

AMERICAN RED CROSS

Midwest - 2 - Area

ST. LOUIS 3, MO.

- f. presenting, where possible, radio programs reflecting Red Cross themes. Note: It is extremely important that the content of all speeches, art work, and radio scripts be checked for conformity with Red Cross policy. Also, I know our Junior Red Cross adult leadership is fully prepared to develop a program at these points based on the judgment of those in the chapter who are responsible for public information during the War Fund campaign.

4. Providing messenger service during free hours

Junior Red Cross members should not be used to solicit War Fund contributions from adults.

The Junior Red Cross membership is very much a part of the "Red Cross family" and as such has a splendid opportunity to give tangible proof of this fact through service during the War Fund campaign.

There should be no solicitation of War Fund contributions from boys and girls. Their own Junior Red Cross program, including local services, the production of tremendous quantities of comfort and recreational items for men in the armed forces, and the support of the National Children's Fund is of such scope and significance as to require the full attention of their resources.

Eldon W. Mason

Eldon W. Mason, Director
American Junior Red Cross
Midwestern Area

May I urge that you solicit soon an opportunity to meet with your Chapter Chairman, the War Fund Chairman, and one or two representative Junior Red Cross members for the purpose of inquiring into what forms Junior Red Cross member support of the War Fund may take. By way of suggestion, may I submit the following items for the consideration of such a group:

1. Removal of evidence from public buildings, stores, and offices of 1945 Red Cross War Fund campaign literature. (By older boys and girls)
2. Clerical services by qualified Junior Red Cross members
3. Aiding in the publicizing of the War Fund campaign through:
 - a. speeches before groups both in and out of school, adult and youth. (Please consult your Chapter's Speakers' Bureau Chairman)
 - b. providing music for War Fund meetings
 - c. preparing original posters and other materials in art classes for use in key school and community locations
 - d. developing "live exhibits" involving older Junior Red Cross members and reflecting Red Cross services
 - e. studying and discussing in classes the range of Red Cross services. With or without such study and discussion, boys and girls should be urged to talk with their families about the War Fund campaign.