

# Join Up—Join In The Red Cross

By Mildred Ann Smith  
Sentinel Women's Editor

The local chapter of the American Red Cross will open its annual fund drive tomorrow with a concerted push to reach its goal of \$26,500 by the end of the week.

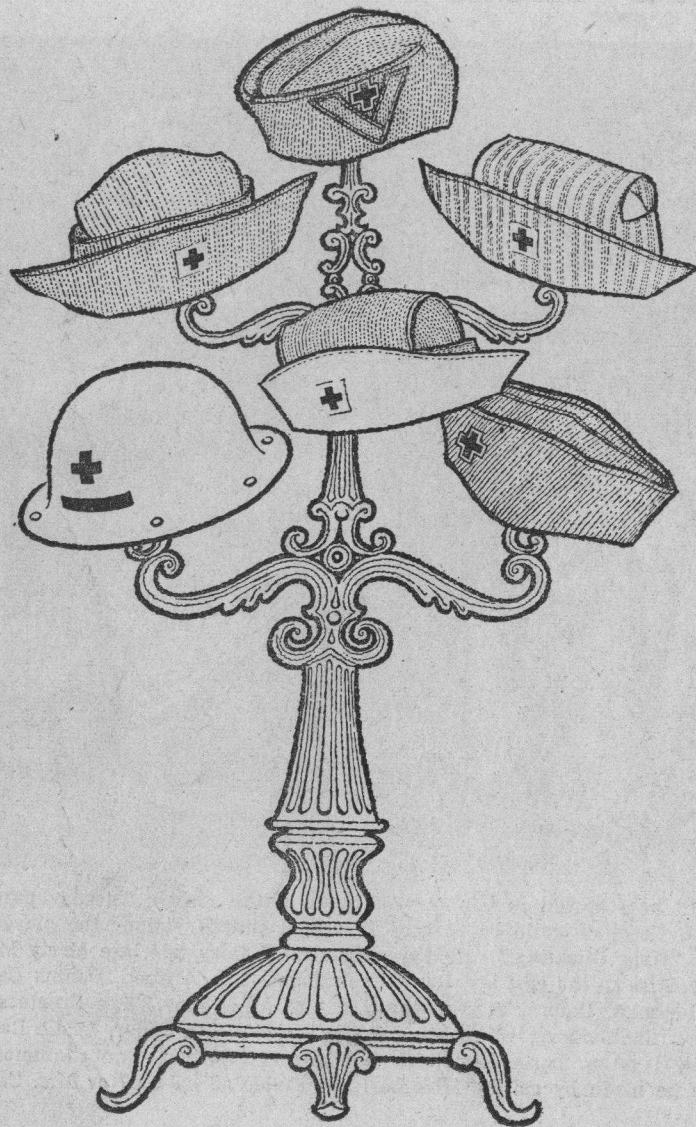
More than 54 per cent of this amount will stay here to finance the organization's many services to the communities in the northern part of Santa Cruz county. The rest will go to national headquarters for use in disaster relief, such as the recent floods in Oregon and northern California, where an estimated five million dollars will be spent; for other emergencies at home and overseas, and to train personnel. Dr. Robert Neary, drive chairman, stresses that for every paid Red Cross worker in the country there are 154 volunteers. This ratio of volunteers is even higher here, where last year 425 persons worked a total of 10,700 hours. Only paid personnel are Executive Director Olivia van Engel and a part-time secretary.

Dr. Neary also points out that the Red Cross is dependent solely upon voluntary contributions and is not a part of the Community Chest drive.

Chapter Chairman Edmund Knight reports that approximately one-fourth of the local budget is expended in the blood program—for collecting, processing and distribution. He emphasizes that the San Jose Blood bank, which covers Santa Clara, Santa Cruz, Monterey and San Benito counties, and another similar bank in Los Angeles, are the only two in the state.

"Without this free Red Cross blood program, the more than 1500 local recipients would have had to purchase blood from commercial blood banks which would cost them at least \$75,000," he says.

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BLOOD BANK program is one of the vital services of the Red Cross. In 1964 more than 1500 pints of life saving blood, collected and processed by the Red Cross, were used by residents in this end of the county. It comes from donors like Mrs. Wayne Fontes, above. Nurses are Helen McQuiggin, left, and Assistant Chief Irene Brundage, both of the San Jose headquarters. Next blood drawing will be Friday at the Calvary church parish hall which is in addition to the regular third Monday date. Red Cross Volunteers also man the canteen which offers refreshments to blood donors. Below, Mrs. Robert March serves two regulars, Bud Durbin and Frank Guilford.

Red Cross  
**BLOOD**  
Program



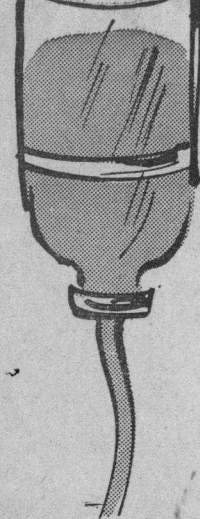




TEMPERATURE NORMAL . . . pulse regular and six more pints of blood soon will be available for needed transfusions. Donors, from left, include William Read, just two pints short of the six gallon mark; Alvin Alexander, who's given four gallons; George Smiley, Corneel Cockx, Miss Marie Negri and Leslie Wellingham. Red Cross volunteer is Mrs. Rosemary Bartling of Aptos. Donors may give blood every three months.



NEW SERVICE initiated this past year by the local Red Cross is its Friendly Visitor program, designed to cheer patients in rest homes. Mrs. Ray West, program chairman, is a regular visitor at the Driftwood Convalescent hospital and here she enjoys a conversation with Keith Haun. She considers him a "live-in" friendly visitor because of the active interest he takes in the other patients. Keith has had multiple sclerosis for 10 years and has been in a wheel chair for the past two. He now is planning to complete work for his degree in biology by taking courses at Cabrillo.



## SAVES LIVES

Photos by  
Vester Dick



PROVIDING TRANSPORTATION is another facet of the Red Cross program. Newest assignment is transporting members of the special training class for mentally retarded at Westlake school to the Santa Cruz high pool for swimming lessons. Volunteer is Arvid Anderson and student is Mike Mullen.



**Santa Cruz Sentinel**

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SUNDAY, FEBRUARY 28, 1964



## More On Red Cross...



FULL-TIME VOLUNTEER for the Red Cross is Mrs. Eleanor Fontes. A retired superintendent of schools from the Freedom district, she works a 40-hour week at the chapter house on Mission street as chairman of the home service program. This includes home visits and counseling for servicemen and their dependents. Last year the local chapter expended more than \$3600 on this service.

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Other local services include free training classes in first aid, swimming and water safety. Last year these classes were given to 1782 local residents. In addition, 6500 school children were trained in mouth-to-mouth resuscitation.

The Santa Cruz chapter, marking its 67th anniversary this year, also offers help to servicemen and their dependents. Mrs. Eleanor Fontes, retired superintendent of schools from the Freedom district, is a full-time volunteer on this phase of the Red Cross program which expended more than \$3600 last year.

New is the Friendly Visitor program, formed to cheer and give personal service to nursing home patients, as well as a transportation service.

The local Red Cross also conducts training classes to instruct in the care of the sick and the injured and in mother and baby care.

Sick room equipment, including hospital beds, wheel chairs and crutches, are kept at the chapter house for free loan to those who need them.

There will not be a house-to-house canvass in all areas this year due to the lack of volunteers. However volunteers will be in business areas in the north end of the county Friday and Saturday to collect contributions. Those not contacted by March 8, may mail donations to the Red Cross headquarters, 701 Mission street, according to Dr. Neary.



AMONG FIRST AID instructors for the local Red Cross is City Fire Inspector Bob Armstrong, shown demonstrating resuscitation with the life-like dummy, Resusci-Anne. Volunteers from the city fire department, all trained by the Red Cross, teach regular classes in the important life-saving technique. Armstrong says the complete training takes only one hour. "And that one hour might save a life," he stresses. Resusci-Anne, made in Sweden, was given to the Red Cross by the local Rotary club.