

Blood for Freedom ! ....

THE RED CROSS BLOOD DONOR SERVICE

What can I do? How can I help?

You hear these questions every day.

Here is the answer. This is one way they can help -- help to cut down the cost of war in human life.

The Army and Navy need  $2\frac{1}{2}$  million pints of blood -- blood that will save the lives of sons, brothers and fathers who will be wounded on the fighting front.

The Red Cross is carrying on the campaign -- "the biggest single medical undertaking in history."

The call is for 50,000 blood donors a week.

The need is urgent. This campaign, like the war, cannot be postponed until it is convenient.

That is the message to be conveyed to everyone in America -- in the strongest terms possible -- through motion pictures.

The Red Cross and the men on the fighting front are counting on the motion picture industry to make this appeal.

A complete outline of the campaign will be found in the accompanying fact sheet.

Office of War Information  
Bureau of Motion Pictures

Fact Sheet No. 9  
For Insertion in the War Information Manual  
Section V - The Home Front

OFFICE OF WAR INFORMATION  
BUREAU OF MOTION PICTURES  
HOLLYWOOD OFFICE

NOTE: The following information is being sent to you as a supplement to the War Information Manual. Its purpose is to give further amplification to the Government's war program, and to provide material for short subjects and feature pictures. If more detailed information on the subject is desired, it will be furnished to you, on request, by the Office of War Information. Should you wish to use this material in your short subject or feature program, kindly communicate with this office in order to avoid unnecessary duplication.

THE RED CROSS BLOOD DONOR SERVICE

THE PROBLEM: 2½ MILLION PINTS OF BLOOD NEEDED BY THE ARMY AND NAVY

During the next 12 months the American Red Cross is calling for 50,000 blood donors a week to supply the 2½ million pints of blood needed for the Army and Navy. This is more than double the former quota -- to fill a need that has more than doubled since the initial drive began. Says Norman H. Davis, Chairman of the Red Cross, "It is the biggest single medical undertaking in history."

Red Cross experience has shown that if prospective blood donors know the facts, they are more than willing to volunteer. They should be told of the urgent need for their blood, of recent developments in the science of transfusion, of the easy, painless method by which they can donate their blood and perhaps save a life. People are naturally squeamish about the subject of transfusions and blood-

letting. The job is one of salesmanship, and words alone are frequently inadequate. The best sales approach is a graphic demonstration of the what, why and how -- a job that can be done effectively only by motion pictures.

THE BLOOD BANK - A WEAPON OF WAR

Many of our fighting men who would otherwise have died have been saved in this war by transfusions. Today the Medical Corps is as instrumental in winning a war as the infantry or artillery. A wounded soldier, sailor or flyer who is enabled to recover through a transfusion can return to the fight. Multiply this man thousands of times and you get an idea of the vast saving of manpower that is achieved at a time when the experience, training and energy of each man is a factor in attaining victory.

Specifically, transfusions, given in time, frequently save the lives of battle casualties suffering from burns, hemorrhages and shock. They likewise bolster resistance against disease and blood poisoning and shorten the period of convalescence. That is why the Army and Navy are establishing huge blood "banks" wherever our fighting men are stationed.

At Pearl Harbor, hundreds of lives were saved by the use of blood plasma, thanks to the foresight of Dr. Forrest Pinkerton of Honolulu, who had been carrying on an extensive campaign to collect blood plasma and to store it in ten "banks" in widely separated localities for the sake of security. It was found that nearly every serious

casualty needed one or more transfusions,

Added to the demands of the armed forces are the potential needs of Civilian Defense authorities. 50,000 units of blood plasma are being held by the Red Cross for civilian emergencies. This supply is stored in target areas and at strategic points throughout the country.

#### NEWLY-DEVELOPED PROCESSES REVOLUTIONIZE USE OF BLOOD

##### (1) The old way - transfusion of whole blood.

Before 1900, a blood transfusion was a dangerous and radical treatment. A doctor was never sure whether his patient would be speeded toward recovery or be thrown into fatal convulsions. In the year 1900 this crucial problem was solved by the discovery of blood types, and of the necessity of matching transfused blood with the patient's blood type.

During World War I there was a desperate need for transfusions on an unprecedented scale. But not until 1916 was any method devised to bring blood to field hospitals. A young American physician built a makeshift icebox, in which he stored a supply of blood. After a battle he selected men so badly wounded that they could not possibly recover without transfusions. He pumped stored blood into their veins. Most of them lived.

In spite of this doctor's success, the problems of time and supply remained obstacles to any extensive use of blood transfusions on the battlefield. Many a wounded man died because he had to be transported to a field hospital and his blood tested to determine the type, before the transfusion could be performed. There was also the difficulty

of maintaining a sufficient supply of blood, of all types, at field hospitals. A large supply called for unwieldy refrigerator-storage facilities, which obviously had to be abandoned in case of a hurried retreat.

As late as 1940, the British invasion army carried supplies of whole blood to the front in elaborate refrigerator trucks which were totally unsuitable for blitzkrieg. Modern war struck too fast for such fragile, bulky equipment. Clearly needed was a safe, practical substitute for whole blood.

(2) The new way - (a) dried blood plasma and (b) serum albumin

In 1918, before the close of World War I, a young doctor suggested the use of blood plasma only, eliminating the blood corpuscles and thus obviating the need of matching types. Not until years later was the idea worked out. In 1927, Dr. Max Strumia, an Italian emigre, proved that large quantities of plasma from incompatible blood could be transfused safely. Subsequently he discovered that liquid plasma could be frozen and preserved indefinitely. This led, in turn, to his utilizing a new method of reducing serums to dry powder, to make dried blood plasma.

After the experience of Dunkirk, dried plasma was adopted by the Army and Navy as a substitute for whole blood. At their request, the Red Cross launched its blood donor project in February, 1941. By late summer the first shipments of dried plasma were sent to our outposts. When the USS Kearney was torpedoed in the North Atlantic in October, 1941, the life of a badly injured sailor was saved by a supply

of dried plasma rushed to the ship by seaplane from Iceland.

Dried plasma has four major advantages over whole blood for use in transfusions:

1. No "typing". Plasma transfusions do not require matching the blood type of the patient. Plasma is prepared from the liquid part of blood after it has been separated from the blood cells.
2. Preservation. Dried plasma, a golden, flaky powder, lasts for years without deterioration, needs no refrigeration.
3. Quick use. For transfusion, plasma is dissolved in sterile, distilled water. The entire process of preparation and transfusion can be accomplished in from five to fifteen minutes and under the most adverse conditions.
4. Mobility. Plasma is easily transported and stored. A bottle containing one unit of the dried powder - equal to the liquid part of one pint of blood - is placed in an hermetically sealed can which, with a pint bottle of distilled water, rubber tubing, and transfusion needles, is packed in a kit ready for use.

Serum albumin is the other recently developed blood substitute, equally as effective as dried plasma. The chief objection to its use is that it requires  $3\frac{1}{2}$  pints of blood to make one unit -- as compared with one pint for plasma. However, it has the advantage of requiring less storage space, a factor of considerable importance to the Navy.

Serum albumin is prepared for shipment in solution; no further preparation is necessary before use.

WHERE BLOOD CAN BE DONATED

Blood must reach a processing laboratory within 24 hours after it is drawn. Therefore, Blood Donor Centers can be set up only in areas near the laboratories.

There are eight processing laboratories and eighteen Blood Donor Centers in the United States. More may be opened later, but it will still be impossible for persons in many sections of the country to donate. Thus the burden falls on those who do live near Blood Donor Centers.

At present there are 18 Blood Donor Centers, located in the following cities:

Baltimore	Cleveland	Philadelphia
Boston	Detroit	Pittsburgh
Brooklyn	Indianapolis	Rochester, N.Y.
Buffalo	Los Angeles	San Francisco
Chicago	Milwaukee	St. Louis
Cincinnati	New York	Washington, D.C.

These Centers also operate 22 Mobile Units, which visit communities within a 50-mile radius of the Center.

HOW BLOOD IS DONATED

Anyone living in or near one of the above Blood Donor Centers can make a blood donation in this way:

- (1) The blood donor writes or phones the local Red Cross

Chapter for an appointment.

- (2) He goes to the Red Cross office and lies down on a cot. A nurse swabs his arm. A doctor injects novocain so that he won't feel the transfusion needle.
- (3) A pint of blood is taken.
- (4) A sterile dressing is applied to the tiny incision. The donor rests for ten minutes or longer, is given a hot drink if he wants one. He may then go on about his business - without the slightest ill effects. Total time spent: 45 minutes.

Blood donations may be given every eight weeks. Six, eight and ten donations have been given by numerous individuals.

#### GETTING THEM TO VOLUNTEER

The Red Cross needs the cooperation of the motion picture industry to secure 50,000 blood donors a week ... to overcome the inertia, the fear, the squeamishness of the average person, who grows a little pale at the very thought of blood. These mental obstacles can be overcome in two ways:

- (1) By showing that a blood donation is made without pain or discomfort, quickly and at the convenience of the donor.
- (2) By driving home the point that blood donations are a civilian responsibility to our fighting men; also, a means of preparing for our own security against air

Blood Donors - 8

attack or emergency of any kind.

The need is urgent. The subject is timely. Try to fit it into your program, if only in a scene or a line of dialogue. You will be helping the Red Cross to save lives.

Industry's United Front . . . .

## VICTORY COMMITTEES

They said it couldn't be done.

That Labor was governed solely by self-interest.

That Management was pig-headed, dictatorial.

But Government said to give it a chance, so Labor and Management got together, in a few war factories, willing to try anything that would speed the output of guns, planes, tanks and ships.

They formed a partnership, called it a Labor-Management Committee, and went to work.

Their partnership yielded results: a flow of new production ideas ... labor-saving methods and devices ... suggestions that cut the accident rate ... an awakened enthusiasm ... a feeling of oneness in a gigantic undertaking.

It was practical democracy working to whip the Axis.

The idea took hold, spread to hundreds of other factories and industries. Everywhere that Committees were organized there was a sharp increase in output, a steady climb toward production goals.

That was why they began calling them VICTORY COMMITTEES.

The achievements of these Committees, the spirit that binds Labor and Management together today, is material for motion pictures. It provides, ready-made for the screen, a symbol of American unity.

The accompanying Fact Sheet will supply you with basic information.

Office of War Information  
Bureau of Motion Pictures