period of our preparation. Every French, British or Belgian soldier retained in the trenches during this critical period means the saving of at least one American life. We must let our boys know that we are keeping guard over the homes which they are leaving and that the Red Cross stands ever ready to protect and safeguard the wives, mothers and children of the men who have gone to fight, in this the greatest struggle the world has ever known between autocracy and democracy. Membership in the American Red Cross is synonymous with good citizenship.

We urge every person, man, woman or child not now a member of this greatest of all humanitarian organizations, to become a member before Christmas eve and place in his window with a lighted candle behind it a red service flag as a glorious emblem of the fact that the occupants of that house have enrolled in an army not less determined, not less ready to do its share than the army in khaki on whom we are relying so confidently.

Join the American Red Cross, the most powerful ally of our fighting forces, during Christmas week, so that the announcement on Christmas morning of a membership of 15,000,000 may show to our enemies that we are a united and undivided people and that, therefore, our cause must prevail.

(Signed) F. D. GARDNER, Governor of Missouri, ARTHUR CAPPER, Governor of Kansas, R. L. WILLIAMS, Governor of Oklahoma, WILLIAM P. HOBBY, Governor of Texas, CHARLES H. BROUGH, Governor of Arkansas.

RED CROSS GIVES MILLIONS TO NEEDY SICK AND WOUNDED

FRENCH SOLDIERS AND THEIR FAMILIES RECIPIENTS OF AMERICAN HELP.

U. S. SOLDIERS SAFEGUARDED

Dental Ambulance, Canteens, Rest Stations and Recuperation Camps Among Comforts Provided for America's Fighters.

The American Red Cross, which will launch its Christmas membership campaign Monday, Dec. 17, continuing until Christmas eve, to obtain 2,000,000 new members in the Southwestern division, comprising the states of Missouri, Kansas, Arkansas, Oklahoma and Texas, has just completed a gift of \$1,000,000 to needy sick and wounded French soldiers and needy families of soldiers.

Twenty dispensaries in the American army zones have been established to care for the civilians and to improve health conditions in the section before the arrival of more American troops.

A dental ambulance is being provided by the Red Cross at a port in France for the use of this country's soldiers and sailors, while a nurses' service for the American army's use also has been organized.

The American Red Cross hospital distributing service sends supplies to 2,423 French military hospitals and is laying in a large stock for future needs. The Red Cross surgical dressing service supplies 2,000 French military hospitals and is preparing immense supplies for the United States army.

Ten Canteens in Operation.

In co-operation with the French Red Cross, the American organization is operating at the front line 10 canteens and is planning to establish 20 more. Twelve rest stations will soon be made ready for this country's troops at important railway centers, also recuperation camps at suitable places.

An artificial limb factory is being established near Paris and special plants for the manufacture of splints and nitrous oxide gas also are being erected. A movable hospital has been contracted for in four units, accommodating 1,000 men. A recreation center is being operated in connection with hospitals and diet kitchens.

A casualty service for gathering information regarding wounded and missing and a medical research bureau has been inaugurated by the American Red Cross in Europe.

Children's Refuge Opened.

At a point in the war zone a children's refuge and hospital has been opened. Here several hundred children have been gathered to keep them away from danger of gas and shell fire. At another point the Red Cross has established a medical center and a traveling dispensary to accommodate 1,200 children.

Infant welfare stations are to be opened in connection with each dispensary in the non-kefeller system planned by the Rockefeller Foundation.

While the Red Cross is making ar-

rangements to help refugee families through the winter with clothing, beds and shelter, extensive repair work is being carried on in four villages in the devastated region to enable returned families to stay throughout the winter.

Training Disabled Soldiers. Barracks also are being provided for the training of disabled soldiers, and the Red Cross expects soon to establish for them experimental agricultural stations.

Relief for the Belgians also is being organized on an extensive scale, for both children and grown persons. The American Red Cross is aiding the Queen in her work for the children and is assisting in the support of hospitals and other work for the relief of Belgian soldiers.

The transportation department, with a personnel of 400, handles the supplies and furnishes automobiles for use in the Red Cross work. There is an organized force at every port in France and it is able to handle about 350 tons of supplies daily. Four hundred motor car vehicles are in use, 250 of which are trucks. In addition, the organization is preparing to operate a motor bus line through Switzerland from Germany to the French border to aid in transportation of repatriates and exchanged prisoners.

American Red Cross emergency relief given thousands of Italian refugees by the expedition from France arrived just in time, according to advice received at headquarters in Washington from Maj. Murphy, in charge of relief work in Italy.

The cablegram announced that \$20,000 was given the American Consul at Venice for immediate use for refugees in Venice, Chioggia and the Littoral. Twenty thousand dollars additional was provided in case a new situation arises. Five thousand blankets and food supplies were asked for refugees at Rimini. Venice, the message said, is the crucial point, both because of the sentiment attaching to the city and on account of actual, imperative need. The more prosperous elements of the population, including workers in the industries, are reported as having left the city, and the remaining 15,000 families are receiving relief.

Forty-six carloads of assorted material have been shipped from France. Substantial purchases of supplies have been made in Europe. A warehouse has been established in Rome. Condensed milk has been distributed to children and sick from Genoa and Milan.

One or more soup kitchens have been organized and are operating in Rome, Ancona, Ravenna, Genoa and Milan. Two hundred thousand dollars has been appropriated to aid needy families of soldiers at the front.

\$900,000 MORE IS GIVEN TO NEAR EAST RELIEF

The War Council of the American Red Cross announces the appropriation of an additional \$900,000 for relief work in the Near East, through the American Committee for Armenian and Syrian Relief. This appropriation is to cover relief work for the remainder of the war and makes a total of \$1,800,000 which the Red Cross has appropriated in Western Asia.

The committee is carrying on relief work not only in Asia Minor and portions of Armenia and Syria in the Ottoman empire, but also in a large section of Armenia, Russian Caucasus, Persia and Mesopotamia and portions of Egypt into which the refugees have fled in large numbers.

Save in food, in service, in clothes, in luxuries, but not in money. Give it to save the wounded, the suffering, our friends, our country.

THE UNDRAFTED ARMY

To the civilian American who feels a keen desire to be represented as directly as possible in his country's service the Red Cross brings an appeal of peculiar force. For the Red Cross worker comes into the closest contact with the actual struggle that is possible to any save the soldier himself. On the heels of death and destruction he presses so closely in his mission of mercy as to be almost a part of the battle. His are the hands that first minister to the shattered body; his the ears that hear the last faint message of many a parting soul. Through the further help of these brothers and sisters of the Novitiate of Pain, life after life is drawn back from the borderland; cleanliness and comfort and trained care lessen the anguish, or, when death must be, makes easier the passing. To our boys when they land on foreign soil the hand of greeting is held out; as they travel from place to place comforts are provided. The scarred and broken remnant of a people scourged by a ruthless devastation—the aged and the women and the piteously helpless children to whom our longing sympathy goes out, the Red Cross ministers to these in our stead.

In all this and measureless other service these workers are a vital and omnipresent force. We who are left at home may work by proxy through them. We can keep them there and send others, with our money, the least precious possession that men and women are being called on to give up. Our dollars can take us there in spirit and represent us in accomplishment. The little red button is the badge of enlistment in the Army of the Undrafted; the outward symbol of the pledge to serve.

Won't you join the Red Cross during the Christmas membership drive, which begins Dec. 17? Or, better still, send in your \$1 for membership now and then enlist as a solicitor for other memberships in the Christmas drive. It is your duty to do this, and it is a God-given privilege.

Humanity is calling, and if you are human you will respond. Act now!

BELGIAN ORPHANS GIVEN NEW LIFE THROUGH RED CROSS

Anent the American Red Cross Christmas membership campaign, which is to be inaugurated throughout the nation Monday, Dec. 17, continuing until Christmas eve, national headquarters announces that the organization already is assisting in the care of Belgian orphans who were carried by their captors into Germany and who are beginning to be released. The first groups, consisting of 500 children each, have been received back into the Allies' territory.

These homeless children, sick and under-nourished, all between 4 and 13 years of age, will receive the best possible care from the American Red Cross, which recognizes in them Belgium's hope for its coming generation.

Twenty miles from Limoges, in the southern center of France, on a hillside of a little town called Troche, stands the famous monastery of L. Grande Chartreuse, unoccupied at present. There roses bloom the year around. Permission was given to use this place for the Belgian children, and it was rented from the government by the Red Cross, which supplies the funds for the work, while the personnel and management are provided by the Belgian committee. In this monastery the Red Cross hopes to bring back to life and vigor these children, in whom lies the hope of Belgium.

TWO OBJECTS ARE SOUGHT IN FRENCH RELIEF WORK

The American Red Cross assumes that the work done by the organization with the French must fill fundamentally two requirements:

First—That all activities contribute to the successful conduct of the war.

Second—That they relieve suffering caused by the war.

Work done with the civil population may have a more important bearing on the military situation even than work done with the forces, for men in the field will be able to carry out their work better with the knowledge that those left at home are being taken care of.

If the American people can get a real picture of the misery among those who have been and are being daily driven out of their homes and dumped in poverty upon other parts of the country, oftentimes ill or maimed, they will gladly do all in their power to help.

Special Aid to Italy.

The American Red Cross responded promptly to the emergency created by the Italian retreat. The War Council, in a telegram to Ambassador Thomas Nelson Page, promised every effort which the Red Cross could make would be applied immediately to the relief of Italy.

New Uniforms for Nurses.

Owing to the limited laundry facilities in France, it has been decided that American Red Cross nurses with base hospitals and other military hospitals in France shall wear gray uniforms instead of the usual white.

AMERICAN WOMEN OPERATE RED CROSS CANTEENS ABROAD

CARE OF U. S. SOLDIERS AND SAILORS ORGANIZATION'S FIRST AND SUPREME OBJECT.

MEAL COSTS ONLY 13 CENTS

Shower Baths, Barbers, Movie Theater—Everything Free Except Food—Work Near the Firing Line.

First and supreme in the work of the American Red Cross, which will launch a Christmas membership drive for 2,000,000 more members in the Southwest Monday, Dec. 17, continuing until Christmas eve, is the care of Uncle Sam's own army and navy. The safety, health and comfort of the men who are fighting the country's battles 3,000 miles from home will at all times be the prime object of the organization's attention.

When French army officers were asked what the American Red Cross could best do to hearten the army and give the soldiers a concrete token of American co-operation they said: "Give us canteens and rest stations."

The Red Cross is accordingly establishing canteens at 11 important railway stations in France for the special use of soldiers on leave, who are constantly passing on their way to and from the front. The woman's bureau undertook to recruit 100 women to serve in canteens and rest rooms in France. Only women of robust health, between the ages of 30 and 50, were considered, and applicants were required to show that they had worked for the American Red Cross or in regular occupations requiring a high order of service and a capacity for self-sacrifice. Fifty-two of these women already are in France.

Serves 2,000 Troops Daily.

The first of these canteens was opened in September and began immediately to serve large numbers of French soldiers and some American troops. It has been used by an average of 2,000 men daily. The first veterans were a troop of chasseurs who had been instructing the American troops, and on the same evening a large number of American engineers, leaving by train at 1 o'clock in the morning, were given a warm welcome.

There are 18 women who serve day and night. The menu includes soup, bread, meat, vegetables, salads, cheese, eggs, coffee, chocolate and tea.

Arrangements for announcing the departure of trains have enabled between 300 and 400 men to catch a few hours of much-needed rest in comfortable, clean quarters, without fear of missing their trains. Six hundred men can be so accommodated. Showers and wash basins also are provided.

Everything Free Except Food.

The picture presented by such a canteen when it is filled with soldiers is described in a cable from Julius B. Wood, American war correspondent, in part as follows:

Back of a long porcelain-tiled separator American women in white caps and white aprons were pouring coffee, making soup and handing out sandwiches as fast as their arms could work. In front was an unending line of soldiers, American and French, with bowls of soup or coffee in one hand and sandwiches, sausage and tobacco in the other, making their way gingerly through the crowd from the canteen to seats at the tables in the big room.

This canteen seats 60 at a time in the dining room, which is capable of handling 5,000 guests daily. There are 12 tables, a barber shop, a clothes washline and a movie theater. All is free except the food, which there is a national shortage. On the other side of the railroad tracks a garden has been laid out where, in addition, the French government dispenses wine to its own troops. While waiting for trains the soldiers read and rest. Everything is sold at cost, no allowance being made for the big overcast expenses. In addition, much is distributed free. A bowl of soup, which is quite different from the usual onion-flavored grags hot water, costs 8 cents, and other things are sold at proportionately low prices. Soup and coffee are both served in bowls.

There are no spoons, cups, knives or forks, for these never return. For 13 cents one gets a dinner consisting of soup, beef or lamb, vegetables, salad, bread, pudding or fruit, coffee, chocolate or bouillon. Tea is brewed especially for passing British troops.

Near the firing line the American Red Cross is establishing field canteens. Extending the work already begun by a branch of the French Red Cross, it will provide one of these canteens for every corps of the French army and later for the American army as well.

A field kitchen is maintained there, from which the refreshing drinks are distributed along the front by wagons and light motor trucks. Four thousand portions—coffee, tea, cocoa, bouillon, lemonade, etc.—are sometimes served from one canteen in a single day.

15,000 NURSES ENROLLED FOR RED CROSS DUTIES

Fifteen thousand nurses already have been enrolled by the American Red Cross, many of whom have volunteered for war service, according to a statement made public at Red Cross headquarters.

About 2,000 already have been sent to Europe. It is estimated that the present registered force is sufficient to care for any army of a million and a half, and approximately 1,000 nurses are being added monthly.

Keep Christmas, 1917, by keeping up the Red Cross.