

# 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 trims 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.