

A Challenge to Canadians!



SPEAKERS' MANUAL

\$5,000,000 NATIONAL CAMPAIGN

CANADIAN RED CROSS SOCIETY
1940

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The Canadian Red Cross Society

Emergency War Appeal

1940

HINTS TO SPEAKERS

MEMBERS of the Speakers Committee are advised to emphasize constantly the "emergency" nature of Red Cross. The Canadian Red Cross has been able to meet every emergency demand made upon it since the early stages of the war simply because of the backing of the people of Canada. It could not have done so without the \$5,000,000 contributed voluntarily during its campaign for funds last November. This year the Canadian Red Cross asks for another \$5,000,000.

The information contained in this Manual shows how the \$5,000,000 contributed last November has been spent and gives a general outline of the calls that will be made upon Red Cross in the future. But Red Cross *cannot* budget to the last dollar ahead of time. No one can know what further emergencies the future will bring, and the Red Cross must be prepared. That is why the people of Canada are being asked to give to the utmost.

The index in this Manual will help the Speakers assemble their facts. Brief addresses of varying lengths have been prepared. Always have extra copies on hand for the convenience of the Press.

It is well to stress that contributions up to 50 per cent of a contributor's taxable income are exempt from taxation.

Much valuable information concerning the work of the Red Cross will be found in the reprints of the regular Sunday evening broadcast, "The Voice of the Red Cross," copies of which have been supplied to all branches.

The First Year of War

What the Canadian Red Cross Has Done—

SENT overseas five million articles for surgical and hospital use and comfort of Canadian soldiers and suffering civilians.

Built, equipped and turned over to the Canadian Government a 600 bed hospital in England. Cost \$750,000.

Spent \$2,000,000 for materials made into finished supplies by volunteer workers throughout Canada.

Given \$200,000 in cash and \$100,000 worth of food supplies to the British Red Cross, and replenished supplies lost in Flanders evacuation; \$100,000 to the British Navy League for supplies and comforts for the men of the merchant marine, trawlers and patrol boats; \$100,000 to the French Red Cross early in the war.

Sent \$50,000 worth of food for Canadian prisoners of war.

Aided refugees in the invasions of Finland, Poland, the Netherlands, Belgium and France.

Established hostels and recreational centres for Canadian and allied soldiers and sailors in England and Canadian ports.

Carried on Red Cross "peacetime" activities in Canada.

Met every call for war and disaster relief.

The Greater Task Ahead

Why the Red Cross Needs \$5,000,000 Now

SINCE hostilities began, not a day has passed without its lesson in the vital necessity of preparedness.

However and wherever the conflict may turn, the Red Cross must be fully prepared to meet every demand made upon it. More hospitals are needed in England and in Canada, too. New evacuation problems have developed. Ambulance auxiliary first aid and hospital services must be provided for Canadian soldier casualties. There must be a constant supply of medical supplies and equipment. Raw materials must be bought for the making of finished supplies. The work of the Canadian Red Cross in sending food parcels to British and Canadian prisoners of war will be materially extended.

The rapid extension of our armed forces in Canada will bring a need for added Red Cross service.

The Red Cross must provide all possible aid to heroic Britain in her hour of trial, rush assistance to civilian victims of enemy bombings.

It must carry on its peace-time programme at home—frontier hospitals, aid to sick and needy veterans of the last war, disaster relief, etc.

The dollars you donate will serve Canada and the British Empire.



SPECIMEN SPEECHES

TWO MINUTES

IT IS with what Great Britain is prepared to endure and the sacrifices she is ready to make to defeat the attempt of the enemy to conquer her and destroy the British Empire that this campaign of the Canadian Red Cross Society for funds is principally concerned. It is in the light of what these sacrifices and this suffering may amount to from the ruthless efforts of the enemy that the objective of this campaign has been set at \$5,000,000.

We know the spirit of the British people; we know that Hitler cannot conquer Britain, and that because he cannot conquer Britain he cannot win the war. But we know that Britain is going to win through in the end only by enduring the utmost in punishment that the enemy is able to inflict on her, including enormous casualties, and by making any sacrifice necessary to victory. It has been estimated that as many as 270,000 casualties might result from one mass bombing raid on Britain. It is certain that many such raids will be made. British air defences are daily becoming stronger. We may hope that they can prevent the casualties reaching such terrible figures. But we must be prepared for whatever may come.

The principal aim of the Canadian Red Cross at this time is to assist in enabling Britain to endure any punishment in the dauntless fight she is making. Our Canadian airmen and soldiers, our navy fighters too, are over there helping to beat back the enemy from those islands that are the last barrier against the tyrant, the sole safeguard of our freedom. But it is not alone through fighting that Britain will stand unconquered and unconquerable. Even more is it through enduring. Britain can endure and will the utmost efforts of the enemy. And by her endurance shall we of the British Empire remain free. It is our duty and our proud privilege to help her to bear the losses

and suffering of her heroic stand. It is for this that the Canadian Red Cross requires your contributions.

Remember that it is Canada's boast that we are united in this war. All the provinces and peoples of Canada are standing shoulder to shoulder. The Canadian Red Cross is not only a symbol but an active agency of our national unity.

THREE MINUTES

Since that memorable day, a year ago, when the torpedoing of the defenseless passenger ship Athenia brought home the first swift, horrible realization of war, Canadians have been making a humane, wholehearted contribution to relieve the suffering and misery of millions of men, women and children. Many of us little realize that we have been represented, night and day, where need has been greatest, nor that the things we would like to do ourselves have been done efficiently, quietly, thoroughly by the organization which our hearts have appointed to do the task.

Less than a year ago the Canadian Red Cross Society appealed to the people of Canada for funds with which to carry out its work. With magnificent generosity, the people responded. Ever since that time, the Red Cross has sought to render an accounting from time to time of what was done with the money. In addition to the careful auditing by both public and government officials, statements were released on expenditures. The Red Cross was proud of its low margin of administrative costs, achieved by its enrolment of hundreds of thousands of volunteers, and by the co-operation of many organizations which made it possible for the Society to purchase materials at advantageous prices.

During this past year many things were done. In quick succession, entire programs of work had to be revised because of the changes wrought by the war. For instance, the Red Cross opened its channels of mercy to

pour needed things into Norway, Holland, Belgium, France and elsewhere. At the same time it amassed tremendous stores of supplies in the British Isles, with the consequent establishment of depots, warehouses, transport systems and office. It built and completely equipped a 600-bed hospital in England which is now serving Canada's forces under the administration of the Army Medical Corps.

Two million dollars went into materials alone, from which the women of Canada, mobilized into a huge, efficient army, produced the countless things which experience had taught would be needed. It is important to realize that the Red Cross knew no periods of "sitzkrieg," because its work among civilian populations continued at all times, and because, more important still, it had to prepare for whatever lay ahead. And this meant establishing depots wherever civilian or military needs would occur. Consider this need today in terms of an aerial blitzkrieg and some conception can be gained of the work which was accomplished in providing close at hand the materials from which emergency workers had to draw.

A long, statistical list of things done could be recounted, but it could not interpret to you the hours of work, the weeks of planning that went into its creation. Such things as 1,100,000 surgical dressings, 332,000 bandages, 108,000 bed gowns and so on represent only that thousands of women used Canada's donations to good purpose. But the list cannot portray vividly the women at work in cities and towns, on farms and in mining communities. It does not reveal the patient, studious committee of a dozen nurses and army doctors who designed every item so that no waste would occur. It doesn't visually present the machinery of organization which sent a complete copy of designs, plus patterns and one completed article, to every workers' group in Canada. And it can't show you the hundreds of men volunteers who helped to pack and ship, in standard type packages,

and the thousands of hands which shared the task of getting these things to the spot where they were needed.

You are asked again to give and give to the utmost now to the Red Cross to continue this work. It must be continued because the stream of materials must be continued. The Red Cross, far more than a year ago, has become an important part of the pattern of Canada's war effort, with millions of men, women and children dependent on it for relief from suffering and misery. Remember, when you are asked to give: The Red Cross does those things which our hearts wish we could do.

THREE MINUTES

For the past year the Canadian Red Cross Society, in accordance with the constitution that makes it part of the greatest world-wide organization ever known, has been engaged in the greatest task of its history. That task has been accomplished only because of the generosity and support of the Canadian people. Today, when it appeals for your support again, it is fitting that you should receive an accounting of its record. We of the Red Cross believe that record will once again win your aid in the even greater work which lies before it.

First, perhaps, one factor should be made clear. You may wonder why various sums of money were spent during many months which appeared to place little demand upon the Society. The facts, however, are that the Red Cross, although becoming automatically an auxiliary of the Army Medical Corps in wartime, continues to bear its burden of alleviator of suffering among civilian groups at the same time. In addition to that, the Red Cross, based upon experience and the recommendation of appointed authorities, makes vast preparations for crises that lie ahead. In other words, when there is no fighting it prepares for the battles to come, while at the same time it succors the civilian sufferers of the previous conflicts.

As a result, the Canadian Red Cross Society has been operating at full wartime strength since war first was declared. Poland was aided, Norway, Holland, Belgium and France were aided. Vast quantities of clothing, medical supplies and foodstuffs were provided in these countries, all of it carefully distributed through the international, non-sectarian, non-political committees of the International Red Cross in Geneva. At the same time tremendous demands were made after the collapse of Belgium when the British forces were compelled to debark through Dunkirk and leave quantities of materials behind. And on top of all this, Canada continued to pour vast stores of emergency needs into the British Isles, to establish warehouses and depots in close collaboration with the Director of Medical Services, to create transport systems for its swift distribution . . . all this in anticipation of the blitzkrieg of Britain.

All this, please remember, was done by volunteers, by men and women from every walk of life. Although two million dollars went into raw materials, the products of those materials represented an inestimable value because hundreds of thousands of Canadian women gave free labor for their manufacture. You who know the ratio of manufacturing cost in any business can readily see what this means to Canada. Today, wherever need exists in the British Isles, there you will find cases of bandages, bed gowns, surgeons' gowns and masks, slings, sheets and pillow cases and countless other things of that sort. Canada's 600-bed hospital, complete in every item from nurses' aprons to x-ray equipment, was built with your money and turned over to our Canadian Army Medical Corps.

That briefly tells what has happened in the past year. Every cent of expenditure was audited, both by public accountants and by government officials. No other organization in existence has a lower record of administrative costs. Figures could be recited which might

sound impressive. They have been published often and every effort has been made to regularly acquaint the public with the progress of the work and its costs. But figures cannot explain that the thousands of men and women who serve Red Cross and who know it best would not be in its army of mercy if it did not merit their support. They help in its work; they depend on you to help them. When they ask your help, give and give to the utmost now to continue the even greater tasks that lie ahead.

FIVE MINUTES

ALL across this broad country our men are training as soldiers for the defence of Canada and the Empire, for the winning of the war. Thousands of young Canadians are undergoing intensified training to fit them for the air forces of Britain and Canada. We have thousands of troops in Britain. Our naval forces are fighting with the naval forces of the rest of the Empire. In our factories men and women are working and wheels are turning twenty-four hours a day in the production of weapons for the winning of the war—for the British Empire is standing alone now and unafraid against the enemy.

But there is more for us Canadians to do.

If you have listened to Mr. Churchill or read his inspiring speeches you will have understood that the quality on which more than on anything else Great Britain is depending for salvation and for victory is ability to endure. Britain's resolve to endure whatever comes and to stand fast is unalterable and unflinching—incorruptible. Her endurance will see her through—will defeat Hitler—will safeguard our freedom and restore liberty to peoples now under the conqueror's heel.

Therein is the great need for our help. The task of the Canadian Red Cross is expanding as our Canadian fighting forces of army, navy and air force increase. But we are also facing the need and the great opportunity of

helping Britain to endure the punishment and the sacrifices she is prepared to endure in order to win the war. Our aid is going to be required as never before. The war—as far as the ability of the Canadian Red Cross to care for casualties, civilian as well as military and to relieve other sufferers—is in Britain. It is our proud privilege to fortify with our help that wonderful fortitude of the British people—that willingness to sustain any punishment in order to remain unvanquished.

To what nobler purpose could any Canadian make his contribution? How better could he serve Canada than by contributing to the endurance of the great fortress of our freedom?

Canada's part in this war is the more effective because it has the spirit of national unity behind it. The Canadian Red Cross Society is a great agency for national unity. Units of its organization are working in every community in Canada from the fishing villages of Nova Scotia to the lumber camps of far Vancouver Island.

Now the Canadian Red Cross Society is appealing to the people of Canada to subscribe \$5,000,000 to allow it to carry on its work.

This is the second campaign for funds since war began last September. The money raised last fall has practically all been spent—splendidly spent.

Every penny is pinched. A finance committee scans every expenditure. A purchasing committee of experts sees that Red Cross buys in quantities and secures the lowest possible prices—little more than manufacturers' costs.

The task ahead of the Canadian Red Cross Society today is infinitely greater than it was a year ago. Britain now fights alone. Demands on Canada's war effort are heavier than foreseen for 1940. Canadian land, sea and air forces are expanding rapidly. And as the total of Canadian fighting men increases, so does the responsibility of the Canadian Red Cross grow.

In addition, shrinkage in the area of war, concentration of the German blitzkrieg on small but populous Britain, ruthless warfare upon women and children, have all combined to enlarge responsibilities for which Red Cross must be ready.

Hence a second and urgent appeal.

How Will the Money Be Spent?

On maintaining hospitals in Britain and Canada for the care and treatment of wounded or sick Canadian soldiers.

On ambulance and auxiliary first aid services to Canadian fighting men in Britain and in other theatres of war that may develop.

On comforts for Canadian fighters which are not furnished by the Government.

On feeding Canadian and British prisoners of war.

On relief to war victims in Britain—civilians as well as soldiers.

On aid to children fleeing Britain.

On assistance to Canadian fighting men before they proceed overseas.

On peacetime activities, frontier hospitals, care of children, home nursing classes, aid to veterans of the last war, etc.

No Waste

Stress—Red Cross wastes no money by overlapping the services provided by other organizations such as the Y.M.C.A., Canadian Legion, I.O.D.E., Knights of Columbus, etc. It works in closest collaboration with the various organizations undertaking war activities.

Giving Made Easy

This campaign is registered under the War Charities Act, 1939.

Thus, contributions to Red Cross war activities are exempt from income tax up to 50 per cent of the net taxable income of the subscriber.

SIX MINUTES

ON September 23rd, the Canadian Red Cross will launch a national appeal for \$5,000,000.

It is primarily a War Emergency Call. The money is needed

- (1) So that the Red Cross may be prepared to meet instantly any emergency arising from the war.
- (2) To continue war services already established.
- (3) To carry on necessary "peacetime" services.

Since hostilities began, not a week, not a day, has passed without its lesson in the vital necessity of preparedness. The Red Cross, as an auxiliary of our fighting and army medical services, as the internationally recognized channel of relief for all forms of suffering in the wake of war and disaster, cannot wait for moments of obvious urgency in which to appeal for aid. It must be ready beforehand.

Last November, in the first days of the conflict, Canadians responded with wholehearted generosity to our National War Appeal. Five million dollars were subscribed. With that money, the Canadian Red Cross has been able to act with certainty and with speed in meeting every emergency.

In the early months of the war, when few war activities were evident, thousands of cases of surgical and other supplies were rushed across the Atlantic and poured into warehouses overseas. Some people wondered why, under such conditions, supplies were being sent over in such lavish quantities. The Red Cross felt sure they would be needed, and in a hurry when the moment arrived. In May, the blitzkrieg was launched. These well-made Canadian supplies were given to the British Red Cross, the French, Belgian and Netherlands Red Cross Societies for the relief of the terrible suffering caused by the German invasion. The value of Red Cross preparedness was made manifest.

Two hundred thousand dollars were given to the British Red Cross in cash; one hundred thousand dollars to the British Navy League and one hundred thousand dollars to the French Red Cross, to meet urgent demands which could not be supplied from this country at that time. And, in addition to this, one hundred thousand dollars was given to purchase food and other commodities here for the British Red Cross Society.

One hundred and fifty thousand dollars has been spent in the provision of supplies from Canadian ports for the men of the Navy.

Seven hundred and fifty thousand dollars has been spent in the building and equipping of our six hundred bed hospital in England, turned over to the Canadian Government in July.

Allocations of funds for services to prisoners of war, for soldiers and sailors comforts, for such co-operative services as the St. John Ambulance Association, port hostels, etc., nearly two million dollars for materials for the making of all types of supplies, and approximately seven hundred and twenty-five thousand dollars for our peace-time work, built up in Canada during the past twenty years — all these go to make up the balance of that five millions.

Early in the summer, with dramatic suddenness, the whole pattern of the war changed. The Red Cross, organized to meet emergencies swiftly, was ready. To Great Britain and to Canadian troops concentrated there, went its full aid.

However, and wherever, the conflict may turn in the days before us, the Red Cross must be fully prepared to meet every demand made upon it. More hospitals may be called for in Britain, and perhaps in Canada too. New evacuation problems may develop. War emergencies may arise where least expected.

Ambulance and auxiliary first aid services must be provided for Canadian soldiers who have been wounded.

There must be a constant supply of medical supplies and equipment.

Raw materials, wool, etc., for the making of finished supplies by volunteer groups across Canada must be provided in great quantities.

The rapid extension of armed forces in training in Canada will undoubtedly create a need for added Red Cross service.

And our peacetime programme (such as forty-three outpost hospitals on Canada's frontiers, crippled children's aid, Junior Red Cross health instruction, help for sick and needy veterans of the last war, disaster relief, etc.) must go on.

Remember that the Red Cross is wholly under the control of elected officers who serve without remuneration of any kind, and who include outstanding men and women from every walk of life, gratuitously giving of their time and energy in the furtherance of this great work.

All canvassers in the Red Cross Campaign are volunteers. They work without remuneration of any kind.

A small administrative staff of paid workers who, the year round, devote all their time to the Red Cross is, of course, necessary. But out of every Red Cross Dollar, only approximately five cents is spent on all administrative and campaign costs.

The Red Cross knows no bounds of race, religion, colour or sex. It seeks to co-ordinate the efforts of all persons who undertake voluntary war work such as the making of hospital supplies, the knitting of garments, the packaging of this material and the shipment of these packages to the depots from which they are distributed to His Majesty's forces.

Nationally, provincially and locally, the Red Cross in Canada is working in the closest co-operation with other organizations engaged in war work, thus avoiding duplication, confusion and overlapping of effort.

SIX MINUTES

SINCE the outbreak of the war, despite the ups and downs of the struggle and the earlier periods of quietness which earned it the descriptive title of "sitzkrieg," there has been one organization which has recognized no holidays, has had no rest periods and has been working at top speed against the days of trial which lay ahead.

The Canadian Red Cross Society was Canada's first organization to enter the war. Although its worldwide constitution provides that it shall never be at war, the Red Cross often is first "in" the war. And on Saturday, September 9, 1939, Canada's Society, true to this tradition, had taken its first part in the action. Twenty-four hours before the late Lord Tweedsmuir signed the order-in-council which formally sent Canada into action, the Red Cross had cabled \$25,000 to England for the use of relief workers who were helping survivors of the ill-fated Athenia, torpedoed by a U-boat off Ireland.

Ever since then, the Society has been in full swing. Much of its work passes unnoticed, because it is performed by women in their homes—by hundreds of thousands of devoted, unselfish, warm-hearted women whose nimble fingers fashion the millions of articles which bring comfort and mercy and relief to suffering soldiers and to millions of men, women and children who are the victims of war's ruthless course. But, though unnoticed, its volume is tremendous and its objective is the highest of all ideals ever set humankind: The contribution of mercy and tenderness to those who are in need.

Perhaps something of the structure of Red Cross, and the background against which its operations are patterned, would better describe why the Canadian Red Cross does (and has done) the things it accomplishes. First, Red Cross is worldwide, is non-political and non-sectarian. It exists under a charter granted by an International Red Cross which has offices in Geneva. It is

devoted to relieving and mitigating the miseries and suffering caused by war.

When a nation enters war, the Red Cross becomes automatically an auxiliary of the Army Medical Corps of that nation, supplementing that Corps and supplying the Corps with needs which it is unable to fill itself.

Eighty years of experience has taught Red Cross executives what lies ahead when war is declared. It is not sufficient that a need be met after the need is created. For instance, supposing a city is bombed in Britain. It is too late to start amassing materials for treatment of sufferers **after** the bombing has occurred. So depots must exist long before the bombing, containing the exact materials which will be needed. Also, Army officials and doctors, with their duties clearly cut out, cannot turn in the emergency to aiding civilian populations because the army and navy and air force must be kept in action. So the Red Cross does the job, from its thousands of volunteers who have been organized and trained in advance.

This, of course, is only one angle. Others are feeding and clothing refugee civilian populations, visiting soldiers in hospital, maintaining rest huts where soldiers can get a bath and sleep while on leave, caring for prisoners of war, and so on. All this is done by voluntary workers, such as Rt. Hon. R. B. Bennett and dozens of Canadian men and women now in England. Each of these duties could make a story in itself, such as the prisoners of war factor, for the Red Cross alone is authorized to visit prison camps in the enemy territory and distribute food from home, in addition to clothing, newspapers and mail.

Behind this organization overseas is the voluntary womanpower of Canada. Few people recognize the huge economic saving accomplished by such an organization, but consider this factor: What would it cost to purchase the things made freely by women? What would it cost to employ men such as the thousands of leaders who form Red Cross executives in towns and cities? In other

words, the nation receives, for the cost of materials, millions of dollars worth of supplies. The amount of these can be realized from this list of Canada's Red Cross deliveries overseas to depots all over Britain, in addition to the stores given France, Finland and other countries months ago:

Abdominal binders, 113,000; bandages, 332,000; surgical towels, 85,000; surgical dressings, 1,100,000; bed gowns, 108,000; pneumonia jackets, 51,000, etc.

All these things were prepared by women volunteers, working to patterns and samples prepared by a national committee. To prevent the waste that has occurred in other wars when things were made improperly, the Red Cross invited six former Army surgeons and seven Army nurses to form a committee on design. This committee consults with Army Medical Corps heads on every detail; nothing is prepared along lines which would make it useless.

This, then, is how things are done. But there are the jobs of shipping, packing, distributing and so on. This has meant trucks were needed at home and abroad, people to man the trucks; warehouses in which the materials could be stored and depots to which they could be distributed for emergency use. This meant conferences with authorities, with shipping firms at sea and ashore. It has meant a tremendous big job done quietly, almost unnoticed and done effectively.

As a result, the forces of mercy stand ready, better prepared, perhaps, than any other department which is affected by war. And it is based upon the willingness of women to help, upon the goodwill of the nation to make it possible through its donations of materials and money and upon its recognition as the only international organization empowered to watch over non-belligerents and suffering belligerents.

Help Red Cross to Be Ready

READY!

The motto of Red Cross.

Nobly has the Canadian Red Cross upheld its task since the war began.

READY, when Hitler swept through Poland and fleeing refugees called for clothing.

READY, when heroic Finns battled against odds and called for ambulances and hospital supplies.

READY, when Belgian and Dutch refugees poured into France and England and called for blankets.

READY, when British sailors arriving in Canada from the tropics called for warm clothing.

READY, when ambulances and more ambulances was the need of Britain's Red Cross.

READY, when Canadian enlisted men and home guard veterans needed comforts.

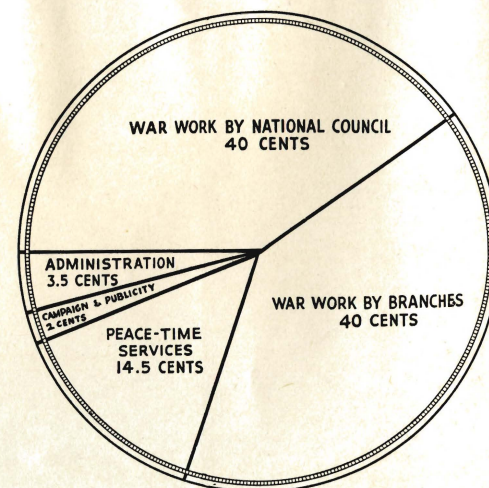
READY, with London warehouses filled with comforts and hospital supplies for on-the-spot calls; with Canadian hospitals standing by for the awaited flood of casualties; with food for Canadian and British prisoners.

READY to take up the greater task ahead, born of total war upon an embattled Britain—but lacking the money to do the job.

GIVE!

HELP RED CROSS TO BE READY!

YOUR RED CROSS DOLLAR



Approximate Disposition of the \$5,000,000 Collected in Last Appeal and Illustration in Terms of One Dollar

WAR WORK BY NATIONAL COUNCIL	\$1.00		\$5,000,000	
	c.	c.	\$	\$
Canadian Red Cross Hospital, England	15		750,000	
British and Allied Red Cross Grants ..	6.4		320,000	
Prisoners of War and Refugee Relief ..	5.		250,000	
Comforts for Army, Navy and Air Force	4.6		230,000	
Co-operative Services	2.		100,000	
Additional War Allocations	7.		350,000	
		40		2,000,000
WAR WORK BY BRANCHES				
Supplies and Comforts		40		2,000,000
PEACE-TIME SERVICES				
Peace-time programme		14.5		725,000
CAMPAIGN AND ADMINISTRATION				
Campaign Expenses	2.		100,000	
Administration Expenses (War and Peace)	3.5		175,000	
		5.5		275,000
GRAND TOTAL	\$1.00		\$5,000,000	

