



St. Louis American Red Cross Scrapbook (S0047)

Collection Number: S0047

Collection Title: St. Louis American Red Cross Scrapbook

Dates: 1952-1955

Creator: St. Louis American Red Cross

Abstract: The scrapbook contains newsletters and newspaper clippings pertaining to the St. Louis Chapter of the American Red Cross's 1955 Fund Campaign. Also included in the scrapbook is a letter from Whitelaw T. Terry, Chairman of the St. Louis Chapter's 1952 Red Cross Fund to Fred W. Gardner, Chairman of the chapter's Special Gifts Division, regarding the 1952 fund raising campaign in St. Louis.

Collection Size: .1 cubic foot
(1 scrapbook, 1 microfilm reel)

Language: Collection materials are in English.

Repository: The State Historical Society of Missouri

Restrictions on Access: Collection is open for research. This collection is available at [The State Historical Society of Missouri-Research Center, St. Louis](#). If you would like more information, please contact us at stlouis@shsmo.org. Collections may be viewed at any research center.

Restrictions on Use: Materials in this collection may be protected by copyrights and other rights. See [Rights & Reproductions](#) on the Society's website for more information about reproductions and permission to publish.

Preferred Citation: [Specific item; box number; folder number] *St. Louis American Red Cross Scrapbook* (S0047); The State Historical Society of Missouri Research Center-St. Louis [after first mention may be abbreviated to SHSMO-STL].

Donor Information: The scrapbook was donated to the University of Missouri by the University of Missouri-St. Louis Library on October 7, 1971 (Accession No. SA0064).

Alternate Forms Available: A microfilm copy of the scrapbook is available at the St. Louis Research Center.

Processed by: Processed by AJ Medlock, November 2017

Historical Note:

The American Red Cross chartered the St. Louis Chapter in 1917 during World War I. The chapter initially provided relief services to victims of the war, eventually raising 3 million dollars for war relief during the Red Cross War Fund Drive by 1919. After the war, the chapter expanded its mission into public health nursing, flood relief, blood services, and emergency response. Currently, the St. Louis Chapter is part of the Eastern Missouri Region of the American Red Cross. Throughout its existence, the St. Louis Chapter has sustained its operations by holding fundraising drives.

Arrangement:

The materials within the scrapbook are arranged chronologically.

Scope and Content Note:

The scrapbook consists of newsletters and newspaper clippings concerning the St. Louis Chapter of the American Red Cross's fundraising campaign for 1955. Topics include the appointments of chapter members to leadership positions in the 1955 campaign, including, but not limited to, Fred W. Gardner to the chairmanship of the 1955 fundraising campaign, George H. Shields to the Red Cross Publicity Chairmanship, and Margaret Thompson to the chairmanship of the Downtown Women's Division. Other subjects include fundraising milestones reached by the St. Louis Chapter during the 1955 campaign. Included in the scrapbook are advertisements for the fundraising drive in St. Louis area newspapers and corporate newsletters, including Laclede Gas Company and Scruggs, Vandervoort, and Barney, Inc. The clippings and advertisements date from October 1954 to April 1955. There are also letters to and from American Red Cross, St. Louis Chapter officials dating to 1952, regarding the 1952 Red Cross Fund campaign.

Container List:

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