

**Description**

Billboard at Bircher and Kings Highway, St. Louis, MO, advertising the Red Cross "Answer the Call" fund raising campaign.

Date(s)

1952

Accession Number 2001-132

4.5x6.5 inches Black & White

Related Collection [Harry S. Truman Papers Staff Member and Office Files: Charles W. Jackson Files](#)

Keywords Fund raising International organization Signs and signboards

HST Keywords Missouri - Cities - St. Louis - General File - Red Cross; Red Cross - Fund Raising Campaign - Missouri, St. Louis

Rights Copyrighted - This item is copyrighted and cannot be published, reproduced, or otherwise used without the explicit permission of the copyright holder.

Note: If you use this image, rights assessment and attribution are your responsibility.

Credit: General Outdoor Advertising Company, Inc., St. Louis, MO Harry S. Truman Library & Museum.

Attention media: Please make note of this item's accession number. Print out this page and retain it for your permissions records before downloading this image file for possible publication. Library staff cannot sign permissions forms or provide additional paperwork. The Library charges no usage fees for downloaded images.