

**GIVE . . . the need is double!**

*"THIS year... I'm giving double!"*

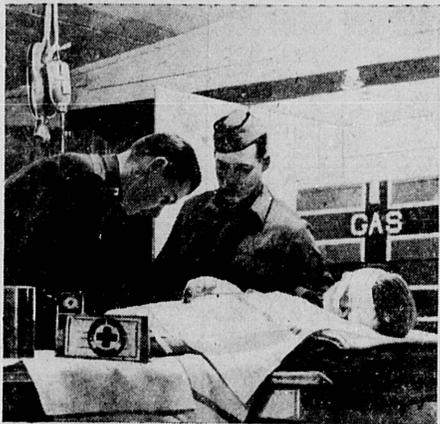
National Quota . . .	\$125,000,000
Los Angeles Area . . .	3,600,000
Torrance . . . . .	7,500

(Exclusive of Industrial Firms, but Including Employees)

# AMERICAN



# RED CROSS



**"SOMEWHERE IN ALASKA"**—Burned in an explosion, this soldier receives a transfusion of blood plasma, supplied from the millions of pints of blood contributed to the American Red Cross by patriotic men and women. Administering the transfusion is Capt. S. F. Cepiecha, Redwood Falls, Minn., and Cpl. Mark Shafer, St. Louis, both of an army medical detachment.



**ON THE FRONT**—Red Cross Field Director Jimmy Stewart (right), of Oneonta, N. Y., delivers a package of Red Cross supplies to Private Osman Wilder, Porter, Wash., at a foxhole "somewhere in New Guinea."

## The Greatest Single Crusade of Mercy in All History

"There is one way for you to reach the hand of love and friendship across the ocean. For wherever our fighting men are—all over the world—the American Red Cross is by their side, extending the arm of helpfulness and comfort . . . To make sure that every American boy on every fighting front has everything he needs which the Red Cross can supply, it will require at least \$125,000,000 . . . That is all we need to know . . . we will not fail."

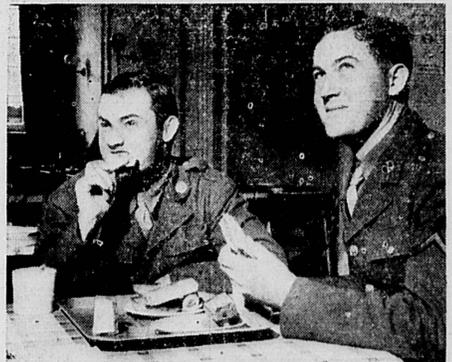
*President Roosevelt*



**SUPPLIES FOR SOLDIERS**—Two members of Uncle Sam's armed forces at a jungle base are shown here as they haul a case of Red Cross supplies destined to American fighting men stationed in the Southwest Pacific.



**OFFICIAL CHANNEL**—U. S. censorship rules designate the American Red Cross Inquiry Service as the only means of communication between citizens of this country and their relatives in enemy or occupied countries. Here a worker at Red Cross national headquarters in Washington files messages according to the countries to which they are addressed.



**DIGGING IN**—The expressions on the faces of these U.S. soldiers are sufficient proof that they are enjoying the American-style meals served at Red Cross clubs in the British Isles.



**SURGICAL DRESSINGS**—Assembly line methods have been adopted by the Red Cross Production Corps to be speed up the all-important job of making surgical dressings for the U. S. Army and Navy. In the past 14 months thousands of volunteer workers like these have turned out 520,000,000 dressings for the armed forces and the United Nations.



**SOLDIERS' KIT BAGS**—Red Cross Production Corps members pack Red Cross comfort kits which are given free to all soldiers before they depart for foreign duty. The kits contain cigars, a book, playing cards, shaving cream, razors, shoe laces and other items which servicemen find invaluable on their long trips across the seas.

This page of pictures illustrating a few of the many activities of the American Red Cross is contributed by the . . .

**TORRANCE LAUNDRY and Dry Cleaning Company**



**PRISONERS OF WAR SUPPLIES**—Cases of Red Cross food and comfort articles shipped to American prisoners of war and civilian internees in Japan and other sections of the Far East are marked with their destination by a Red Cross worker in an Eastern Seaboard warehouse.