

THE AMERICAN RED CROSS
IN WORLD WAR II

This is what the Red Cross did last year.

1. It collected 5,000,000 pints of blood.
2. It gave personal aid to 3,800,000 service men.
3. It gave aid to 119,000 persons in major disasters.
4. It gave aid to 15,000 survivors of marine disasters.
5. It prepared 925,000,000 surgical dressings.
6. It made 12,000,000 garments.
7. It prepared 5,000,000 special packages for war prisoners.
8. It set up 350 overseas clubs for service men.
9. It provided 135,000 recreation programs in camps and hospitals.
10. It recruited 50,000 nurses for army service.
11. It enlisted and trained 65,000 volunteers for nurse's aide.
12. It placed 85 large mobile units in operation overseas.

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The Red Cross is continuing all the work started last year and in most cases expanding their services.

It is collecting 103,000 pints of blood per day.

It is preparing 1,100,000 packages per month for Geneva.

It is using the services of 6,000,000 volunteer workers and a total of only 18,555 paid workers at home and abroad. There are 330 volunteer workers for every paid worker.

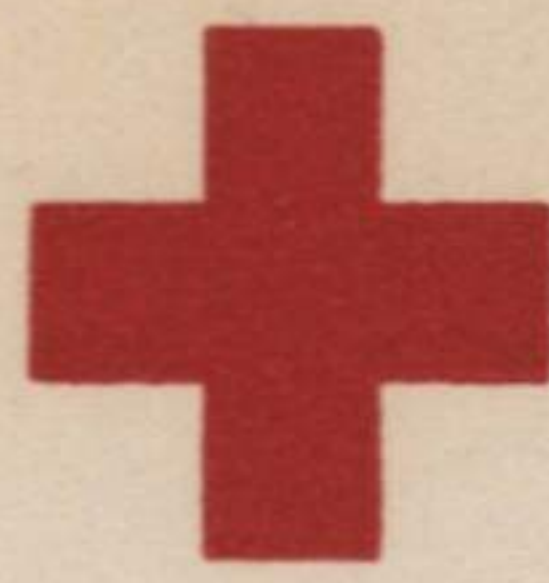
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*--The Red Cross is a civilizing force in a bruised and broken world.

*--The Red Cross is our one great movement that helps those nobler qualities of mercy, charity and kindness to flower and bloom among human beings.

*--Give To The Red Cross--It will help drive away bitterness and despair for millions of fellow Americans.

*--The Red Cross Is Your Angel of Mercy.



AMERICAN RED CROSS

MIDWESTERN AREA

1709 WASHINGTON AVENUE

ST. LOUIS, (3) MISSOURI

November 15, 1943

Judge Frank R. Gray, Chairman,
Douglas County Chapter,
American Red Cross, Court House,
Lawrence, Kansas.

My dear Judge Gray:

Attached is a list of 1944 War Fund supplies and the amount of each suggested for use in your chapter. Due to war shortages of paper stock, our area allotment of most of the War Fund supply items has been reduced. A great reduction has been made in the number of cardboard posters but this has been offset by an increase in the quantity of paper posters, so that the paper posters will be used for general display purposes this year. These war restrictions will necessitate very careful planning on the part of all chapters.

Enclosed is a copy of the "War Fund and Publicity Supplies" leaflet which gives a description and the use of each of the supply items. The attached order is intended to cover only those items listed and other items mentioned in the leaflet are not available at this time. Chapters will be notified when this material is available and orders can be placed at that time.

If a War Fund Chairman has been selected, you will wish to review this list with him, and after making any necessary adjustments, please return the pink copy to this office showing any revision in suggested quantities and shipping instructions. The white copy should be kept for your records.

It is essential that the pink copy of the supply order form be returned to this office at your earliest convenience in order to facilitate the prompt delivery of supplies to you.

Very truly yours,

H. F. Keisker,
Manager.

Enc:
Supplies Leaflet
Order Form

Notice: If there are military establishments within your chapter's jurisdiction, it will not be necessary to include in your request for supplies quantities for soliciting personnel within these military establishments. These supplies will be shipped from this office directly to the Red Cross field director in charge.

T-843
11/13/43

S U P P L Y O R D E R F O R M

1944 Red Cross War Fund

THE AMERICAN NATIONAL RED CROSS

THE AMERICAN NATIONAL RED CROSS
Midwestern Area
1709 Washington Avenue
St. Louis 3, Missouri

TO: (DOUGLAS CO. Chapter
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(LAWRENCE, KANSAS

Below are the suggested quantities of supplies for the War Fund campaign in your chapter and branches. It is HIGHLY IMPORTANT that you check them carefully before revising them. Revise the quantities by crossing out the suggested quantity and inserting the revised quantity on the right-hand side of the pink copy.

IMPORTANT: Return the PINK copy to this office promptly. Give shipping instructions, date you wish to receive supplies, and the names and addresses of your War Fund chairman and War Fund Publicity chairman, if they have been appointed. However, do not hold up the order on this account.

<u>Suggested</u> <u>Quantities</u>	<u>Supplies</u>	<u>Revised</u> <u>Quantities</u>
1. <u>25</u>	Paper Posters	_____
2. <u>50</u>	100% Posters	_____
3. <u>155</u>	Window Card Posters	_____
4. <u>45</u>	Counter Card Posters	_____
5. <u>1,000</u>	Contributors Lists	_____
6. <u>4,900</u>	Receipt Cards	_____
7. <u>5,300</u>	Lapel Tabs	_____
8. <u>5,300</u>	Window Emblems	_____
9. <u>750</u>	Workers Identification Cards	_____
10. <u>50</u>	Clergy Letters	_____
11. <u>4,900</u>	Information Leaflets	_____
12. _____	Cards of Appreciation	_____

H. F. KEISKER
MANAGER

S U P P L Y O R D E R F O R M

1944 Red Cross War Fund

THE AMERICAN NATIONAL RED CROSS

THE AMERICAN NATIONAL RED CROSS
Midwestern Area
1709 Washington Avenue
St. Louis 3, Missouri

FROM: (DOUGLAS CO. Chapter
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(
(LAWRENCE, KANSAS

We have checked the quantities of supplies listed below and find (correct
them to be (correct with revisions

Ship supplies to.....Name
.....Address

Earliest date supplies may reach chapter.....Date

War Fund chairman.....
(Name) (Address)

War Fund Publicity chairman.....

Suggested (Name) (Address) Revised
Quantities Supplies Quantities

- 1. 25 Paper Posters _____
- 2. 50 100% Posters _____
- 3. 155 Window Card Posters _____
- 4. 45 Counter Card Posters _____
- 5. 1,000 Contributors Lists _____
- 6. 4,900 Receipt Cards _____
- 7. 5,300 Lapel Tabs _____
- 8. 5,300 Window Emblems _____
- 9. 750 Workers Identification Cards _____
- 10. 50 Clergy Letters _____
- 11. 4,900 Information Leaflets _____
- 12. _____ Cards of Appreciation _____

Signed _____

Date _____

Title _____



AMERICAN RED CROSS

MIDWESTERN AREA

1709 WASHINGTON AVENUE

ST. LOUIS, (3) MISSOURI

February 24, 1944

Dr. Forrest C. Allen
Chairman 1944 War Fund Campaign
Douglas County Chapter
American Red Cross
Lawrence, Kansas

My dear Dr. Allen:

This is just to remind you that Kansas was first in reaching its 1943 War Fund goal in this area and that with your help we can do as well this year. In fact, if we all work fast enough we can reach that coveted "first place" in the nation!

One of the points which will help tremendously in reaching our goal as a state is the regular and prompt reporting of contributions to this office. Will you please follow your instructions on this to the letter?

Your challenge as War Fund Chairman is one of great responsibility at any time, but this year we are facing the biggest fund-raising effort in the history of any single organization. In other words, this means a hard steady grind for all of us - So let's put our shoulder to the wheel and push!

Sincerely yours,

Irene A. Brackett S.W.

(Miss) Irene A. Brackett
Administrative Assistant
Chapter Service

Kansas was first in the Area to complete its 1944 War Fund Organization. Let's be "first" in reaching our quota.

CHAIRMAN
Wade Pierce

VICE-CHAIRMAN
Harold G. Barr

SECRETARY
Mrs. C. W. Amidon

TREASURER
Riley Burcham

EXECUTIVE COMMITTEE

LAWRENCE:
Wade Pierce
Harold C. Fisher
Harold G. Barr
Mrs. Fred R. Isaacs
Mrs. W. C. Boardman
M. S. Winter
R. B. Stevens
Mrs. O. O. Stoland
Mrs. C. B. Holmes
BALDWIN CITY:
Dr. Homer K. Ebright
F. C. Leitnacker
EUDORA CITY:
Mrs. C. B. Johnson
WILLOW SPRINGS:
Otto Hack
MARION:
Hugh Boyce
LECOMPTON:
Mrs. George F. Bahnmaier
GRANT:
Richard Wise
PALMYRA:
Perry Stevens
CLINTON:
Charles Banning
EUDORA:
Miss Ellen Melville
KANWAKA:
Mrs. Merle Coleman
WAKARUSA:
(East) Ralph Ward
(West) Mrs. Roger Williams

THE AMERICAN RED CROSS
DOUGLAS COUNTY CHAPTER

Community Building



Telephone 803

LAWRENCE, KANSAS

MRS. W. T. DOUCE
Executive Secretary

COMMITTEE CHAIRMEN

HOME SERVICE
Miss Esther E. Twente
CHILD WELFARE
Miss Esther E. Twente
HOME NURSING
Mrs. Joseph W. Murray
WATER SAFETY
Miss Ruth Hoover
FIRST AID
Parke H. Woodard, M.D.
ACCIDENT PREVENTION
John Callahan
JUNIOR RED CROSS
Mrs. I. W. Hartley
NUTRITION and FOODS
Miss Kathryn Tissue
CAMP and HOSPITAL SERVICE
Mrs. C. W. Amidon
NURSE RECRUITMENT
Miss Electa Kindlesperger
VOLUNTEER SPECIAL SERVICES
Mrs. Caryl J. Dodds
PRODUCTION
Mrs. H. B. Chubb
MOTOR CORPS
Mrs. M. S. Winter
NURSE'S AIDE
Mrs. R. H. Beamer
CANTEEN
Miss Andris Rife
BLOOD DONOR SERVICE
Ralph I. Canuteson, M.D.

Board Members and Teachers
Rural Douglas County

Most people enjoy getting the jump on the other fellow--that's what I'm doing now so that you can do the same thing. On or about the first of March the people of the United States will be given the privilege of donating two hundred million dollars to the American Red Cross. We would like, when that date rolls around, to surprise the City Folks by having the jump on them to the extent we can report our job done.

You know the need for the Red Cross but those who have any doubts should check on such items as: blood donor banks, disaster relief, loans to distressed service men and women, securing emergency passes for those in the service, communicating with those in hospitals or prison camps, teaching first aid, training auxiliary nurses, child welfare work, etc. With about three thousand from our County in service some--we are sorry to say--will be needing the Red Cross. We must be ready when that need comes.

I have had close contacts with most of those in the service from Rural Douglas County. Could not each District dedicate its contribution to the honor of those in service from that District? If you so decide, use the form inclosed for your convenience in reporting the names of those so honored. We hope to use those names in a way that will please everyone concerned. Send in the list when making the financial report from your District.

The District Clerk will receive a card on which to report the name of the person to whom you decide supplies should be sent. I presume the Director will set the time for your meeting. This should be done soon if we are to get the jump on the other folks.

Township chairman listed in this letter head will be on the job and ready to assist. They may find time to call on you.

Your success in the past has shown that you can get the job done.

Respectfully,
Harold C. Fisher
Harold C. Fisher, Rural Chairman
City Hall, Lawrence, Kansas

CHAIRMAN
Wade Pierce

VICE-CHAIRMAN
Harold G. Barr

SECRETARY
Mrs. C. W. Amidon

TREASURER
Riley Burcham

EXECUTIVE COMMITTEE

LAWRENCE:

Wade Pierce
Harold C. Fisher
Harold G. Barr
Mrs. Fred R. Isaacs
Mrs. W. C. Boardman
M. S. Winter
R. B. Stevens
Mrs. O. O. Stoland
Mrs. C. B. Holmes

BALDWIN CITY:

Dr. Homer K. Ebright
F. C. Leitnacker

EUDORA CITY:

Mrs. C. B. Johnson

WILLOW SPRINGS:

Otto Hack

MARION:

Hugh Boyce

LECOMPTON:

Mrs. George F. Bahnmaier

GRANT:

Richard Wise

PALMYRA:

Perry Stevens

CLINTON:

Charles Banning

EUDORA:

Miss Ellen Melville

KANWAKA:

Mrs. Merle Coleman

WAKARUSA:

(East) Ralph Ward
(West) Mrs. Roger Williams

THE AMERICAN RED CROSS

DOUGLAS COUNTY CHAPTER

Community Building



Telephone 803

LAWRENCE, KANSAS

MRS. W. T. DOUCE
Executive Secretary

March 1, 1944

COMMITTEE CHAIRMEN

HOME SERVICE

Miss Esther E. Twente

CHILD WELFARE

Miss Esther E. Twente

HOME NURSING

Mrs. Joseph W. Murray

WATER SAFETY

Miss Ruth Hoover

FIRST AID

Parke H. Woodard, M.D.

ACCIDENT PREVENTION

John Callahan

JUNIOR RED CROSS

Mrs. I. W. Hartley

NUTRITION and FOODS

Miss Kathryn Tissue

CAMP and HOSPITAL SERVICE

Mrs. C. W. Amidon

NURSE RECRUITMENT

Miss Electa Kindlesperger

VOLUNTEER SPECIAL SERVICES

Mrs. Caryl J. Dodds

PRODUCTION

Mrs. H. B. Chubb

MOTOR CORPS

Mrs. M. S. Winter

NURSE'S AIDE

Mrs. R. H. Beamer

CANTEEN

Miss Andris Rife

BLOOD DONOR SERVICE

Ralph I. Canuteson, M.D.

The 1944 Red Cross War Fund Drive starts today.

Douglas County's quota is \$29,100.00 which is a 70% increase over last year's quota. Our need is greater than ever before.

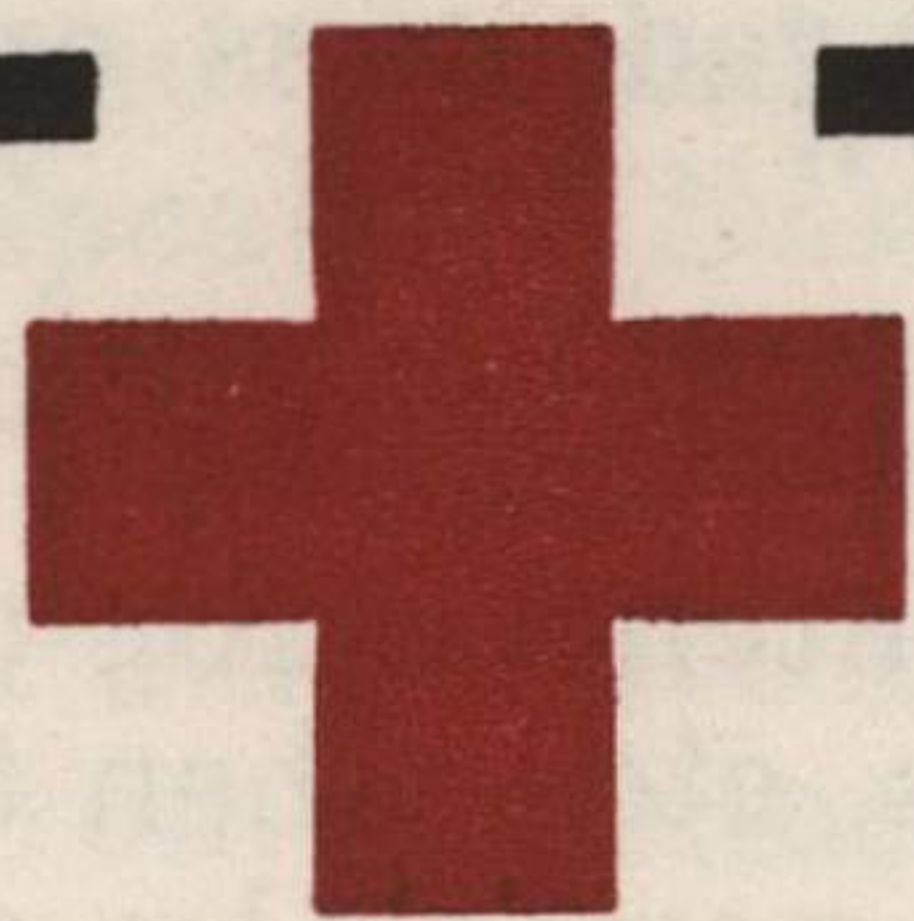
We realize that as individuals you will make a contribution to this drive but in order to reach our goal we must ask clubs and lodges to contribute as generously as possible.

We appreciate your help in years past and hope you will dig even deeper this time.

Sincerely yours,

Corlett J. Cotton, chairman
Clubs & Lodges Solicitation

**WAR FUND AND
PUBLICITY
SUPPLIES**



1944 Red Cross War Fund

March 1-31, 1944

The American National Red Cross

Washington, D. C.

WAR FUND AND PUBLICITY SUPPLIES

WORKERS' SUPPLIES

MEMBERSHIP RECEIPT CARD—The receipt card, 2-5/16" x 3 1/2", is to be given *only* to contributors of \$1 or more, as indication of their *membership* in the American Red Cross. On the reverse side is a 1944 calendar.

THE LAPEL TAB—The tab is to be given to every adult contributor, regardless of the size of contribution. The tab is a cutout miniature Red Cross flag measuring approximately 1/2" x 3/8", made of mill-end metal scraps. An extension above the flag folds over, permitting attachment in a coat buttonhole or on the edge of a lapel or pocket.

THE WINDOW EMBLEM—The window emblem is another supply item given to all adult contributors regardless of the amount contributed. It is for display in the windows of contributors' homes. The emblem will be a four-inch diamond; two edges of the face are gummed. It will carry the red cross on the white background and the words, "1944 War Fund."

100% POSTER—This poster will be 7" x 9", top and bottom edges of the face gummed. It is intended for display in offices, stores, factories, banks, libraries, clubs, etc., when the entire personnel has contributed 100 percent. This poster also should be made available to separate departments and sections of large firms.

THE CONTRIBUTORS' LIST—This form will provide space for listing the names of twenty-five individual contributors, their home addresses, and the amount of contribution made by each. It will bear the union label. Instructions and suggestions for the volunteer solicitor are printed on the reverse side of the form.

THE VOLUNTEER WORKERS' IDENTIFICATION CARD—This is to be carried by campaign workers while on duty and should be used for no other purpose. Arrangements should be made to have these cards returned to the chapter at the close of the campaign. The card is 3 1/2" x 2 1/4". On the face is an identification of the worker, to be signed by the War Fund Chairman. On the back is a pledge to be signed by the worker.

CARD OF APPRECIATION—The card of appreciation is a certificate for award to volunteer War Fund workers in recognition of their services. The card 3 1/2" x 5 1/4", bears the facsimile signature of the President of the United States and of the Chairman of the American Red Cross. Spaces are provided for signatures of the chapter chairman and chapter War Fund chairman. The name of the chapter and name of the War Fund worker awarded the certificate must be filled in on the face of the card.

DISPLAY MATERIAL

WINDOW CARD POSTER—This poster shows a typical American mother and father, with pride and confidence placing a Red Cross War Fund sticker on the window of their home, beside a starred service flag. The legend is "Your Red Cross is at his side." This poster, mounted on cardboard 14½" x 20", will be in full color. It has been painted by Douglass Crockwell.

PAPER POSTERS—A special paper poster, 22" x 28", showing two Red Cross workers with a serviceman near a battle line, painted by Jes Schlaikjer, is the second principal display item.

COUNTER CARD POSTERS—This is an easel-back, 7" x 10½" card for counters, windows, desks, showing a glorified red cross with converging rays underneath and the words, "Let's give! Red Cross War Fund." It is the work of Victor Keppler.

BILLBOARD POSTERS—The design will be the same as the window card poster. The posters will be distributed nationally through the cooperation of the Outdoor Advertising Association. Chapters should contact the local plant owners well in advance of the campaign to assure that arrangements have been completed.

CAR CARDS—National headquarters will not furnish car cards. It is recommended chapters prepare their own cards for use in street cars, buses, and subways. This will permit them to give their local quotas and War Fund headquarters' address.

MAIL TRUCK POSTERS—National headquarters is making arrangements to place special posters on all United States Post Office trucks during the campaign.

LITERATURE

CAMPAIGN PLAN BOOK—The Plan Book is a guide on the conduct of the War Fund, issued for the use of chapter and branch chairmen, War Fund chairmen, and the members of the War Fund Planning Committee. Sufficient copies are available for division chairmen.

INFORMATION LEAFLET—The Information Leaflet will be a 6-page rotogravure folder in colors, size 3¼" x 5⅜". The cover illustration is a monotone reproduction of the paper poster by Jes Schlaikjer. It will contain illustrated information descriptive of Red Cross war services and a brief statement of national Red Cross expenditures combined with an appeal for the War Fund. The leaflet fits readily into small envelopes of public utility and other companies together with their monthly statement.

FACTS PAMPHLET—This will be a 24-page illustrated booklet describing Red Cross activities for the year 1943. Much greater quantities will be available for the 1944 campaign than for any previous year. It will provide readable and quotable source material, arranged for ready reference for writers, speakers, and key campaign workers.

ROTO TABLOID—Four-page pictorial tabloid with outside dimensions of 10³/₄" x 15¹/₂". It will picture dramatically Red Cross services having special War Fund appeal, with brief descriptive text. Effective as a Sunday newspaper insert if this can be arranged with local publishers, but to comply with postal regulations such distribution must be limited to deliveries by carrier or other copies not forwarded through the mail. It also may be distributed through other channels. Also especially valuable to fund workers as a visual aid in solicitation.

NOTE PLEASE: The **INFORMATION LEAFLET, FACTS**, and the **ROTO TABLOID** must not be made public before January 1, 1944, nor released for public use too far in advance of the opening of the local campaign.

RED CROSS COURIER—The February issue will be a special War Fund edition.

PUBLICITY SUPPLIES

The local publicity of the chapter will be supported by a carefully planned national campaign handled by the Office of Public Relations working from Washington and the area offices.

Press, wire services, news and photo syndicates, radio, magazines, and theaters will be used extensively to publicize the War Fund appeal.

The Office of Public Relations also furnishes supplementary material to chapters to aid in their local publicity. Some of the principal features of this year's publicity programs, to which others may be added, follow:

NEWSPAPERS

FEATURE SHEET—In addition to the "spot" news stories issued by the national organization to all national news agencies, a series of news stories, feature articles, editorial cartoons, picture mats, and special War Fund material will be furnished to the chapters sometime before the campaign in the form of a clip sheet of several pages called the *War Fund Feature Sheet*. Much of this material will be written with a view to ready localization, and material will also be supplied for special sections of newspapers. The picture mats and editorial cartoon mats will be numbered so that copies may be ordered.

RED CROSS NEWS SERVICE—The national clip sheet will be issued weekly beginning one month before the campaign and continuing through March. The *News Service* will carry stories and features of a more timely nature than contained in the *War Fund Feature Sheet*. Several issues will be devoted exclusively to timely mats of news pictures which may be ordered from the area offices. Stories in the *News Service* should be adapted for local use and also made available to the Speakers Bureau.

MATRIX FEATURES—In addition to the mats offered to the chapters in the *War Fund Feature Sheet* and in the *News Service*, national headquarters will furnish photo and illustrated features in “mat” form direct to daily newspapers through one of the mat syndicates. These mats are not furnished to the chapters.

ELECTROPLATE FEATURES—“Boiler plates” containing War Fund stories and pictures will be offered to a special list of about four thousand small newspapers throughout the country for use during the two weeks preceding and the first two weeks of the campaign. Plates are sent directly to newspapers by the Publicity Department.

ADVERTISING—Proofs of suggested War Fund ads of several sizes for use in donated space in newspapers and other local and regional periodicals will be furnished to chapters together with instructions on their use and how to order the mats. All national advertising material for newspapers and magazines will be handled by the War Advertising Council in cooperation with the Red Cross.

CLERGY LETTER—This letter is intended for presentation to the clergy of all faiths throughout the chapter jurisdiction. It is an appeal for the cooperation of the churches in observing Red Cross Sunday.

SPEAKERS' MATERIAL—War Fund speeches, covering individual Red Cross Services, and general talks will be made available to chapters. The chapter *Speakers Bureau Manual* and Red Cross *Speakers Bureau Kit* also contain valuable suggestions.

STATEMENTS OF SUPPORT FROM PROMINENT PERSONS—A number of statements from prominent Americans endorsing the War Fund will be made available to chapters as they are obtained by the national organization. Suggested proclamations also will be furnished to chapters.

CARTOONISTS AND SYNDICATES—The Publicity Department at national headquarters by letter invites newspaper artists and the feature organizations to publicize the War Fund in individual cartoons, and in comic strips and other feature series. Chapters should also contact local newspaper cartoonists through the paper's editor.

RADIO

Radio Sections will arrange special network broadcasts and spot announcements on leading coast-to-coast programs. The possibility of a kickoff show now is being discussed with officials of the Office of War Information, but as yet plans are not definite.

RECORDED PROGRAMS—Fifteen special War Fund dramatic transcriptions, featuring stars of the stage and screen, will be available without cost to all chapters where radio stations are located. These programs will fit in with the current year-round series, “Service Unlimited,” following the same general format, but including appeals for funds. They will provide time for local appeals.

RADIO SCRIPTS—Through the script and recording exchange catalog, radio scripts, including interviews and simple dramatic programs on all Red Cross services, also will be provided. As indicated above, many spot announcements will be handled nationally. There will, however, be some written especially for local chapters' use.

MOTION PICTURES

WAR FUND DOCUMENTARY FILM—A 10-minute reel to be distributed through the War Activities Committee of the motion picture industry to 15,000 theaters prior to and during the campaign. Like the 1943 film, "Since Pearl Harbor," it will be produced by the *March of Time* and will give a dramatic picture of Red Cross services of greatest public interest at that time.

WAR FUND TRAILER—National headquarters will arrange for the production of a motion picture trailer which will be distributed during the campaign to more than 15,000 theaters throughout the country, through the courtesy of the War Activities Committee of the motion picture industry. Chapters will not handle the distribution of these trailers. The showing will coincide with Red Cross Week in the movie houses, date to be announced later.

OTHER FILMS—Information regarding other Red Cross motion pictures in 16 mm. and 35 mm. may be obtained from area offices. A number of issues of Red Cross newsreels will be available to chapters for nontheatrical showing before and during the campaign. Arrangements will be made also to provide the newsreel companies and other motion picture producers with suitable Red Cross material.

GENERAL

MAGAZINES—National headquarters is arranging for many nationally circulated magazines to carry Red Cross covers, articles, and sponsored advertisements in their March issues. More than one thousand trade, class, and technical magazines of national circulation will receive War Fund stories for use in their March issues. These stories as well as the cuts are serviced from Washington.

SPECIAL SERVICES—Special stories will be furnished by national headquarters to labor, farm, church, and fraternal publications.

SUGGESTED WINDOW DISPLAYS—A large sheet illustrated with suggested window displays will be sent to chapters to furnish ideas for War Fund displays.

RAILROAD PUBLICITY—The national organization makes arrangements with the railroad systems either to print a small illustration of the poster and an invitation to support the War Fund upon their dining car menus or to distribute in the dining cars an attractive postcard picturing it. A number of railroad systems will be provided posters from Washington to display in their stations.



AMERICAN RED CROSS

MIDWESTERN AREA
1709 WASHINGTON AVENUE
ST. LOUIS 3, MISSOURI

TO: War Fund Chairmen

DATE: April 25, 1944

FROM: Director of Fund Raising

SUBJECT: 1944 War Fund Supplies

After the completion of the 1944 War Fund campaign, you will doubtless have quantities of certain supply items left over. Please handle the surplus supply items as follows:

1. Lapel Tabs - Arrange to store the entire supply for future use. (We are giving some consideration to using exactly the same form of tab for the 1945 War Fund campaign.)
2. Contributors Lists - Arrange to store the entire supply for future use. (This same form probably will be used in next campaign.)
3. Membership Receipt Cards - Retain a sufficient number for use of delayed contributions until the new supply is ready for next year. Destroy the balance.
4. Window Emblems - Same as No. 3.
5. Volunteer Workers Identification Cards - Destroy unused cards as they are dated and are not useable in another campaign.
6. 100% Posters - Destroy unused balance as this item is dated and cannot be used in future campaigns.
7. Counter Cards - Store balance for future use.
8. Paper Posters - Same as No. 7
9. Window Card Posters - Cut off bottom strip containing words "1944 War Fund", and save supply for future use.

It is particularly important that you retain all display posters possible, as government control measures will definitely limit our display material next year. When destroying the above listed items, arrangements should be made to dispose of them in some manner so that they cannot be used by anyone else.

Very truly yours,

Vern F. Moore

Director of Fund Raising



YOUR RED CROSS IS AT HIS SIDE

V-69



AMERICAN RED CROSS

NATIONAL HEADQUARTERS

WASHINGTON 13, D. C.

March 28, 1944

TO: War Fund Chairmen
FROM: Mr. Leon Fraser
SUBJECT: 1944 Red Cross War Fund Campaign

March, the month designated for the conduct of the 1944 Red Cross War Fund, is rapidly drawing to a close. With a total of \$137,692,528 reported as of today - 68.5 per cent of the total - a successful campaign seems assured.

Many chapters will not have reached their objective by March 31st and there is no question but that they should continue their efforts until everyone has been offered the opportunity to contribute and their goals have been reached or exceeded.

The \$200,000,000 asked in this campaign is the minimum needed if the Red Cross is to continue without curtailment of its present program of services to our men under arms and to their families. Every chapter must reach its goal if the campaign is to be completely successful.

Please report promptly to your Area Office when your goal is reached.

Leon Fraser,
National Chairman,
1944 Red Cross War Fund.



U-878

YOUR RED CROSS IS AT HIS SIDE

HONOR + ROLL

OF KANSAS CHAPTERS
 THAT HAVE REACHED OR EXCEEDED
 THEIR MINIMUM GOALS AS RECORDED
 IN THE AREA OFFICE MARCH 23, 1944

Listed in this issue are those chapters that have been recorded in the Area office as having reached or exceeded their minimum goals during the period March 16 to March 23. (See Honor Rolls No. 1 and No. 2 for chapters reported over goals prior to March 16.) Chapters are listed ONLY if actual figures showing goal reached or excelled are given in the chapter's report.

Anderson County
 Butler County
 Caney
 Chautauqua County
 Cloud County
 Coffey County
 Coffeyville
 Finney County
 Miami County
 Bourbon County

Gove County
 Greeley County
 Haskell County
 Hodgeman County
 Kearney County
 Kingman County
 Kiowa County
 Linn County
 Mitchell County
 Labette County

McPherson County
 Ness County
 Osage County
 Pawnee County
 Rush County
 Seward County
 Wallace County
 Rawlins County
 Thomas County
 Trego County

CHAPTERS IN MIDWESTERN AREA THAT HAVE REACHED OR EXCEEDED GOALS

State	No. of Chapters	Chapters Over Goal	State	No. of Chapters	Chapters Over Goal
Arkansas	79	11	Nebraska	100	27
Colorado	69	12	New Mexico	35	3
Illinois	125	22	North Dakota	53	6
Iowa	129	40	Oklahoma	82	13
Kansas	114	55	South Dakota	70	14
Michigan	84	10	Texas	249	74
Minnesota	89	13	Wisconsin	87	12
Missouri	119	18	Wyoming	31	9
Montana	57	22			

1944 RED CROSS WAR FUND

AMERICAN RED CROSS

Form MA-8405

Midwestern Area
1709 Washington Ave.
St. Louis 3, Mo.

February 26, 1944

TO War Fund Publicity Chairmen
FROM Public Information
SUBJECT Firing the Campaign Guns

You may be critical of the fact that some of the War Fund publicity "ammunition" wasn't passed too far in advance of the publicity barrage. Be assured however, that your local efforts, plus the state, regional, and national publicity that has been developed, will bring the American Red Cross War Fund campaign to the attention of every citizen of the country. The crescendo of "fire" will hit a peak February 29, March 1, 2, and 3 and will continue in force for the remainder of March.

Several have commented very favorable upon the quality of this year's supplies. We, too, believe that each item excels similar materials of previous campaigns.

The purpose of this "kick-off" letter is two-fold: (1) to offer you a last-minute check on all materials and on your own local activities; (2) to pass on a few additional suggestions that already are being put to work in other chapters.

By this time newspaper and house organ editors, radio station managers, display managers, theater managers, and those persons in supervision of other publicity media have been informed of the needs of the Red Cross and why those needs must be met. Through you they have been told what materials are available to help them inform the public. Be sure to maintain the interest and enthusiasm of these responsible individuals through the entire campaign month.

This year, publicity material has been made available for all media. Be certain that your campaign has the active support of all media.

As a working reminder to you, we offer herewith a check list of "musts" for a total campaign. Check off the services you have rendered to media. Supplement what you already have done as conditions demand. Be confident in your own mind that the foundation is set for the best campaign information and publicity for your community that has yet been devised. IT WILL BE NEEDED!

RED CROSS WAR FUND PUBLICITY CHECK LIST

(Check yourself on these:)

FACTS

- 1. Distribution to key people in chapter? ()
- 2. Copies to Speakers Section? ()
- 3. Copy to news editors and radio stations? ()
- 4. Copy to library? ()
- 5. Copy to clergy? ()
- 6. Copies to organization heads? ()
- 7. Copy to civic leaders? ()

ROTOGRAVURE-TABLOIDS

- 1. Arranged for carrier newspaper distribution? ()
- 2. Arranged for house-to-house distribution by Junior Red Cross ()
- 3. Made available as enclosure for large mailings? ()
- 4. Distribution to audiences? ()
- 5. Display on public windows and bulletin boards? ()
- 6. Distribution to doctors' offices, factories, club rooms and similar locations? ()

INFORMATION LEAFLET

- 1. Made available as enclosure for mailings? ()
- 2. Provided as newspaper insert for carrier circulation? ()
- 3. Distribution at churches, theaters, railroad stations, etc.? ()

WAR FUND FEATURE SHEET

- 1. Distribution to speakers? ()
- 2. Provided to newspapers, house organs, and other local publications? ()
- 3. Copies to radio stations? ()

NEWS SERVICE SHEET AND OVERSEAS NEWS SHEET

- 1. Provided to speakers, news editors and radio news editors? ()
- 2. Use for display purposes? ()

WINDOW DISPLAYS

- 1. Extensive use of Red Cross action photographs? ()
- 2. Complete window display units? (Available through Color Print, Milwaukee, Wisconsin) ()
- 3. Use of sepia photo enlargements available through Area office? ()
- 4. Use of local production items, Junior Red Cross, and Volunteer Special Services materials? ()
- 5. Posters prepared in schools? ()
- 6. Distribution of War Fund posters through local advertising group and retailers' association? ()
- 7. Solicitation of retailers for window space? ()
- 8. Build windows around Red Cross magazine covers and special feature articles and layouts? ()
- 9. Make photo enlargements of pertinent Red Cross quotations, excerpts, or pictures? ()
- 10. Use Red Cross Courier as window display theme dramatizing activities of war service program? ()
- 11. Make up special display panels emphasizing Red Cross news, features, etc.? ()

PRESS MATERIAL

- 1. Rewrite stories from:
 - (a) Red Cross Overseas News? ()
 - (b) Red Cross News Service Sheet? ()
 - (c) PUBLIC INFORMATION SERVICE? ()
 - (d) War Fund Feature Sheet? ()
- 2. Distribution of news mats to newspapers, house organs, etc.? ()
- 3. Use of sponsored advertising proof book and mats? ()
- 4. Solicitation of potential advertisers? ()

MOTION PICTURES

- 1. Check with theater managers on showing at "At His Side"? ()
- 2. Purchase or rental of "At His Side" for community showings? ()
- 3. Purchase or rental of Red Cross Newsreels for community or group showings? ()
- 4. Purchase or rental of other Red Cross films? ()

SPEAKERS

- 1. Scheduling March appearances before important organizations? ()
- 2. Appeals at theaters or other congregations? ()
- 3. Providing speakers for church, school, club, and other group meetings. ()
- 4. Arranging for qualified speakers on radio? ()

PLUS SUGGESTIONS

WAR FUND ENDORSEMENTS

- 1. Run one endorsement each day of March in editorial page or front page box of newspaper.
- 2. Use endorsements as basis for radio station plugs.
- 3. Provide endorsements to speakers of merit outside Red Cross.
- 4. Provide to newspapers as "column fillers."
- 5. Provide to advertisers for insertion in display advertisements.
- 6. Reproduce for posting on bulletin boards and windows.

NATIONAL RADIO

- 1. Use radio stars' pictures as basis for window display to publicize national radio programs on Red Cross. (Pictures may be obtained from local radio station.)
- 2. Pick up quotes on Red Cross as used by notables on radio and display with photos.
- 3. Publicize local programs, "Service Unlimited," and network shows extensively.

MISCELLANEOUS

- 1. Essay contests on Red Cross in schools.
- 2. Prepare short human interest stories on incidents occurring during the campaign for boxed feature item each day in newspaper.
- 3. Campaign "kick-off" meetings, parades, etc.
- 4. Display of Red Cross flags in business district.

(For additional suggestions see January 28 issue of PUBLIC INFORMATION SERVICE.)

Copy - War Fund Chairman
Public Information Chairman

Don L. Short
Director
Public Information

Release: February 29


THE AMERICAN RED CROSS
NEWS SERVICE

MIDWESTERN AREA

1709 WASHINGTON AVE.

ST. LOUIS, MO.

RED CROSS WORKERS
POISED FOR ACTION
IN WAR FUND APPEAL

(You may be giving attention to the day-before-the-start copy. Here are statements from Washington that could be included in your local stories.)

WASHINGTON. -- Volunteers of more than 10,000 communities were on the starting line today, ready for the annual American Red Cross War Fund campaign to raise \$200,000,000, the minimum required to continue Red Cross services both overseas and at home, according to the statement of Leon Fraser, New York City, campaign chairman.

An estimated 3,000,000 workers, many of them with sons or husbands in the war, are ready to begin a nation-wide door-to-door canvass to gather in Red Cross contributions, Mr. Fraser said.

Ninety per cent of the \$200,000,000 fund, he reported, will be spent on the ever-expanding Red Cross service to American soldiers and sailors in distant theatres of war, and their families in the United States. Approximately \$60,000,000 of the sum to be raised will remain in Red Cross chapters throughout the country for direct aid to servicemen, their dependents in distress, and home front emergencies and services such as disasters.

President Roosevelt, by official proclamation, has designated March as "Red Cross month." In his proclamation message he called upon the American people to observe the month "by opening their hearts to this humanitarian appeal," pointing out that the war has entered a decisive stage "requiring the fullest measure of individual sacrifice."

Norman H. Davis, chairman of the American Red Cross, meanwhile, declared that the Red Cross during the next 12 months must assume a greater burden than ever before in its history.

"The American people must anticipate greater and greater demands upon their Red Cross," he said. "For not only must we continue the services we are now giving troops throughout the world, and their dependents at home, but we will be expected to assume an increasing burden necessitated by the return of wounded and disabled servicemen to civilian life.

"Red Cross has agreed," he continued "to assist returning servicemen in their adjustment period. We have agreed to provide temporary financial aid to servicemen discharged with disabilities, when that aid is needed, during the period pending decision on claims for government benefits.

"In the coming year we must increase the supply of blood for plasma so necessary in saving the lives of wounded men. We must also meet the demands of the military for surgical dressings, and expand our war nurse recruitment program.

"As the war continues, greater and greater numbers of prisoner-of-war food parcels must be packed and shipped by the Red Cross for those Americans who are taken prisoner by the enemy.

"These are but a few of the urgent demands upon the American Red Cross. Its responsibilities are the responsibilities of all the people. We are confident the fund will be oversubscribed so that the Red Cross can be kept at the side of our servicemen."

###

2-28-44

U-598

Date _____

The 1944 Red Cross War Fund Campaign of the

_____ Chapter will start

on _____ .

(War Fund Chairman)

(Address)

PLEASE RETURN IMMEDIATELY

U-641-2

THIS SIDE OF CARD IS FOR ADDRESS



American Red Cross,
Midwestern Area,
1709 Washington Avenue,
St. Louis, 3, Missouri.

U.S. POSTAGE

PLEASE RETURN IMMEDIATELY



AMERICAN RED CROSS

MIDWESTERN AREA

1709 WASHINGTON AVENUE

ST. LOUIS 3, MISSOURI

February 28, 1944

TO War Fund Chairmen

FROM The Manager

SUBJECT 1944 War Fund Campaign Records and Reports

Attached to my letter of November 26, 1943, was a statement of campaign procedures. Included in these campaign procedures were instructions on campaign reports. These reporting procedures are being listed below for your ready reference.

In order that the Area Office may have a complete picture of the progress of the War Fund campaign, it is necessary that each chapter arrange to make current reports promptly. In order that we will not be expecting a report from your chapter prior to the opening of your campaign, we are enclosing herewith a returned addressed postal card for your use in advising us the starting date. Please let us have this information by return mail.

The reports requested below are the minimum necessary for the effective conduct of the campaign so that it may proceed in an orderly and coordinated manner, both in the chapter and at headquarters. The reports requested are divided into two categories: (1) Current reports on the progress of the campaign; and (2) later campaign reports. You should make sure that arrangements are made to have the information requested in these reports available for transmittal to this office.

CURRENT REPORTS ON THE PROGRESS OF THE CAMPAIGN

By Postal Card or Letter

Chapter should on each Tuesday and Friday during the campaign report to this office by postal card or letter, the following information:

- A. Total raised to date, including cash, pledges, and allocations.
(The next 3 items make up the total shown in A.)
- B. Total cash received.
- C. Total unpaid pledges on hand.
- D. Total allocations reported by the Area Office as credits to the chapter goal.
- E. Individual contributions of \$10,000 or more, showing the name of the contributor and the amount received or pledged. (Each such contribution need be reported only once, when it is received.)



YOUR RED CROSS IS AT HIS SIDE

U-641-1

Beginning with the first week of the campaign, which open March 1, we will prepare an honor roll of chapters achieving their quotas. Only chapters reporting accomplishments in specific figures can be considered in the preparation of the weekly honor roll. We wish to recognize in this way the achievements of all successful chapters in this, the most important War Fund campaign in the history of Red Cross.

POST CAMPAIGN REPORTING

In addition to the items enumerated under Current Reports, it is essential that adequate records be maintained so that a final report can be submitted at the close of the campaign which will furnish the following information:

By Letter

- F. Number of individual contributors, including those on military reservations, of one dollar or more. This number will constitute the membership of the Red Cross and should not include contributions from corporations, business firms, or organizations.
- G. Total amount of contributions received from organized labor affiliated with A.F. of L. Unions (supported by a list showing the name and number of the union, the amount received, number of members contributing, and the name of the company).
- H. Total amount of contributions received from organized labor affiliated with C.I.O. Unions (supported by a list showing the name and number of the union, the amount received, number of members contributing and the name of the company).
- I. Total amount of contributions received from military reservations and number of contributors of one dollar or more.

It is of course understood that if there are no A.F. of L. or C.I.O. Unions or military reservations in the jurisdiction of the chapter, items G, H, and I, need not be provided for in the records to be maintained.

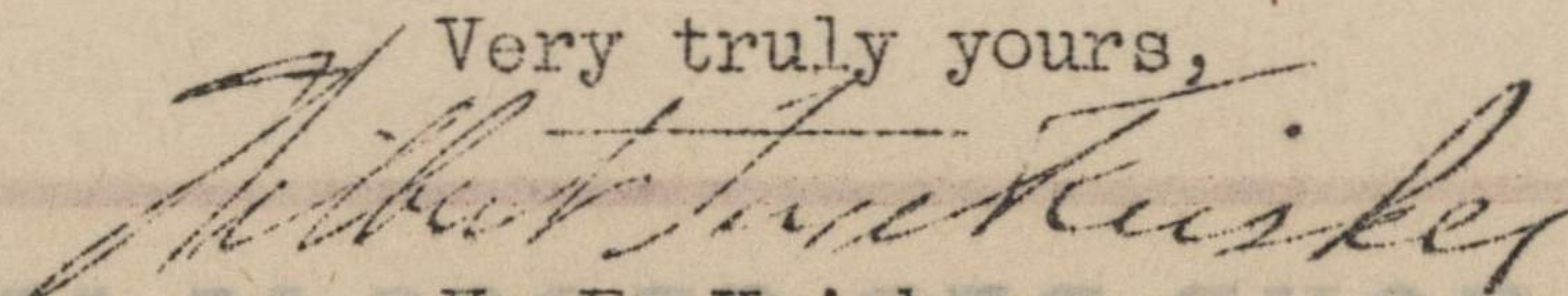
REMITTANCE OF NATIONAL ORGANIZATION'S PORTION OF CONTRIBUTIONS RECEIVED

You have already been advised of the minimum amount to be raised by your chapter, both for the national organization and for the chapter's local program. All funds received during the campaign are to be divided in accordance with the percentages furnished you.

It is requested that cash collections and collections on pledges be remitted weekly to area headquarters. It is also requested that Form 1615-B, copy attached, be used when forwarding remittances. A supply of Form 1615-B is being sent to the chapter. This report should be prepared by the chapter treasurer and should reflect actual cash on deposit in the chapter treasury.


You will be kept currently informed of amounts received at area headquarters which have been credited to your chapter; the total of these credits is item D above. The chapter's portion of such contributions will be remitted currently during the campaign to the chapter treasurer. The same percentages furnished you for division of funds received by the chapter will be used in arriving at the amount to be remitted.

Very truly yours,



H. F. Keisker
Manager

Enc. Post card
Form 1615-B (2)



U-641-1

AMERICAN RED CROSS

REMITTANCE OF 1944 WAR FUND CONTRIBUTIONS

No. _____

Name _____ Chapter _____ State _____ Date _____

REMITTANCE STATEMENT

- *1. Total cash collected to date \$ _____
- 2. Authorized % retained by chapter . . . \$ _____
- 3. Amount due National Organization \$ _____
- 4. Amount previously remitted to Area Office \$ _____
- 5. Balance due National Organization -
 Check Attached \$ _____

Remarks _____

CAMPAIGN REPORT

- *6. Total cash collected to date
 (Same as 1 above) \$ _____
- 7. Unpaid pledges on hand \$ _____
- 8. Credits reported from Area Office . . . \$ _____
- 9. Total raised to date \$ _____

*This figure should at all times reflect the total amount collected from the beginning of the campaign to the date of this report.

SOURCES OF THIS REPORTED TOTAL

- 10. From AFL \$ _____
- 11. From CIO \$ _____
- 12. All other \$ _____
- 13. Total raised (same as item 9) \$ _____
- 14. Number of individual contributors of \$1.00
 or more (do not include corporations, other
 business firms or organizations) _____

Signed _____
Chapter Treasurer

List on the reverse side contributions of \$10,000 or more which have not been previously reported.

(Mail to American Red Cross, 1709 Washington Ave., St. Louis (3), Missouri.)

AMERICAN RED CROSS

List here contributions of \$10,000 or more from Corporations or Individuals

<u>Name of Contributor</u>	<u>Address</u>	<u>Amount</u>	<u>Remarks</u>

REMITTANCE STATEMENT

1. Total cash collected to date \$
2. Authorized & retained by chapter \$
3. Amount due National Organization \$
4. Amount previously remitted to Area Office \$
5. Balance due National Organization -
Check Attached \$

Remarks

CAMPAIGN REPORT

6. Total cash collected to date
(Same as 1 above) \$
7. Unpaid pledges on hand \$
8. Credits reported from Area Office \$
9. Total raised to date \$

*This figure should at all times reflect the total amount collected from the beginning of the campaign to the date of this report.

SOURCES OF THIS REPORTED TOTAL

10. From APR \$
11. From CIO \$
12. All other \$
13. Total raised (same as item 9) \$
14. Number of individual contributors of \$1.00
or more (do not include corporations, other
business firms or organizations)

Signed _____
Chapter Treasurer

List on the reverse side contributions of \$10,000 or more which have not been previously reported.

AMERICAN RED CROSS

Form 1615-B
Rev. Feb. 1944

REMITTANCE OF 1944 WAR FUND CONTRIBUTIONS

No. _____

Name _____ Chapter _____ State _____ Date _____

REMITTANCE STATEMENT

- *1. Total cash collected to date \$ _____
- 2. Authorized % retained by chapter . . . \$ _____
- 3. Amount due National Organization \$ _____
- 4. Amount previously remitted to Area Office \$ _____
- 5. Balance due National Organization -
Check Attached \$ _____

Remarks _____

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(Mail to American Red Cross, 1709 Washington Ave., St. Louis (3), Missouri.)

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<u>Name of Contributor</u>	<u>Address</u>	<u>Amount</u>	<u>Remarks</u>
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REMITTANCE STATEMENT

- *1. Total cash collected to date \$
2. Authorized & retained by chapter \$
3. Amount due National Organization \$
4. Amount previously reported to Area Office \$
5. Balance due National Organization -
Check attached \$

Remarks

CAMPAIGN REPORT

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(Same as 1 above) \$
7. Unpaid pledges on hand \$
8. Credits reported from Area Office \$
9. Total raised to date \$

*This figure should at all times reflect the total amount collected from the beginning of the campaign to the date of this report.

SOURCES OF THE REPORTED FUND

10. From A.R. \$
11. From C.O. \$
12. All other \$
13. Total raised (same as item 9) \$
14. Number of individual contributors of \$10.00
or more (do not include corporations, other
business firms or organizations)

Signed

Chapter Treasurer

List on the reverse side contributions of \$10,000 or more which have not been previously reported.