



# 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



**YOUR RED CROSS IS AT HIS SIDE**

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