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**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.