

# Billboard, St. Louis, Advertising the Red Cross "Answer the Call" Fund Raising Campaign



## Description

Billboard on Skinker at the entrance to Express Highway, St. Louis, Missouri, advertising the Red Cross "Answer the Call" fund raising campaign.

## Date(s)

1952

**Accession Number** 2001-130

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 - St. Louis, Missouri

**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.