

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.