February 2, 1945.

My dear Mrs. Roosevelt:

Knowing of your keen interest in and endorsement of any meritorious effort made in behalf of our boys in the armed services, I am calling your attention to an appeal to American womanhood, with the thought that you might care to make some mention of the plan in your most interesting and widely read column, "My Day".

The attached news release gives you the complete story. "PROGRAM NOTES", the publication referred to in the opening paragraph, is distributed monthly to 50,000 leaders of women's organizations throughout the United States. You will note that the initial responders to the appeal were members of the Altrusa Club of New York of which I understand you are a member.

Indicative of the response and enthusiasm which this appeal has aroused, are the statements issued by leading club women and which are incorporated in the news release.

We here at the National Industrial Information Committee of the National Association of Manufacturers know that any mention you may make of this plan in your column would do much to insure the success of this appeal for blood donations.

With every good wish and with our sincere appreciation of your interest, I am

Most respectfully,

Peggy Eaton
Editor, "PROGRAM NOTES"

Mrs. Franklin D. Roosevelt
The White House
Washington, D. C.
Valentines "straight from the heart" will carry the St. Valentine's Day message of American women to husbands, sweethearts and brothers overseas, if a suggestion made by Peggy Eaton, editor of "PROGRAM NOTES" meets the nation-wide response that has greeted announcement of her suggestion here in New York.

Instead of lacy, frilly paper creations this time, Miss Eaton urges that all women send a pint of blood. "If we do that", she says, "we'll be showing our affection in a real and life-saving way."

"Tradition-conscious America hasn't let the ugly business of war be the excuse to forget the little customs with big meaning," declared Miss Eaton. "Rather, we have given new depth and meaning to these customs. We made last Christmas unforgettable. Now we have the chance to make St. Valentine's Day more than a reminder of our love. We can prove it."

Three members of New York's Altruista Club were the first to act on Miss Eaton's suggestion - Mrs. Amy McKoy, Mrs. Fanny S. Sweeney, Miss Ruhe Linn. They visited the Blood Donor Center, 2 East 37th Street, and gave a pint of blood. They plan to enclose their Blood Donor Certificates with their usual valentine to let loved ones know that this time it came "straight from the heart."

Commenting on Miss Eaton's idea, Miss Dorothy Lewis, Coordinator of Listener Activities, National Association of Broadcasters, stated, "This new conception of St. Valentine's Day may change the course of holiday history. Perhaps February 14 will become the day set aside for everyone to give blood donations - in peacetime as well as war. I think there is considerable merit in that idea."

Mrs. Harold V. Milligan, president of the National Council of Women, said, "This appeal to the millions of women who have loved ones abroad will, I am certain, spur them on to get out and give a real demonstration of what they feel in their hearts."
"A pint of blood has been the difference between life and death for some wounded men," was the comment of Mrs. Patrick Henry Adams, chairman of the War Service Department of the General Federation of Women's Clubs, "and the news of these Valentine donations will be morale-building for all our boys over there."

"The truest expression of real devotion we can give - our own blood," said Mrs. Helena R. Pouch, Honorary President General, National Society, Daughters of the American Revolution, "whether it is sent as a valentine now, or as an unsolicited donation later, we can make no greater gift to those who are giving so much."

Mrs. Sara Sparks, president of the Business & Professional Women's Clubs of New York State said, "Peggy Eaton is to be commended on her suggestion for sending a wartime valentine. Yes, it is a grim thought in a way - sending a bottle of plasma overseas as a valentine. That is why I like it. I think it is time we got to feeling grim enough to give the kind of message that can do the most good."

"A wonderful idea," said Mrs. Charles E. Hening, president of the New York State League of Women Voters, "I wish I had thought of it first. It is such a practical way of celebrating Valentine's Day. I certainly recommend that everybody who can possibly do so participate."

"We with healthy, strong hearts can do so much for those with crushed and wounded hearts. It's a heartbreaking St. Valentine's Day for so many millions this year. I congratulate all women who want to share their strength, their blood with those who need it to carry on a greater fight for freedom and peace," said Mrs. Harold Burdett, vice president of the American Legion Auxiliary, Department of New York.

Mrs. Bernard F. Gimbel, Vice President and National Chairman of Public Relations, American Women's Voluntary Services, Inc: - "No valentine could possibly mean as much to a boy overseas as a pint of blood. Let the millions of mothers, wives and sweethearts set aside February 14th as the day for this special gift to their men in uniform."

The wartime-valentine suggestion appears in the February issue of "PROGRAM NOTES", a publication edited by Peggy Eaton and circulated to 50,000 leaders of women's organizations by the Home and Industry Committee of the National Association of Manufacturers.

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