



## THE STATE HISTORICAL SOCIETY OF MISSOURI RESEARCH CENTER-KANSAS CITY

K1247

Greater Kansas City Heart Association 1951 Heart Fund Scrapbook  
1950-1951  
1 volume

*Scrapbook created by W.F. Shoemaker, Campaign Director, and staff of the Kansas City public relations firm, Cumerford, Inc. includes clippings and printed material.*

### HISTORY:

The Kansas City Heart Association was organized in September 1950, with Dr. A. Morris Ginsberg, president and Dr. Irene Keeling, secretary. Recognizing the need for sufficient funds to operate, the firm Cumerford, Inc. was hired to complete a fund-raising survey and report. W.F. Shoemaker, an employee of Cumerford, Inc. was selected to be Campaign Director. By December 1950, campaign plans were complete, and The Greater Kansas City Heart Association, an affiliate of the American Heart Association, began operations for the 1951 Heart Fund. A slogan, *New Hope for Hearts* was selected. Contributions would be solicited to “aid in the fight against heart disease through research, education, and community service.” The campaign was to run the month of February 1951.

In response to concerns made by the Chamber of Commerce about multiple fund raising campaigns in Kansas City at the time, Heart Fund Chairman, C.G. Roush, agreed to limit requests to “less than 200 persons with vital personal interest in the fight against heart disease” while a Chamber committee worked out “a fair solution to the fund raising problem in our city.” The balance of their minimum goal of \$30,000 would be accomplished through voluntary contributions of the public in 2000 Plastic Heart coin containers placed throughout the city by members of the Beta Sigma Phi International sorority.

### PROVENANCE:

This gift was received from Michael Whittler thru Dr. H. Denny Donnell as accession KA2013 on February 1, 2012.

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Specific item; folder number; *Greater Kansas City Heart Association 1951 Heart Fund Scrapbook (K1247)*; The State Historical Society of Missouri Research Center-Kansas City [after first mention may be abbreviated to SHSMO-KC].

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<http://shs.umsystem.edu/index.shtml>*

**DESCRIPTION:**

The collection includes one scrapbook created by the Campaign Director, W.F. Shoemaker.

**INVENTORY:****BOX 001**

Item 1. Scrapbook: #1 *The Story of the 1951 Heart Fund, Greater Kansas City Heart Association, 1950-1951.*

*Note: no financial results of the campaign are included in the scrapbook.*