



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)



YOUR RED CROSS IS AT HIS SIDE

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