

AMERICAN NATIONAL RED CROSS

Midwestern Area

ST. LOUIS, MO.

January 24, 1944

TO Public Information Chairman
War Fund Publicity Chairman

FROM Public Information Service

SUBJECT WPB Ruling on Rotogravure Tabloid

The following directive from the War Production Board may be shown to newspaper publishers as evidence that they will not be required to deduct from their consumption quota, the paper consumed in printing the Red Cross rotogravure tabloid sheets when these are used as newspaper inserts.

The paper used for the rotogravure sheets already has been deducted from the quota of the commercial firm which printed the job.

We are authorized by the War Production Board to release this official directive:

"War Production Board, Part 3133, Printing and Publishing Limitation Order L-240, Directive No. 1 - Red Cross Supplement. The American Red Cross, in connection with its War Fund drive, has requested certain publishers to distribute with their newspapers a special supplement depicting the work of this organization. A four-page, tabloid size, rotogravure section has been printed at the expense of the Red Cross and will be furnished to selected newspapers without charge. These newspapers, in turn, will distribute the section to their subscribers without charge either to them or to the Red Cross. The section contains no advertising and no masthead or folio line identifying the particular newspaper, which acts merely as a distributing agent. The paper consumed in printing this section has been deducted from the commercial printer's quota under Order L-241. Under these circumstances newspaper publishers are not required to deduct from their consumption quota under Order L-240 the paper consumed in printing the above mentioned Red Cross section, notwithstanding paragraph B of the order. Issued this 21st day of January, 1944, War Production Board, By -- Joseph Whelan, Recording Secretary".



Don L. Short
Director
Public Information Service

Copy - War Fund Chairman

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