



AMERICAN RED CROSS

MIDWESTERN AREA
1709 WASHINGTON AVENUE
ST. LOUIS, (3) MISSOURI

December 1, 1943

TO War Fund Chairmen and Public Information Chairmen
FROM The Manager
SUBJECT Cooperation of Outdoor Advertising Association
of America, Inc.

We have just been advised of plans to assure the widest possible coverage through use of 24-sheet posters on all available billboard space in publicizing the 1944 Red Cross War Fund campaign.

The Outdoor Advertising Association of America, Inc., is sending a letter to all local members in the United States urging the fullest cooperation on a gratis basis. Local plant owners will be asked to return an order blank for 24-sheet posters to be used in connection with our next fund campaign.

Chapters should get in touch with local outdoor advertising firms at once to let them know how valuable this help will be and to work out the details for this local cooperation. This should be done promptly and before the orders are returned to the association's headquarters in Chicago.

It is the industry's hope that all local companies will start the showing no later than March 1st. It may be possible to arrange for an earlier showing where that seems advisable locally.

The posters are furnished by the National Red Cross without charge. The billboards themselves are rent free, but in exceptional instances there may be a small charge to the chapter by the outdoor advertising firm for out-of-pocket cost for additional labor used in putting up the posters. This is a matter for local chapter decision in each instance.

In view of the possibility of some cost, due to the shortage of man power in the industry, arrangements should be agreed upon locally before orders are placed by the local plant owners.

Very truly yours,

H. F. Keisker
Manager