

WAR ACTIVITIES COMMITTEE
MOTION PICTURE INDUSTRY
THEATRES DIVISION

1501 Broadway, New York 18, N. Y.

EXECUTIVE COMMITTEE

February 3, 1944

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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.