

THIS IS A PEOPLE'S WAR



We civilians must be good soldiers, too

War no longer is strictly a military proposition wherein one army engages another army on a common battlefield while civilian populations go about "business as usual" in comparative safety far removed from combat zones. No... war today is grim and ruthless... a mad, mechanized monster darting underseas... sweeping over land... zooming over head and striking directly at home... family... women... children.

The military might of our armed forces is challenging this monster... Lend-Lease aid is supplying our Allies with the implements of war to combat him on many global fronts... the Red Cross is ministering to maimed and wounded in his wake. But it remains for civilian aid, provided through the channels of United Nations War Relief agencies, to feed, clothe, house and rehabilitate scores of thousands of those who suffer the unspeakable horrors and privations of invasion and resistance.

Millions are homeless and freezing, starving and sick. This

calls forth our every humanitarian instinct to open our hearts and pocketbooks to relieve their plight.

The men of our Allies can't fight on with sick, starving children at home. Cold, undernourished people can't work in fields or factories. We Americans can't continue indefinitely to win friends and influence people on nothing but promises.

In our favored role, which at worst is one of moderate self-denial, we are the most fortunate people in the world. But if we fail to live up to our responsibility at this critical time, then we may expect to be forsaken by both our good fortune and our Allies. And Victory, even if we win it, will be postponed and hollow. Our hour has struck... our mettle is being tested... woe unto us if we are found wanting.

Your dollars... as many as you can possibly give... are needed now. Give once for all to make Victory certain and soon. Fill out the coupon below, today.

WHAT YOUR AMERICAN MONEY WILL DO

- 50c will feed 50 hungry children.
- 50c will supply anesthetic for 20 people.
- \$1 will feed a homeless mother for 1 week.
- \$2 will provide 30 adult persons with wheat and dehydrated vegetables for a day's portion of bread and soup.
- \$5 will buy 350 doses of Sulphathiazole to combat pneumonia and blood poison.
- \$10 will feed a starving family of FIVE an entire month.
- \$15 will provide 250 persons with a nourishing meal at a community kitchen.
- \$25 will feed an orphan child for an entire year; provide sterilized drinking water for 25,000 people; buy 25 badly needed surgical syringes.
- \$50 will provide warm clothes for a freezing family of 5 persons.
- \$100 will secure 10,000 high potency vitamin capsules for undernourished women and children.
- \$250 will provide emergency relief for 250 air raid victims.
- \$500 will supply blood plasma and help save the lives of 25 victims who might otherwise die.

Give once for ALL!

United We Conquer

This advertisement is a direct appeal to you by the United Nations War Relief Committee for Southern California. It's publication is made possible thru the generosity of the sponsors listed at the bottom of the page. Respond promptly and you will not only save the time and effort of your hard-working neighbors, but you will make possible the most economical campaign ever presented in this community.

GIVE AND GIVE NOW, CONSISTENT WITH YOUR CONSCIENCE

**This will be the Only appeal for 1943 funds
by any of these Relief Agencies**

This Campaign Officially Approved by U. S. State Dept., License No. 553

BRITISH WAR RELIEF-UNITED CHINA RELIEF-DUTCH WAR RELIEF-FRENCH WAR RELIEF-GREEK WAR RELIEF-POLISH WAR RELIEF-RUSSIAN WAR RELIEF

UNITED NATIONS WAR RELIEF

Local Headquarters:—Torrance National Bank and Torrance Herald

UNITED NATIONS WAR RELIEF

Torrance National Bank
Torrance, California
J. W. Post, Chairman

I subscribe the sum of \$..... to aid the suffering civilians of our Allies. (Unless I specifically designate otherwise in the space below, I understand that my donation will be allocated among the 7 participating agencies.)

NAME.....

ADDRESS.....

CITY.....STATE.....

Checks should be made payable to United Nations War Relief, and sent to J. W. Post, chairman, Torrance National Bank, Torrance, Calif., or to the Torrance Herald, 1336 El Prado, Torrance. Contributions are deductible for income tax purposes in the manner and to the extent provided by law. Keep a record of this donation for income tax purposes.