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AREA DIRECTORS DISCUSS 1954 MEMBERSHIP CAMPAIGN QUOTAS

Jean McGregor

Mrs. Alfred Barnes

Mrs. Richard Van Dusen

Mrs. F. W. Raeder

Mrs. Frederick Warner

(Eccentric Staff Photo)

Red Cross Asks \$29,500 in Area

Chairman for the 1954 Red Cross membership drive in South Oakland county, Mrs. Alfred T. Barnes, said four Birmingham area women were in charge of raising \$29,500 of the over-all \$74,550 SOC quota.

She said Mrs. Richard Van Dusen would direct the efforts of the group which will raise the \$12,500 allocated to the City of Birmingham, while Mrs. F. W. Raeder is in charge of the \$12,000 goal for Bloomfield Hills.

IN FRANKLIN, Miss Jean McGregor is spear-heading the drive for \$7,000, Southfield township, under the direction of Mrs. F. D.

Leahand and the Foxcroft area, Mrs. F. E. Fleming, chairman, are asked to contribute \$2,000.

Mrs. Barnes said that the greater part of the campaign would be handled by direct mail solicitations.

Mrs. Mildred Bennett, executive secretary for the Oakland county chapter, cited several immediate needs.

The Rev. H. B. Whitley of Royal Oak, home service chairman, was advised today, according to Mrs. Bennett, that the national headquarters has increased the Far Eastern field staff by 20 per cent.

COMMENTING on this, F. Roland Harriman, national Red Cross chairman, said the county's home service department lists 2,863 instances where servicemen and their families received aid last year. This is an increase of 25.3 per cent over 1952.

"Security duty under rugged field conditions," Harriman said, "presents morale problems that are often more difficult to handle than those arising from actual combat. The Red Cross has stepped in, at the request of the defense department, to set up a welfare program in the Far East."

"RED CROSS has also been asked to begin a program of supplemental recreation for isolated units in battle areas."

In August, 1953, Harriman said the Far East staff numbered 415, in January, 1954, 498. This includes 85 clubmobile girls handling a recreation job in Korea.

"These girls are doing a remarkable job under extremely trying conditions," Harriman said.

He added that in a single month they had traveled 20,500 miles, visiting 1,700 isolated units. They put on 1,340 program events for 264,000 servicemen.

A recreation program was launched last month for isolated

units in Europe, the first opening at Chateaufort, France. These are planned to increase opportunities for friendly free-time contacts between servicemen and local residents.

ADDITIONAL centers will open at Port Lyauette and Marrakech, North Africa, next month.

Financial assistance to service men is another instance cited by

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Harriman in the field of increased Red Cross service.

He said loans to military personnel were 81 per cent higher than in the past, and the amount of money loaned had increased 125 per cent.

"Since all Red Cross services are given without charge," Harriman said, "these increased demands by servicemen is but one way in which our needs are expanding."

"All the monies the Red Cross has must come from the American public. Before saying our present quota is out of bounds, we ask that everyone take careful consideration of the demands made upon the Red Cross. In that way it will be very evident that our budget is really quite modest."

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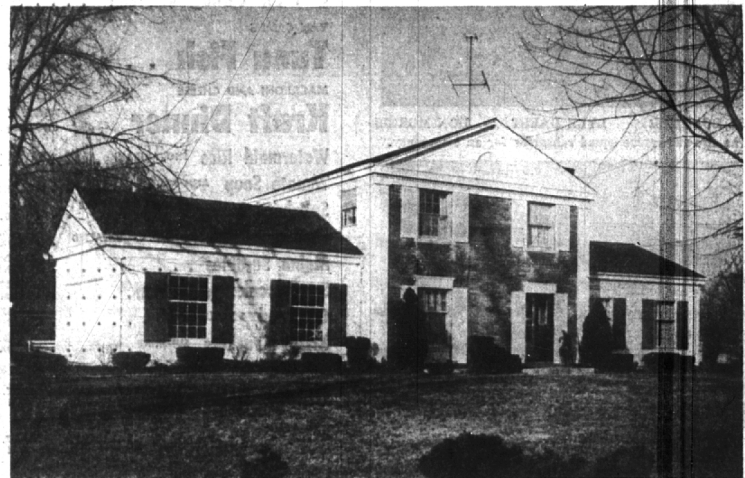
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