



GIVE TO THE RED CROSS

The great organization of the Canadian Red Cross tries, as nearly as it can, to be mother, father and friend to every wounded Canadian soldier, from the time he is put into a Red Cross Ambulance on the field, until he comes out of the hospital. The care of Canadian soldiers, prisoners in Germany, lies entirely in the hands of the Red Cross. No other friendly hand can reach them.

MANITOBA AND SASKATCHEWAN Campaign Dates June 17-22, 1918

This advertisement contributed to the RED CROSS by
The Ogilvie Flour Mills Co. Ltd.

The Red Cross in Saskatchewan

Written for The Western Home Monthly by K. H. Miles

WHEN the committee in charge of the organization of Saskatchewan's coming campaign for Red Cross funds started out to secure as much information as possible on other provincial canvasses they found that the Saskatchewan Red Cross Society had both an enviable reputation, and a high record to maintain. One man, well known for his powers of organization when asked for advice as to the best methods of carrying on the campaign threw out his hands in a deprecating manner and confessed laughingly: "When it comes to organization the Saskatchewan Red Cross can teach us all!" Let us hope that the results obtained on June 17-22 will bear out this strong assertion.

What is the secret of Saskatchewan's success in Red Cross work? That this prairie province, with such a large percentage of its population foreign, and a greater proportion of its inhabitants dwelling in rural communities than in any other province of the Dominion, save "The" Island to the far east, has been successful was made evident when at the last annual meeting of the Saskatchewan branch the announcement was made by the President that one-third of all the chartered branches in Canada were in Saskatchewan while from the same province one quarter of all the general fund for the past year had been sent. Later at the general meeting of the Central Society in Toronto the President, Her Excellency, the Duchess of Devonshire, expressed the hope that in time all of Canada would be organized for Red Cross work as was Saskatchewan. Is this success due alone to the efforts of the men and women who have given so willingly of their time and thought to the establishment of a provincial society which would be the clearing house for the Red Cross money and supplies from the entire province?

Organization is essential to the success of any effort. The longer the effort must be sustained the more important is it that the organization shall be maintained and perfected. But in work such as that in which the Red Cross is concerned the organization without the hearty co-operation of those upon whom it depends for its revenue would be a machine of little worth. It has been the splendid spirit of the people of Saskatchewan which has established and extended the standard of support for the wounded and captive men of our overseas defenders. It has been the dauntless effort that often resulted in sums, paltry in themselves, but sent with a recognition that many other small sums were pouring in to make a whole worthy of the cause. That is the real secret of Saskatchewan's Red Cross success,—the realization that small efforts count, and that continuous small efforts must mark the course of every organized centre until the very end.

The four hundred and seventy odd branches of the Red Cross in Saskatchewan cannot be passed by without a word. Many of these have been formed since 1914 when it was felt that the need would be for a short period, and there was unbounded enthusiasm to carry the work along. After three and a half years of steady grind it is a far different matter to carry on, but with very few exceptions there has been a steady increase in the work done from year to year.

As branch after branch has come into the band of chartered workers—on an average about twenty branches are being formed each month during 1918—it is possible to increase the results, but this in no degree lessens the responsibility of the older societies. There are still many districts not organized. Some prefer to support the work in the name of some independent organization, and these "auxiliaries" give no small measure of assistance. In other cases nothing is being done, due no doubt in many instances to a lack of realization. It will be the task of the Saskatchewan organization in view of the coming campaign to reach as far as possible these silent places and ask for a clear cut loud response which will reach even as far as the sodden fields of Flanders.

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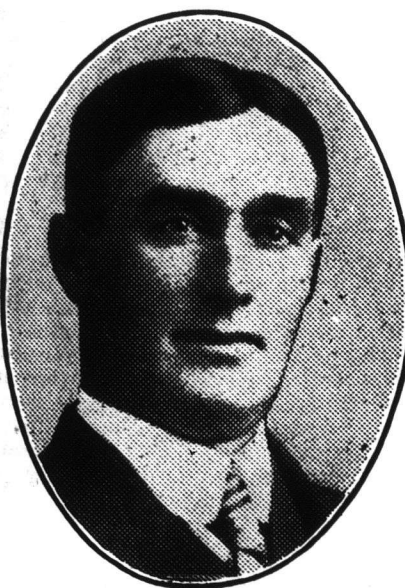
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