

THE UNIVERSITY OF KANSAS
Lawrence

March 5, 1945

To the Faculty and Employees of the University:

We do not need an argument as to why we should give to the Red Cross, nor do we need to specify reasons as to how much we can give. You know the answers to both.

I have never talked to a Marine, a soldier or a sailor but who, upon every occasion, said, "The Red Cross is tops with me. I have already made my contribution. It is the thing that keeps us living."

I like this slogan: IF YOU CAN'T GO -- GIVE. And another hits me right in the middle: GIVE TO THOSE WHO GAVE. Why should I say more?

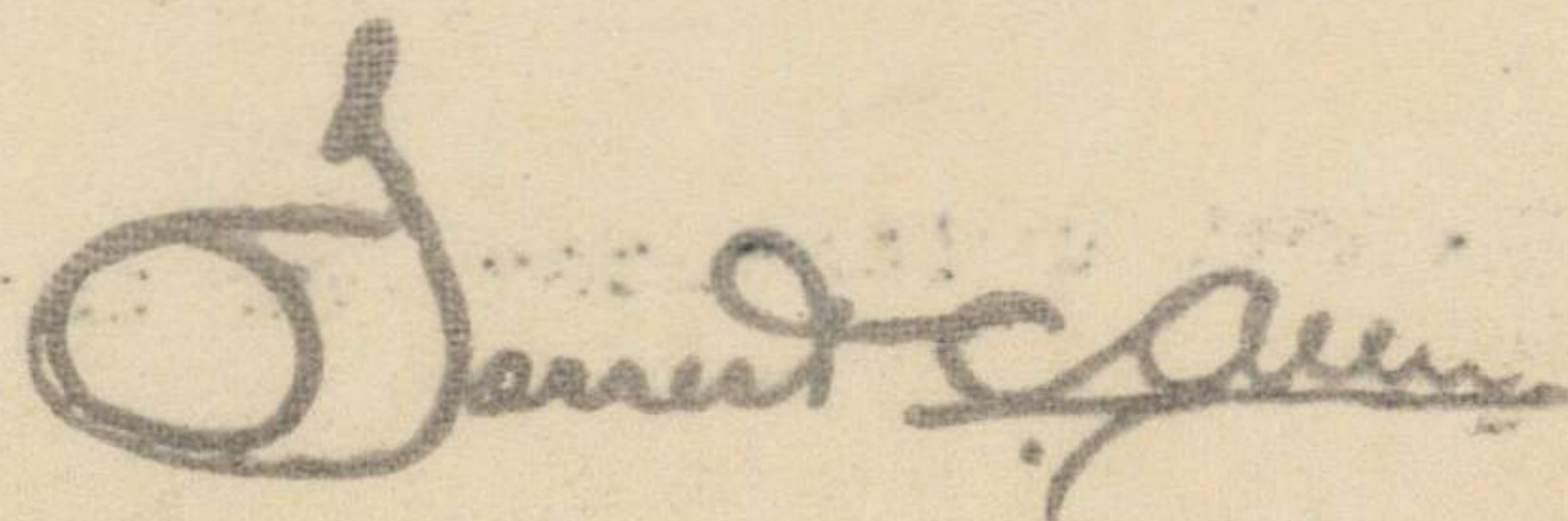
The Red Cross drive started March 1st, but since we had vacation, I thought it better for this letter to arrive at your desk after the semester vacation is over and you are ready to put first things first.

To facilitate your giving we are not asking anyone to call upon you, but we are asking that you mail your donation to Room 107 Robinson Gymnasium. Presuming that you will make a contribution, we are enclosing the Red Cross sticker and lapel clip, but if you find it impossible to give, kindly return them to this office.

The faculty and employees of the University have always given intelligently and responded most generously. I know that you will do your share. The students are also being given an opportunity to make their contribution.

Yours for a generous and responsive gift.

Very sincerely yours,



Chairman, K.U. Red Cross Drive for 1945.