A Thousand Thanks

These quotations from soldiers' letters, statements by high-ranking officers, and war correspondents' reports tell a vivid story. Except for face-to-face talks with men at the front or hospitalized here at home, nothing else could convey to you so well the meaning of Red Cross Services to the Armed Forces.

To support this work and all the other life-conserving work of the Red Cross for the next twelve months will require more than $200,000,000. Never before has the need been so acute. Never before has your opportunity to help been so great.

Will you do your share?

AMERICAN RED CROSS

Here in the United Kingdom, the American Red Cross has done wonders for the Eighth Air Force. On our combat airfields, most of which are far from town, Red Cross clubs give our weary flyers and maintenance men indispensable relaxation and fun. To smaller units scattered all over the country-side, no sight is more welcome than the Red Cross clubmobile with American girls serving American doughnuts and coffee. The American Red Cross is making an invaluable contribution to the happiness, morale, and fighting spirit of our men.

IRA C. EAKER
Lieut. General, U. S. A.,
Commanding

Hello Dad—

How are you? Fine, I hope, as this leaves me feeling all right as usual. I was down at the Red Cross Wednesday and I had a swell time. I had doughnuts, coffee, candies of different kinds; I had a swell time all the way around.

I want to remind you, Dad, what I told Mother already. If you help anything or anybody, please give to the Red Cross because they help us. Plenty! They give us games such as checkers, cards, dominos, etc. If it wasn't for them, I don't know what an overseas soldier would do. They even give us music. So Dad, do as I say. Help the Red Cross just for me. You have been a soldier, you was one for 7 months, you know how it would be without something to keep our minds away from home. Help them for my part of the good they do.

Private, U. S. Army
China-Burma-India Theater
(Transmitted to the Red Cross by the censor with the writer's permission)

PUBLISHED FOR THE RED CROSS WAR FUND, MARCH 1-31, 1944

THESE ARE QUOTATIONS FROM ACTUAL LETTERS

SOMETHING YOU DREAM ABOUT

Sure wish you could get a load of my doing at present. Am spending a week or so at a Red Cross rest camp where everything is run along the lines of something you dream about. Horseback riding, basking on a beautiful Mediterranean beach not 50 feet from where we stay, tennis, bike riding with loads of cycles available, and finally, not far from the lovely city of Algiers itself. . . . Food here is superb with regular plates, knives, forks, cups, and excellent service. Oh, yes—linen, too . . . From the looks of things they're about to eat lunch, so I'd better run.

Sergeant, Bomber Group, North Africa (To his father)

HOW STRANGE IT SEEMED

How do you like the stationery? Well the good old Red Cross does a lot for us fellows out here, so pass the word along. They gave our unit a fine transoceanic radio and how strange it seemed to sit back in the jungles and hear about the World Series ball games. We also get the news from California and London every evening.

Naval Hospital Corpsman, South Pacific
(To his parents in Kansas)

"MUST BE A SAD APPLE"

A short time ago I received a letter—from a girl, of course, (back home) asking me to send her a bottle of *white ginger-blossom* perfume. Okay, here is where you come in—I realize that there is little you can do in the way of making personal inquiries at your present location but would it be possible to contact other directors who are stationed in or near some of the larger cities in Australia?

I can't ask you to do this in your spare time—from what I have seen, Red Cross directors just don't have such stuff, but if you can work on it "when you get around to it," I'll appreciate it.

P. S. Maybe all this is a big mistake. Any guy who will even attempt to buy perfume for a gal when he won't be there to appreciate it must be a sad apple!

Private, Coast Artillery, South Pacific
(To a Red Cross hospital field director)

I WISH YOU COULD UNDERSTAND

I could give you many specific cases right in my company of really great help that the Red Cross has given to my men. I can safely say that about 40–50 percent of my men have had the Red Cross do some personal work for them—such as family investigations, etc. It might be difficult for some people to realize how much such a thing as finding out "how Dad came out of his operation" or "why my wife Mary doesn't write" means to these men. But let me tell you—it means everything. My boys can't do their best if they are worried about family affairs at home.

Captain, U. S. Army, Australia
(To District of Columbia Red Cross Chapter)

LIKE SANTA

The Red Cross was just like Santa Claus to us. When we left Guadalcanal we didn't have enough clothes to get off the island with. Red Cross gave us clothes, and duffle bags with shaving outfits, toothbrushes and toothpaste, writing materials, cigarettes, and other things we needed so badly. They sent cablegrams to our folks and looked after our welfare in general.

Private, Marine Corps, South Pacific
(To the people at home)

IF A MAN'S WIFE WAS EXPECTING

At —, Rhode Island, the Red Cross gave us better service than seemed possible. If a man's family was in need they took care of them. If a man's wife was expecting they took care of her and made all the necessary arrangements. If someone at home was sick they contacted the doctor, found out the exact nature of the illness, the seriousness of it and advised if it was necessary for the man to go home. If he needed money they loaned it to him without interest and with very few questions. They have very nice recreation facilities for the enlisted personnel. I, for one, am a staunch backer of the Red Cross.

"Seabee," U. S. Navy, European Theater
(To a friend in Arkansas)

BUT WHAT I WANT TO SAY IS

I asked Mrs. —, the Gray Lady in this ward, who I should write and thank for all the Red Cross has done for me and my fellow soldiers here, in the hospitals in foreign countries, and at the front. I've been a guest of the American Red Cross in London, Glasgow, and Oran, and other cities in North Africa, where I was treated royally. We always got the kindest consideration from any member of the Red Cross we came in contact with. I cannot write much of a letter but what I want to say is I'll never forget what the Red Cross has done for me.

Private, U. S. Army, Walter Reed General Hospital
(To the Red Cross)

WHEN MY FATHER DIED

As company clerk all cases of emergencies are handled through me, and I have never seen the American Red Cross refuse to help a single soldier in time of need. When my father died and I had to make the long trek home to New York, the Red Cross made it possible. Later after an operation they helped me get home so my period of convalescence might be pleasant.

Pfc, Chemical Warfare Service, U. S. Army,
Training Camp in Alabama
(To the American Red Cross)

A CHECK FOR $100

On May 3, I was given a disability discharge from the United States Army after spending two months in the hospital at Camp —, Texas. While there I had an opportunity to observe and to benefit from the great service which the Red Cross is performing to give pleasure and comfort to so many.

I am therefore enclosing a check for $100.00 (my army salary for those two months). I know that in the hands of the Red Cross the money will more than repay my former comrades for my own period of uselessness.

Ex-Serviceman, U. S. Army (To the Red Cross)

I'M REALLY SOLD

You find the American Red Cross clubs right up on the front lines. They put up their clubs with anything they can get hold of which is usually a grass shack. They have to promote everything they get but they manage to put on movies, shows and provide entertainment.

When I spoke of donating to the Red Cross I wasn't kidding. I really want you to give a donation from my money now and then. I'm really sold on the organization. It is doing a tremendous job in a fine manner. I just learned that they are now putting representatives (men) with the leading units in battle so they can prepare the way for clubs and so on. It will be the first time in the history of the Army that any organization has attempted to accompany the front line units with workers who keep pushing up clubs and other entertainment for the men. You see why I'm all for the organization.

Lieutenant, U. S. Army, Island in South Pacific
(To his parents in Denver)

MIRACLE OF MIRACLES

In the final days of our stay when we thought we could no longer tolerate the foreign food, miracle of miracles, the camp commander announced that that afternoon one of the Red Cross mobile canteens would arrive. Well—I have never seen anything more agreeable! There were two pretty girls from the South of the U. S. and in less than 15 minutes they gave us all they had—coffee, doughnuts, candy, cigarettes, chewing gum, etc. They had a phonograph too. This was the only occasion when we have been so near to the U. S. since we came.

Private, European Theater (To his family)

RISKED THEIR LIVES OVER AND OVER

Red Cross got up to the front fighting lines to give us men candy, cigarettes, and other comfort articles. I saw Red Cross workers who risked their lives over and over again to help make the Marines comfortable.

Pfc, U. S. Marines, Southwest Pacific
(To a friend at home)

BEST FRIEND HERE

Been a Kriegsgefangenenlager (Prisoner of War) since November 8. Shot down over France. Snow on ground and below zero. Reading lots. Could use candy parcels. Red Cross best friend here.

Bomber Pilot, U. S. 8th Army Air Force
(An excollege star to his former football coach)

GOD BLESS YOU FOR IT

On Christmas day I was given a gift package donated by your chapter for which I wish to extend my heartfelt thanks. It was truly appreciated. The package contained a little note, which, while containing few words, meant more to me in this faraway spot than any volume of classics could ever mean. I shall remember wherever I go those kind words: "We are wishing you luck and standing back of you." God bless you for it. I am sending the note home to my sister to put among my souvenirs. I shall also remember that the Red Cross is one more reason for me to fight like Hell (your pardon). Thanks again, friends, may the Red Cross banner forever wave.

So long and good luck,

A Lonely Marine (To a Missouri Red Cross chapter)

WE DIDN'T HAVE TIME TO ASK

I was wounded in a naval encounter with the Japanese. From the time I reached a hospital I owed much of my comforts to the Red Cross workers. They were there and on the job.

At the advance station hospital we were provided with toilet articles, cigarettes, and clothing. All these things were given to us by your men. We didn't have time to ask for anything. It was there before we could ask.

Ensign, U. S. Navy
(To a California chapter of the Red Cross)

THIS HAS HAPPENED TO DOZENS AND DOZENS OF OUR BOYS

When a man walks into our department with a telegram in his hand and tears in his eyes and says that his mother or wife or baby is seriously ill and that he would like to go home then we only have to pick up the telephone and call the Red Cross. The Red Cross immediately verifies the information by wire or telephone at their own expense regardless of whether that soldier lives 5 or 5,000 miles away. If the soldier lacks funds to get home then the Red Cross supplies those funds in the form of a loan. This has happened to dozens and dozens of boys in our organization.

Personnel Sergeant, U. S. Army, U. S. Training Camp
(To a Red Cross chapter in Texas)

IT IS MIGHTY SWELL KNOWING IT

I am only one of many here. However, I can speak for all when I say that the Red Cross is always ready and willing to help. The workers are always looking for new ways to make life bearable for all the men in the services. At the hospital, they are always helping with the little things as well as the big. Whether it is providing entertaining diversions during the daytime, or rendering material or financial assistance at any time, the Red Cross is always on the job, and it is mighty swell knowing it.

Private, U. S. Army,
Hospitalized at a Virginia Training Camp
(To the editor of the *New York Times*)

"I consider the Red Cross an auxiliary of my Army, and we simply couldn't get along without it. They are doing a perfectly magnificent job in every way."

GENERAL DWIGHT D. EISENHOWER
Commander in Chief of Allied Forces
European Theater of Operations

"Wherever the Stars and Stripes fly over Pacific Islands, there also is found the symbol of the American Red Cross. Their representatives work tirelessly in the service of our fighting men."

ADMIRAL C. W. NIMITZ
Commander in Chief, U. S. Pacific Fleet

"The Red Cross has never failed the American soldier. It has helped him in his hour of danger, it has sustained him in his hour of pain, and it has comforted him in his hour of death."

GENERAL DOUGLAS MACARTHUR
Commanding General
Southwest Pacific Theater of Operations

"I am delighted to express the debt of gratitude of the Fifth Army to the American Red Cross for the fine work it has done. The men and women of the Red Cross have not been deterred by fatigue, discomfort or danger."

GENERAL MARK CLARK
Commander of the Fifth U. S. Army

"The American Red Cross has made an outstanding contribution to the high morale of the soldiers in the China-Burma-India theater."

GENERAL JOSEPH STILWELL
Commanding the U. S. Army Forces
China, Burma, and India

"The American Red Cross is one of our most loved, and most useful institutions. The work it has done here has contributed notably to the patriotic spirit, as well as the comfort and happiness of the Alaskan soldier."

LIEUTENANT GENERAL SIMON B. BUCKNER
Commanding General, Alaskan Department

"THAT THEY ARE NOT FORGOTTEN . . ."

By DEMAREE BESS

American fighting men overseas are usually homesick; they get all their basic needs from the Army and the Navy, with one exception—and that is the feeling that they are not forgotten by the civilian world which is always in their thoughts.

I have lived among our soldiers abroad in both world wars, and have seen how much it means to them to have close contacts with the life at home. . . .

In this war, duplication of effort has been avoided by entrusting to the American Red Cross the chief responsibility of bringing a touch of home to homesick men. Red Cross men and women work courageously and indefatigably in hospitals, in rest areas, in bases at the rear, and with units at the front. They provide entertainment and comforts and a helping hand to men whose leisure is sometimes more trying than the hazards of actual battle.

Theirs is a great privilege and a great responsibility and, judging by my observations, the Red Cross has admirably fulfilled it.

Saturday Evening Post

"BIGGEST THING IN THEIR LIVES . . . . ."

By RAYMOND CLAPPER

The pilots of the small, deadly, trim, little A-36s climb out of their planes. The squadron leader, a lieutenant colonel, says: "Let's check in and get over to those Red Cross doughnuts."

The biggest thing in their lives at the moment is an American Red Cross girl under an olive tree serving coffee and doughnuts. Only after a second cup of coffee and a third doughnut do you begin to hear what happened.

The whole sky may be open to them in the air but on the ground they lead isolated lives, too far from town to get in for a bath or recreation. And they must fly every day in a big drive like this, so their visit to the Red Cross girl with the big tank of coffee and the crate of doughnuts becomes the most exciting event in their lives.

The real revolutionaries of this war are these flyers, munching Red Cross doughnuts on a dusty, isolated airfield, and the American Red Cross is always there to make their lives bearable and a little more human.

All my life I have been a friend and a supporter of the Red Cross, but it took such an incident as this to make me realize how much Red Cross means in the lives of these men who must fight the war. True, this was only one fragment of Red Cross service, a service that extends throughout the world, but even this fragment symbolizes the fact that Red Cross is always at the side of the fighting man.

"SOMETHING FINE TO BEHOLD . . . . . ."

By ERNIE PYLE

Everywhere I went in the European war theater—in the British Isles, in North Africa, and in Sicily—there was the American Red Cross giving its services to our fighting men. It is something fine to behold, this touch of home which the men and women Red Cross workers are able to bring to our troops abroad.

When the Red Cross opens up in a new war theater, its growth has to be as fast as the growth of the Army. The way clubs spring up overnight in newly occupied centers, the way restaurants and dances and movies and clubmobiles and doughnut factories mushroom into life all over a new country, is something that still astonishes me.

Right in the field with their regiments are the Red Cross field directors, who act as a link between the soldiers and their homes. In most of the hospitals, doing the recreational and welfare work for which the nurses can spare so little time, are the Red Cross hospital girls. With every medical unit are countless quantities of the indispensable blood plasma made from the voluntary blood donations of the American people.

Our soldiers and sailors abroad literally worship the Red Cross, and I personally can find nothing but praise to say about its program as I saw it in operation.

American Red Cross Washington, D. C.

ARC 1133
Jan. 1944

AMERICAN RED CROSS

MIDWESTERN AREA
1709 WASHINGTON AVENUE
ST. LOUIS 3, MISSOURI

March 7, 1944

TO War Fund Chairmen

FROM The Manager

SUBJECT ARC 1133, "A Thousand Thanks"

"A Thousand Thanks" is a new piece of War Fund literature, brimful of actual excerpts from soldiers' letters, statements by high ranking officers and war correspondents.

As you will note from the sample, it provides the sort of material needed to vitalize newspaper publicity and War Fund talks. Also, in the hands of your campaign leaders, it will prove stimulating to them and to their workers.

Your chapter's allotment of this valuable folder should reach you within a few days.

Very truly yours,

H. F. Keisker
Manager

Enc. (1)
ARC 1133

LET'S GIVE
WAR FUND
MARCH 1-31

YOUR RED CROSS IS AT HIS SIDE

U-686

AMERICAN RED CROSS

MIDWESTERN AREA
1709 WASHINGTON AVENUE
ST. LOUIS 3, MISSOURI

February 11, 1944

MCS 146 RC 24

TO Chapter Chairmen and War Fund Chairmen

FROM The Manager

SUBJECT Chairman Davis' Letter on Red Cross Week in Motion Picture Theatres

Some time ago, we queried some chapters to secure opinions regarding the benefit of motion picture theatre collections for the 1944 Red Cross War Fund. The great majority of chapters replying were strongly in favor of having such a collection during March if it could be arranged with the Motion Picture Industry with local option as to timing.

The attached letter from Chairman Davis advises you of the final decision of the War Activities Committee of the Motion Picture Industry on our request for their help. All chapters are urged to discuss arrangements for their communities with representatives of the Motion Picture Industry. Your attention is especially called to the fact that while the week commencing Thursday, March 23, has been designated for Motion Picture Theatre collections, the final decision both as to participation and timing is left to each chapter.

Very truly yours,

H. F. Keisker
Manager

Enc. (2)

LETS GIVE
WAR FUND
MARCH 1-31

YOUR RED CROSS IS AT HIS SIDE

U-467

WAR ACTIVITIES COMMITTEE
MOTION PICTURE INDUSTRY
THEATRES DIVISION

1501 Broadway, New York 18, N. Y.

EXECUTIVE COMMITTEE

S. H. Fabian, Chairman
Joseph Bernhard, Honorary Chairman
E. V. Richards, Co-chairman
Arthur L. Mayer, Treasurer
E. L. Alperson
A. H. Blank
Harry Brandt
John H. Harris
E. L. Kuykendall
Sam E. Morris
Chas. C. Moskowitz
R. J. O'Donnell
M. A. Rosenberg
Dan Michaelove
R. B. Wilby
Nathan Yamins

February 3, 1944

TO ALL EXHIBITORS:

We have received a personal appeal from Norman H. Davis, National Chairman, American Red Cross, requesting the participation of theatres in the Red Cross Campaign through audience collections.

As you can see from attached copy of Mr. Davis' letter to Chairmen of all local Red Cross Chapters, great importance is attached by the Red Cross to your participation in this campaign and the last week in March, beginning on the 23rd, has been designated for this purpose.

With the Great Invasion imminent, the Red Cross feels that it must have unlimited resources at its disposal to give adequate help to the armed forces. Its huge $200,000,000 quota is the minimum; and there is no ceiling on the amount of money it hopes the American people will contribute for its indispensable humanitarian work. Red Cross Chapters are expected to go as far beyond their local quotas as they can.

In view of this fact, it is practical for you to arrange immediately with local Red Cross Chapters to set theatre collection as part of local campaign, regardless of quotas. Note, however, that if your local Red Cross Chapter does not desire theatre collections in its campaign, there is no obligation on the exhibitor to hold a collection. On the other hand, the executive committee has explained to the Red Cross that each local exhibitor also has the right to determine his participation.

The American Red Cross needs your showmanship and the salesmanship which our industry has been supplying to the war effort.

Trailers, press book, accessories and all the necessary "ammunition" will reach you in due course. In returning the signed pledge, you automatically order the necessary campaign material.

I heartily second the motion in the last sentence of Mr. Davis' letter to Red Cross Chapters.

"I am sure that members of your chapter and representatives of the motion picture industry in your community will lose no time in getting together to formulate an effective program for this campaign."

Let's make this the greatest campaign in motion picture history. "The most we can do here at home is the least we should do for our fighting men in all parts of the world."

Sincerely,

(s) S. H. Fabian
Chairman

WAR ACTIVITIES COMMITTEE
MOTION PICTURE INDUSTRY
THEATRES DIVISION

1501 Broadway, New York 18, N. Y.

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Sincerely,

(s) S. H. Fabian
Chairman

Form MA-8405

AMERICAN RED CROSS

Midwestern Area

ST. LOUIS 3, MO.

February 4, 1944

TO Chapter Chairmen

FROM The Manager

SUBJECT College Units

In the interest of securing maximum support, as well as of enlisting the active interest of college students in the 1944 War Fund, it is requested that you give special consideration to the organization of student committees for fully soliciting the student bodies of all college and university campuses within the jurisdiction of your chapter.

If you have been fortunate enough to have completed the organization of a Red Cross College Unit on the campus, the War Fund campaign might well become a responsibility of that group. On a number of campuses, the College Units made unprecedented records in thorough organization and contributions in the 1943 campaign. For example, the University of Arizona, through activity of the College Unit, increased its student contributions from $300 to nearly $5000. Universities in Ohio raised 220% of the student established quotas. Many colleges are in process of organization at this time and will take over the War Fund campaign as their first College Unit task.

Funds raised on college campuses will, of course, be turned over to the War Fund organization of the Chapter. Where a part of the student body is in military training of some type, the Field Director visiting such colleges should assist chapters in properly presenting the Red Cross appeal so that members of the Armed Services will not be actively solicited in violation of our announced policy on the subject. Field Directors will make early clearance with you in any such situations.

If funds are raised in any other way than by direct contribution, care should be taken to observe the restrictions on the use of the Red Cross name and emblem which have been found necessary to prevent misunderstandings and criticism.

College Units are expected to limit their campaigns to the student body - undergraduate and graduate. The solicitation of faculty members, administrative staff and other college employees who are non-students, will be handled by the general fund raising organization of the chapter. Suggestions valuable for College Unit campaign organization can be taken from the War Fund Campaign Plan Book, ARC 1103, which you recently received.

May we wish you success in enlisting your student groups in the Red Cross War Fund.

Sincerely yours,

H. F. Keisker
Manager

Copy - War Fund Chairman

U-412

AMERICAN RED CROSS

MIDWESTERN AREA

1709 WASHINGTON AVENUE

ST. LOUIS 3, MISSOURI

February 14, 1944

M-SAF 702 CHS 7

TO Council Chairmen, Camp and Hospital Committee Chairmen

FROM Director, Camp and Hospital Councils

SUBJECT Camp and Hospital Council Service and the War Fund

Within the last year you have been chairman of a successful new Service of Red Cross. Through your work in the Camp and Hospital Council Service, you have a broad picture of the Red Cross and are acquainted with its operation on military establishments, in hospitals, and in chapters and the community. Because of your contacts with various Red Cross services in the council program, you can present an interesting story of Red Cross in a general way, as well as an interpretation of your own service. It will be most helpful and a real support to the War Fund campaign, which takes place during the month of March, if you would offer your services to the War Fund Chairman in your chapter to assist in whatever way he advises.

It is also hoped that you will take every opportunity to present the War Fund needs at your Camp and Hospital Committee and Council meetings within the months of February and March. Our program lends itself particularly well to the presentation of Red Cross War Fund needs because representatives from various civic organizations attend committee meetings and council meetings, often bringing guests from many civic groups. Our councils and committees have been active rendering services and supplying needs in response to requests from the commanding officers of adjacent camps and hospitals. We are in a position to give real stimulus to the program of raising the funds so badly needed for the successful operation of all Red Cross services, both at home and overseas.

I am enclosing "Facts," a booklet on services which you may find helpful in presenting the Red Cross program or answering questions.

Florence L. Ingham

(Mrs.) Florence Leland Ingham, Director
Camp and Hospital Council Service
Midwestern Area

Enclosure

LETS GIVE
WAR FUND
MARCH 1-31

YOUR RED CROSS IS AT HIS SIDE

U-477

AMERICAN NATIONAL RED CROSS

Midwestern Area

ST. LOUIS, MO.

February 10, 1944

TO Chapter Chairmen

FROM The Manager

SUBJECT Stimulating Greater War Fund Interest Among Women

A study just completed by our War Fund Planning Committee reveals that there are at present 17 million women wage earners in the United States. These represent 30 per cent of all employed persons. Of all women employed, 31 per cent are engaged in industry. The number of women wage earners has climbed 4 million since 1940. In some war plants, women make up one-half of all the workers.

It is recommended that these facts be related to your chapter situation. Greater response among women to the Red Cross 1944 War Fund appeal might be brought about by:

(a) increasing their knowledge and understanding of the Red Cross through pre-campaign publicity and education

(b) increasing their interest in individual participation in the chapter year-round program

While the 1944 War Fund publicity theme on the radio and in the press is directed toward women, there remains the problem of creating individual interest. This is possible if each chapter reaches the women workers in its territory.

War Fund Chairmen will be alert to the need of reaching these women workers with the War Fund appeal. In addition to directing the appeal to them to contribute, they should be sought out as key people in factories and other large firms. While training and instructing them in campaign procedures, the importance of their participation in the chapter program could be stressed. This latter point should be carried over from the War Fund as a year-round effort by the chapter.

Women with husbands or sons in the armed forces should be considered for speakers at plant War Fund rallies, inasmuch as they could be expected to make the strongest appeal. Women in service who have returned from overseas assignments to their home communities could be used to tell other women their convincing stories of what Red Cross means to United States troops abroad.

We believe you will agree that this matter is worthy of immediate thought and consideration by your chapter, with an aim toward greater emphasis locally on the importance of women actively participating in and responding to the 1944 War Fund.

Very truly yours,

Gilbert Fay Keisker

H. F. Keisker
Manager

Copy - War Fund Chairman
Public Information Chairman
War Fund Publicity Chairman
Executive Secretary

U-463

AMERICAN RED CROSS

MIDWESTERN AREA
1709 WASHINGTON AVENUE
ST. LOUIS 3, MISSOURI

February 8, 1944

TO War Fund Chairmen

FROM The Manager

SUBJECT Campaign Plan Books Red Cross War Fund

During the past month, War Fund meetings have been held in various sections of each state. These meetings, to which Chapter War Fund Chairmen, Chapter Chairmen, and Chapter Public Information Chairmen were invited, were conducted as instructional meetings on campaign planning and operation. Chapter officials who were able to attend, agree that valuable instruction was afforded in organizing the 1944 War Fund campaign in their chapters.

Your attention is called to the fact that the War Fund Plan Book was closely followed and served as the text book for these meetings. A copy of that book is already in your hands.

If you were fortunate enough to attend the War Fund meeting held in your region, you will wish to review the book in the light of matters discussed at the meeting.

If you were not able to attend the meeting, you are urged to refer to your Plan Book as containing much of the instruction offered at the meeting, and as a guide in planning and conducting your 1944 War Fund Campaign. More than ever before, the War Fund Chairmen of large and small chapters alike are finding it desirable to seek out and strengthen every possible weak spot in their local organization to insure a successful Campaign this year. The Campaign Plan Book provides solutions to problems of campaign organization and operation that are apt to confront War Fund Chairmen in any size chapter.

Under separate cover, additional copies of this book have been sent to you. We believe you will find it desirable to place these in the hands of your Public Information and Division Chairmen, referring them to the sections in the book dealing with their particular phases of the campaign.

Very truly yours,

Gilbert F. Keisker

H. F. Keisker
Manager

LETS GIVE
WAR FUND
MARCH 1-31

YOUR RED CROSS IS AT HIS SIDE

U-439

AMERICAN RED CROSS

MIDWESTERN AREA
1709 WASHINGTON AVENUE
ST. LOUIS 3, MISSOURI

February 15, 1944

TO Chapter Chairmen
War Fund Chairmen

FROM The Manager

SUBJECT President Roosevelt's War Fund Proclamation

The proclamation of the President of the United States, facsimile of which is enclosed, is an important key for use in your chapter's War Fund campaign, since the president of the nation also is president of the American Red Cross.

This year the proclamation effectively emphasizes and summarizes the domestic and world-wide responsibilities and the immediate financial needs of the Red Cross. Your chapter should make judicious use of it.

The proclamation cannot be released for publication in any form prior to February 20. Chapters wishing to use it in pamphlets or leaflets now in preparation may do so provided such material is not distributed before February 20.

Your chapter may desire to open its solicitation of larger individual gifts on February 20, simultaneously with the release of the President's statement.

A newspaper mat of the original proclamation will appear in a future issue of the Red Cross News Service sheet and can be obtained from the Midwestern Area office on request.

Yours very truly,

H. F. Keisker
Manager

Enc.
Proclamation

LETS GIVE
WAR FUND
MARCH 1-31

YOUR RED CROSS IS AT HIS SIDE

U-479

(REPRODUCTION OF PROCLAMATION SIGNED BY PRESIDENT ROOSEVELT AT THE WHITE HOUSE)

RED CROSS MONTH, 1944

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

WHEREAS the war has entered a decisive stage requiring the fullest measure of individual sacrifice;

WHEREAS the American National Red Cross is an auxiliary to the United States armed forces and, as such, is providing indispensable service to our troops throughout the world as well as to their families at home;

WHEREAS these wartime activities, including the collection of life-saving blood for the wounded, recreation work in military hospitals, provision of aid to families of servicemen, shipment of food parcels to prisoners of war, production of surgical dressings, operation of overseas clubs and recreation centers, and recruitment of Army and Navy nurses, all combine to save countless lives, restore hope, and provide comfort for our fighting men;

WHEREAS, through its vast network of local chapters, this agency of our people simultaneously conducts an extensive program of training and community service, while continuing with traditional efficiency to lessen the distress of those overwhelmed by disaster; and

WHEREAS this agency is wholly dependent upon individual support and personal participation and is issuing its 1944 appeal to the entire citizenship for a minimum War Fund of $200,000,000;

NOW, THEREFORE, I, FRANKLIN D. ROOSEVELT, President of the United States of America and President of the American National Red Cross, do hereby designate the month beginning March 1, 1944 as "Red Cross Month" and earnestly beseech my fellow Americans to observe it by opening their hearts to this humanitarian appeal in order that we may keep the Red Cross at the side of our fighting men and their dependents in their hour of greatest need.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the United States of America to be affixed.

DONE at the city of Washington this 19th day of February, in the year of our Lord nineteen hundred and forty-four, and of the Independence of the United States of America the one hundred and sixty-eighth.

By the President:

Cordell Hull
Secretary of State

Franklin D. Roosevelt

NOT FOR RELEASE IN ANY FORM BEFORE FEBRUARY 20

AMERICAN RED CROSS

MIDWESTERN AREA
1709 WASHINGTON AVENUE
ST. LOUIS 3, MISSOURI

February 7, 1944

TO War Fund Chairmen

FROM The Manager

SUBJECT 1944 "FACTS" (ARC 116)

Enclosed is your advance copy of the new 1944 "Facts." In this concise reference book is a mine of Red Cross information.

Here are facts for the use of Division Chairmen; an invaluable aid in the training of workers in the War Fund campaign. Associates responsible for publicity or for making talks to groups should have a copy.

This booklet is now coming off the presses. As rapidly as we can secure delivery, each chapter will be shipped the quantity allotted.

Very truly yours,

Gilbert F. Keisker

H. F. Keisker
Manager

Enc.
"Facts"

LETS GIVE
WAR FUND
MARCH 1-31

YOUR RED CROSS IS AT HIS SIDE

U-437

AMERICAN RED CROSS
Midwestern Area
1709 Washington Avenue
St. Louis, 3, Missouri

February 4, 1944

TO Public Information Chairmen

FROM Public Information Service

SUBJECT Error in January 28 issue of P.I. SERVICE

It has come to our attention that an error was made in the address of the Motion Picture Distributing Office on page 9-A of the January 28 issue of P.I. SERVICE. This address should read as follows:

Motion Picture Distributing Office
American Red Cross
40 East 49th Street
New York, 17, New York

Copy to War Fund Publicity Chairman
War Fund Chairman
Executive Secretaries

U-426

Form MA-8405

AMERICAN RED CROSS

Midwestern Area

ST. LOUIS 3, MO.

February 4, 1944

TO Chapter Chairman

FROM The Manager

SUBJECT "Questions and Answers", ARC 1121

Within the next few days your chapter will be receiving its allotment of the revised 1944 edition of "Questions and Answers". This booklet has proven extremely popular during the past year.

"Questions and Answers" is provided primarily for distribution within the chapter. It is a handy reference for the administrative staff, War Fund training chairmen, members of the speakers' section, and all chapter individuals regularly meeting the public.

The value of "Questions and Answers" is increased for the user by marginal notes which aid in cross-indexing the more than 100 questions and answers contained therein as they are related to services and activities of the American Red Cross.

We suggest that you reserve some portion of your supply for use following War Fund. Additional copies are available in very limited quantities from Area Office. Please endeavor to place each copy where it will be actively used as a source book.

Yours very truly,

H. F. Keisker
Manager

Copy - Public Information Chairman
War Fund Publicity Chairman
War Fund Chairman

U-414

AMERICAN RED CROSS

Midwestern Area
1709 Washington Ave.
St. Louis 3, Mo.

Form MA-8405

February 16, 1944

MCS-150 RC 25

TO Chapter Chairmen

FROM The Manager

SUBJECT Handling of Questions on Red Cross Services During the War Fund Campaign

As you may already know, a survey has shown that one-third of our population was not approached last year with a request to contribute to the Red Cross War Fund. This year all chapters are improving their organizations to assure that every individual will be approached.

Past experience shows that as the area of Red Cross solicitation broadens, there is a natural increase in the number of critical comments regarding Red Cross services. While it is recognized that many of these may come from people who are seeking reasons for not giving, care needs to be exercised so that responsibility for dealing with such matters is centralized to secure the most effective action.

You will, no doubt, wish to discuss this matter with the War Fund campaign leadership so that War Fund workers will be instructed to report questions which they are unable to answer to a designated person or committee.

Your chapter has been furnished with the latest revision of "Questions and Answers" which will serve as a reliable source for information on most questions. In those cases where a question or criticism refers to Red Cross activity outside the jurisdiction of your chapter, the matter should be referred to this office.

You may be sure that we will furnish you with complete information in such cases as rapidly as possible.

Very truly yours,

H. F. Keisker
Manager

Copy - War Fund Chairman

U-497

AMERICAN RED CROSS

MIDWESTERN AREA

1709 WASHINGTON AVENUE

ST. LOUIS, (3) MISSOURI

TO: Public Information Chairman
War Fund Publicity Chairman

DATE January 24, 1944

FROM: Public Information Service

SUBJECT Window Display Trims for 1944 War Fund

You have received or will soon receive a supply of booklets depicting and explaining the NEWEST of all War Fund publicity supplies .. the 1944 Window Display Trims.

Each trim pictured in the book is made available complete in every detail as outlined. To allow a variety of window displays in your community the following three trims are offered:

1. "1944 War Fund" Trim
2. "General" War Fund Trim
3. "Services to the Armed Forces" Trim

Retailers may purchase the trims through the chapter providing such purchasers strictly observe the advertising restrictions pertaining to the use of the name and emblem of the American Red Cross. It is assumed that the chapter will allow trims to be sold only to reputable concerns whose products or services are in good taste.

Each chapter may purchase as many trims as are desired; however, due to existing shipping conditions you are advised to place your orders immediately upon receipt of the promotion book. You will receive an acknowledgement from the vendor indicating the approximate date upon which you may expect delivery.

Price is $12.50 per trim.

All orders will be expedited if the order blank in the booklet is sent direct to the vendor: Color Print Corporation, 357 East Erie St., Milwaukee, 2, Wisconsin. The displays and the descriptive booklet are being produced by this company at no expense to the American Red Cross.

These displays will promote local interest in the 1944 War Fund Campaign in your chapter by colorfully dramatizing the wartime services and War Fund theme. You may deem it advisable to have these display trims handled with the other sponsorable War Fund items by a separate committee. Your chapter may desire tims for use in the windows and interiors of its offices or production rooms. The displays have a variety of uses.

Many retailers will desire to use the display trims as the basis for development of original windows, supplementing them with art work and ideas from their own advertising staffs. This is encouraged, providing advertisers adhere to Red Cross advertising regulations in using the name and emblem.

Each store window offers an opportunity for your chapter to tell your community more about what the American Red Cross is doing locally, nationally, and internationally. Here is a most effective medium with major circulation through which the story of the Red Cross can be interestingly and understandably told.

Plan now to add these NEW 1944 War Fund display trims to your campaign supplies.

U-305

AMERICAN NATIONAL RED CROSS

Midwestern Area

ST. LOUIS, MO.

January 8, 1944

Judge Frank R. Gray, Chairman,
Douglas County Chapter,
American Red Cross, Court House,
Lawrence, Kansas.

My dear Judge Gray:

Kansas has been accustomed to Regional Meetings prior to the War Fund Campaign. However, this year, for a number of obvious reasons, it seems best to plan for smaller groups. Therefore, five meetings have been planned for the state as follows:

Chanute	January 19
Topeka	January 21
Hutchinson	January 24
Garden City	January 26
Norton	January 28

These meetings will be largely informational, with ample opportunity for discussion of problems in connection with the campaign to be held in March. The meetings will probably begin around 10 o'clock in the morning and adjourn around 3 in the afternoon. We hope you and your War Fund Chairman and Public Information Chairman will be present. If you have a special Publicity Chairman for the War Fund, he, too, should attend. The group discussion will afford an excellent opportunity for exchange of ideas and plans. Representatives from this office will be present.

Your host chapter will provide a self-addressed postal card for your convenience in advising just how many from your chapter will be in attendance. Should you find it more convenient to attend one of the other meetings please let us know so that we can notify that particular host chapter.

May I urge that you, with your War Fund Chairman, Public Information Chairman, and War Fund Publicity Chairman arrange to attend the meeting. We are looking forward to seeing you.

Sincerely yours,

Harold R. Fowler,
Regional Director,
Arkansas, Kansas
and Oklahoma.

Phoned to Mrs Davel 2/3-44

Date 2-2-44

War Fund supplies have been shipped to you on 1-29-44
by Express to (address): Same as on this card

Your shipment includes 1 cartons. The follpwing items
are not available at the moment. They will be shipped later.

Supplies received

Due to difficulties in war time transportation, there may be some delay in receipt of this order but it should arrive in a reaonable length of time after receipt of this card.

Irene Brockett

(Miss) Irene Brockett

U-301

SAINT LOUIS, MO.
FEB 2
730PM
1944

THIS SIDE OF CARD IS FOR ADDRESS

Dr. Forrest C. Allen
War Fund Chairman
Douglas County Chapter
American Red Cross
Lawrence, Kansas

AMERICAN NATIONAL RED CROSS

Midwestern Area

ST. LOUIS, MO.

January 24, 1944

TO Public Information Chairman
War Fund Publicity Chairman

FROM Public Information Service

SUBJECT WPB Ruling on Rotogravure Tabloid

The following directive from the War Production Board may be shown to newspaper publishers as evidence that they will not be required to deduct from their consumption quota, the paper consumed in printing the Red Cross rotogravure tabloid sheets when these are used as newspaper inserts.

The paper used for the rotogravure sheets already has been deducted from the quota of the commercial firm which printed the job.

We are authorized by the War Production Board to release this official directive:

"War Production Board, Part 3133, Printing and Publishing Limitation Order L-240, Directive No. 1 - Red Cross Supplement. The American Red Cross, in connection with its War Fund drive, has requested certain publishers to distribute with their newspapers a special supplement depicting the work of this organization. A four-page, tabloid size, rotogravure section has been printed at the expense of the Red Cross and will be furnished to selected newspapers without charge. These newspapers, in turn, will distribute the section to their subscribers without charge either to them or to the Red Cross. The section contains no advertising and no masthead or folio line identifying the particular newspaper, which acts merely as a distributing agent. The paper consumed in printing this section has been deducted from the commercial printer's quota under Order L-241. Under these circumstances newspaper publishers are not required to deduct from their consumption quota under Order L-240 the paper consumed in printing the above mentioned Red Cross section, notwithstanding paragraph B of the order. Issued this 21st day of January, 1944, War Production Board, By -- Joseph Whelan, Recording Secretary".

Don L. Short
Director
Public Information Service

Copy - War Fund Chairman

U-306

AMERICAN RED CROSS

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

January 10, 1944

TO Chapter Chairmen
War Fund Chairmen

FROM The Manager

SUBJECT Junior Red Cross and the War Fund

In developing your War Fund plans, you will, of course, set up organization for the solicitation of contributions from school administrators, teachers, school office personnel, and the janitorial force. These groups have traditionally been both generous and cooperative. We are asking that pupils be omitted in your solicitation of contributions from school groups. I am sure you are well aware and justly proud of the magnificent program of the American Junior Red Cross. In part, it includes financial support of local services, a program of production of comfort and recreational items for men in the armed forces, and support of the National Children's Fund. The money raised by Junior Red Cross members for the purchase of materials for the making of millions of articles highly prized by the armed forces, represents, for this part of our Red Cross membership, a tremendous outlay of money as well as effort. Again, through the National Children's Fund, the American Junior Red Cross helps soften the blows of adversity for great numbers of children the world over.

There is evidence to suggest that in past years boys and girls have contributed very substantial sums to War Fund campaigns. However, as you know, the Junior Red Cross membership has an enrollment-program financing campaign of its own in November. From time to time during the school year it is necessary for the Junior Red Cross membership to supplement this November income in order to carry on its greatly expanding local, national, and international service activities. It would represent a handicap to the development of those programs were we now to ask them to divert their resources to other channels.

Although we shall not solicit contributions to the War Fund from boys and girls, we shall have splendid support of other types from that group. Probably no generation of young people has ever been so acutely aware of its stake in and obligations to society. The attached letter addressed to Junior Red Cross Chairmen from the Director of Junior Red Cross in the Midwestern Area suggests some of the services which boys and girls will be prepared to offer your War Fund Committee. May I urge that representatives of the War Fund Committee, school and adult Junior Red Cross leadership, and the Junior Red Cross membership develop a program of War Fund service for boys and girls? We shall thus provide these young people with a full measure of participation in bringing the War Fund campaign to a successful conclusion.

H. F. Keisker
Manager

Enc.
Letter Copy

Form MA-8405

AMERICAN RED CROSS

Midwestern Area

ST. LOUIS 3, MO.

January 10, 1944

TO Chairmen, Junior Red Cross

FROM The Director, American Junior Red Cross, Midwestern Area

SUBJECT Junior Red Cross and the War Fund

The attached letter from Mr. Keisker has been forwarded to all Chapter Chairmen and War Fund Chairmen in the Midwestern Area chapters. This letter reflects the thinking of Area Office Management with respect to the part which boys and girls may play in bringing the 1944 War Fund campaign to a successful conclusion.

There should be no solicitation of War Fund contributions from boys and girls. Their own Junior Red Cross program, including local services, the production of tremendous quantities of comfort and recreational items for men in the armed forces, and the support of the National children's Fund is of such scope and significance as to require the complete utilization of their resources.

There being no solicitation of contributions from boys and girls, there should be no War Fund quotas set for them as members of school bodies.

May I urge that you solicit soon an opportunity to meet with your Chapter Chairman, the War Fund Chairman, and one or two representative Junior Red Cross members for the purpose of inquiring into what forms Junior Red Cross member support of the War Fund may take. By way of suggestion, may I submit the following items for the consideration of such a group:

1. Removal of evidence from public buildings, stores, and offices of 1943 Red Cross War Fund campaign literature. (By older boys and girls)

2. Clerical services by qualified Junior Red Cross members

3. Aiding in the publicizing of the War Fund campaign through:

   a. speeches before groups both in and out of school, adult and youth. (Please consult your chapter's Speakers' Bureau Chairman)
   b. providing music for War Fund meetings
   c. preparing original posters and other materials in art classes for use in key school and community locations
   d. developing "live exhibits" involving older Junior Red Cross members and reflecting Red Cross services
   e. studying and discussing in classes the range of Red Cross services. With or without such study and discussion, boys and girls should be urged to talk with their families about the War Fund campaign.

f. presenting, where possible, radio programs reflecting Red Cross themes. Note: It is extremely important that the content of all speeches, art work, and radio scripts be checked for conformity with Red Cross policy. Also, I know our Junior Red Cross adult leadership is fully prepared to develop a program at these points based on the judgment of those in the chapter who are responsible for public information during the War Fund campaign.

4. Providing messenger service during free hours

Junior Red Cross members should not be used to solicit War Fund contributions from adults.

The Junior Red Cross membership is very much a part of the "Red Cross family" and as such has a splendid opportunity to give tangible proof of this fact through service during the War Fund campaign.

Eldon W. Mason

Eldon W. Mason, Director
American Junior Red Cross
Midwestern Area

Enc.
Letter Copy

AMERICAN RED CROSS

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

September 2, 1943

MCS-123 PI-14

TO Chapter Chairmen

FROM The Manager

SUBJECT Preliminary Plans for 1944 War Fund Campaign

The National Headquarters War Fund Planning Committee for some months has been considering problems in connection with the next War Fund campaign. Several policy decisions have been made and the purpose of this letter is to inform you of our plans to date.

Designation of the Next Campaign

The official name of the next campaign will be "1944 Red Cross War Fund."

National Chairman of the Next Campaign

Mr. Leon Fraser, President of The First National Bank of the City of New York, has consented to serve as National Chairman of our next campaign. No publicity is to be given to his appointment until it is formally announced by National Headquarters. If you have not already done so, it is our hope you will take steps immediately to appoint the chairman for your local campaign.

Date of the Next Campaign

Many chapters indicated a preference that the next campaign be held in April, 1944, and the national organization has tried to complete arrangements for that month. However, officers of the Treasury Department state that there is a much greater likelihood of a Government Bond Campaign in April and May than there is for February or March, 1944, and they have requested that the Red Cross leave the month of April free for government plans. The avoidance, if possible, of conflict with a Government Bond Campaign clearly outweighs all other considerations and, accordingly, it has been necessary to fix the date of the next War Fund Campaign March 1 to 31, 1944.

Purpose of the Campaign

It will be our purpose, as was the case in the last campaign, to raise all the funds required by the national organization and by the chapters for substantially one year's activities. All announcements of the campaign will include the usual provision that "in the event of major national disasters, or other major emergencies, the Red Cross will take such immediate steps as may be necessary to meet the situation."

Red Cross Campaign will be Independent of Any Other Fund Raising Effort

It is now an accepted fact that the Red Cross campaign will be held in the spring of the year, and will not be combined with that of any other organization. The National War Fund, with which will be included most of the Community Chests in the cities of the nation, generally will hold their campaigns in October and November.

Amount to be Raised for the National Organization

The amount which will be required for the national and international work of the Red Cross for the period to be covered by the next campaign will be determined on the basis of actual operations during the next several months. Present and anticipated expenditures indicate a national goal larger than that of last year.

Amounts to be Raised for the Chapters

Each chapter will be asked to prepare an estimate of the sum it will require for the twelve-month period from March 1, 1944, to February 28, 1945. Special forms for reporting chapter estimates will be sent you in the near future. Each chapter estimate, when approved by the area manager, will be included in the announced minimum goal for that chapter.

Establishment of Campaign Goals

Each chapter, in the usual manner, will be assigned a quota to be raised for the national program, to which will be added the approved estimate for its local work. The chapter goal will be the total of these two amounts.

The nationally announced goal will be the national requirements plus the aggregate of chapter requirements, as approved by the national organization in accordance with the foregoing. National Headquarters will release one consolidated figure to the public as a minimum national goal.

Reporting Campaign Results

It will be seen from the foregoing that the nationally announced goal for the campaign will be the sum total of the funds required by the national organization, plus the aggregate of all funds required by all of the chapters. Accordingly, during the progress of the campaign, chapters will report their total collections without regard to the division of those collections as between the national organization and the chapters.

Division of Campaign Proceeds

As was done in 1943 campaign, all funds received by each chapter for the 1944 War Fund will be divided between the national organization and the chapter in the ratio that their approved budgets bear to the total announced chapter goal. For example, if a chapter has a national quota of $100,000 and a local goal of $50,000, two-thirds of all funds received by that chapter will be remitted to the national organization and one-third will be retained for that chapter. All contributions applicable to the 1944 War Fund will be divided on this basis.

Benefits

Your attention is particularly directed to existing instructions regarding benefits, ARC 527 and CS-RC of June, 1943

As decisions are made, you will be informed in order that your chapter preparations may keep pace with this national planning. If we approach next March with definite plans and well developed organization, our effort will have the wholehearted response of the American people.

Very truly yours,

Herbert Lyle Keisker

H. F. Keisker
Manager