

1507 Broadway, New York 18, N. Y.

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

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TO ALL CHAPTERS:

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

As you can see from attached copy of Mr. Foster's letter to Chairman 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 27th, 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 the indispensable humanitarian work. Red Cross Chapters are expected to go as far beyond their local quota as they can.

In view of this fact, it is practical for you to arrange immediately with local Red Cross Chapters to set the time collection as part of local campaign regardless of dates. Note, however, that if your local Red Cross Chapter does not desire theatre collection 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 generosity and the enthusiasm which our industry has been supplying to the war effort.

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