

BRIEF INVENTORY**MSS. Collection #93****Title:** American Red Cross (Greensboro) Collection**Dates:** 1940s – 1971**Quantity:** 1 box (ca. 66 items)**Types of Material:** correspondence, speeches, certificates, pamphlets, newsletters, handbooks, and first aid textbook**Accession Number:** 1989.115.1

Brief Description: This collection consists primarily of printed material relating to the national American Red Cross. The materials from the 1946 and 1947 Fund Campaigns include: correspondence, stunt and publicity handbooks, advance publicity newsheets (*Red Cross 1947 Fund*, 1947), ARC Public Information Service guides for campaigns, radio skit scripts, the 1946 Fund Campaign Report, newsletters (*Challenge for 1947*, 1946), Red Cross Fund Campaign Plan Book, 1947 Fund Campaign Publicity Kit, radio scripts catalog, radio scripts, handbooks for speakers and speaker's bureau, and exhibits and displays handbooks and guides. Additional national American Red Cross materials include: correspondence, radio news spots and stories discussing the American Red Cross's work at home and abroad, a report (*Insular and Foreign Operations Narrative Report*, 1946), discussion material for conferences (1946), testimonials from members of the armed forces, newsletters (*Public Information Bulletin*, 1947; *American Junior Red Cross Bulletin*, 1947), a newsheet (American Red Cross News Service, 1947), *First Aid Textbook for Juniors* (2nd edition, 1953), American Red Cross policy handbooks, pamphlets responding to complaints about the ARC, and two pastel drawings by A.M. Upjohn.

Items related to the Greensboro chapter of the American Red Cross include: [“Greensboro Chapter American Red Cross: The First Fifty Years, 1917-1967,”](#) a pamphlet with a chronology highlighting the chapter's accomplishments; and [publicity and window display plans and notes for the 1946 Fund Campaign.](#)

Major Names/Subjects: American Red Cross
American Red Cross. Greensboro Chapter
American Red Cross--Handbooks, manuals, etc.
Fund raising--United States
Upjohn, A. M.

Date Surveyed: 9/28/2011**Surveyed by:** Melissa Rich