

Pistol Packin' Vigiladies



Victory Parade

A typical illustration of the sudden sweep of righteous beligerency which suddenly transformed America into a hard hitting war machine is a group of women who guard the Allis-Chalmers supercharger plant in Milwaukee, Wis. Before Pearl Harbor, these women probably would have been shocked at the sight of a gun. Now they are crack shots with pistols, shotguns, and tommy guns, as they and other patriotic women guard our vital war plants.



HALT!—That's what Agnes Zemen means when she blows her whistle.

GATE GUARD—Lucille Beil examines the gate pass presented by the driver of a loaded truck.



CHECK—All vigiladies have orders to be suspicious. Jewell Halliday, left, not only checks this visitor's credentials but also the inside of a leather bag he is carrying. The military women stop each visitor to make sure that he or she is okay before being admitted. They also check each incoming automobile and the contents of all brief cases.

Below: Yvonne Hyden, left, puts most of her shots in the bull's eye. Mary Andraski checks the high score.



THE BOSS is Lieut. E. E. Van Toor. He trains the lady guards for their posts. He is pictured showing Peggy Walker, a new recruit, how to disarm an intruder.

SINGLE FILE—With tommy guns slung over their shoulders vigiladies drill.



ASK ME ANOTHER?

A quiz with answers offering information on various subjects

The Questions

1. What is the Quirinal?
2. How many deadly sins are listed?
3. What does blood plasma look like, as used by the Red Cross in the care of the wounded?
4. Who wrote the lines: "He prayeth best who loveth best all things both great and small"?
5. How long is a kilometer?
6. How many children did Johann Sebastian Bach have?

The Answers

1. One of the seven hills of Rome.
2. Seven: Pride, anger, lust, envy, covetousness, gluttony, and sloth.
3. It is a white powder, resembling ordinary baking soda.
4. Samuel Coleridge.
5. A kilometer is five-eighths of a mile.
6. Johann Sebastian Bach had twenty children.

Hothouse Lambs Hard to Raise; Expensive Delicacy

Sheep born in the fall and early winter, when sold in the suckling stage between two and four months of age, are known as hothouse lambs, says Pathfinder. The animals not only have to be raised with special care, but they constitute only one in about every 25,000 sheep slaughtered here annually. Consequently, their meat is a rare and expensive delicacy and most of it is purchased by fine restaurants and other luxury trade.

Heaven Will

Heaven wills our happiness, allows our doom.—Young.

TOO BAD



We can't make enough Smith Bros. Cough Drops to satisfy everybody, because our output is war-reduced—so please buy only as many as you really need. Through three generations and five wars, Smith Bros. Cough Drops have given soothing relief from coughs due to colds. Still only 5¢.

SMITH BROS. COUGH DROPS

BLACK OR MENTHOL—5¢



★ Invest in Liberty: Buy War Bonds

The Rubber Shortage is behind us but the Tire Shortage is still here!

Less than two years ago America faced as frightening a situation as any country at war ever faced. Unless something was done, and done quickly, we would soon be without rubber.

And without rubber, no plane could fly, no tank could move, no ship could sail, no truck could roll, people could not get to work, materials could not move to and from plants.

That was the situation the Government and the rubber companies had to lick inside of two years if America was to stay in the war.

Did the "impossible" really happen?

Let's see what you think. Right now, there is nearly enough rubber to meet our essential needs.

Today, this threat to American victory is merely an unpleasant memory, because Government, the Rubber Director, and a group of industries—rubber, petroleum, chemical, alcohol—working together, compressed into less than two years a job that would normally have taken a dozen years. But . . .

Because the public saw huge synthetic rubber plants shoot up almost overnight, and heard that synthetic rubber was in large-scale production, they figured the tire headache was almost over.

Now—a warning!

This is the situation today—the rubber supply crisis is past, but the long predicted and anticipated tire shortage is with us.

Why is this so, when thousands of tons of Government synthetic rubber are now being made?

Why is this so, when the rubber industry is producing a tremendous tonnage of rubber products and more airplane and truck tires than ever before?

Because, as the Baruch Committee foresaw—the fact that few tires could be made until we had our synthetic rubber supply well on the way, resulted in millions of tires going out of service without replacement—and those remaining have less mileage in them. Inventories of prewar tires are gone.

Because our military needs are way beyond anyone's anticipations.

Because the rubber companies must use a lot of their manpower and machines to make bullet-sealing gas tanks and hundreds of other rubber products for war, in addition to tires.

Because half of today's requirements are for heavy-duty, large-size truck, bus, combat, artillery, and airplane tires, requiring many, many times the labor and materials of peacetime needs . . . and finally . . .

Because the manpower shortage hangs over the tire industry as it does over all industry, and there are just too few hands for the job.

Straight from the shoulder

These problems will be licked when our enemies are licked. Meanwhile, we want to tell you frankly

that unless you, and all tire-owners continue to make the preservation of tires a vital personal problem . . . our home-front transportation will break down and slow up the war production of America.

The way out is for you to conserve the tires you've got—stretch their life in every way you can.

How to make tires last longer

- Do no unnecessary driving.
- Live up to the government regulation—don't exceed 35 miles an hour.
- Keep your tires inflated up to recommended pressure, and check them every week.
- Avoid hitting holes in the road, or bruising your tires on curbs or stones. Don't start or stop suddenly. Slow down for sharp corners.
- See that your wheels and axles are in line.
- Switch your tires from wheel to wheel every five thousand miles, and have them inspected regularly for removal of foreign objects and repair of cuts.
- And—most important of all—recap your tires as soon as they become smooth.

Though not all civilians will be able to get synthetic rubber tires in the near future, you may be one of those who will. Therefore, you should know . . . and remember . . . these facts:

FACTS ABOUT PASSENGER CAR TIRES

The synthetic rubber tire is not yet an improvement but it will keep your car rolling through the emergency.

In many respects, the new synthetic rubber tires are an unknown quantity.

How they would behave at the phenomenally high speeds of prewar days is purely academic. The patriotic citizen knows that high speeds wear out his treads far faster than the recommended speed of 35 miles per hour, and drives accordingly.

Under-inflation, driving over rough roads, and other abuses are bad for all tires—but today's evidence is that synthetic tires will stand less of these abuses than the tires you have been used to.

But, since these tires will be rationed to you in trust for the nation, it will be your duty to take every possible care of them, and to prevent misuse and abuse.

As we gain more experience with synthetic rubber tires, more and more things will become known about them, and the public will be kept informed.

If you use synthetic rubber tubes, be sure they are properly installed. They should be put into the tire, then inflated, deflated, and inflated again. And they should never be mounted on rusty rims.

FACTS ABOUT TRUCK AND BUS TIRES

On truck and bus tires, particularly in over-the-road, inter-city service, the situation is less satisfactory.

Truck and bus tires are operated under more severe conditions than passenger car tires. They are heavier, thicker—generate more heat. They are all too frequently overloaded, must travel on any kind of highway their work requires.

Again we'll be perfectly frank about it: synthetic truck and bus tires now built will not stand all the abuse that the prewar tire would take, especially overloading. Progress is being made every day—but overloading which damaged a prewar tire can ruin today's synthetic rubber tire.

The Tire Industry is bending every effort to solve the serious problems of furnishing satisfactory and sufficient tires to the truck and bus field.

But a serious threat still exists to our most vital transportation.

So remember this—while the treads of present truck and bus tires are vitally important, the carcasses of these tires have a value to our truck operators, and to the nation, that is beyond price. Unless these tires are made to last and last, there is almost certain to be a breakdown of truck service.

Every one of these tires must be recapped the very minute it needs it—before any damage is done to the carcass. Speeds must be cut down, especially on hot roads. Overloads must be eliminated. Proper inflation is a necessity.

Operators, garage men, drivers, all have a heavy responsibility that they cannot now avoid. These are straightforward statements. The warning must not go unheeded. A new tire warranty recognizes these conditions, but the real job is conservation!

A new warranty—

With conditions as they are, and synthetic rubber in its present stage of development, a new tire warranty has become necessary and has been adopted. It applies to all tires. Under its terms, injuries such as bruises, body breaks, cuts, snags, and heat failures, as well as tread wear are not subject to adjustment consideration.

Nor are injuries or failures which result from improper tire care or misuse or abuse. This includes failure as a result of overload, excess speed, improper inflation, or other non-defective conditions. Or when tires are used on rims not conforming to Tire and Rim Association Standards.

Remember—the tire industry, the Rubber Director, everyone is working together with all their energy, as they have from the outset, to keep America's wheels turning.

Do your part—take care of the tires you've got now!

THE RUBBER MANUFACTURERS ASSOCIATION, INC.

Speaking for the following companies . . .

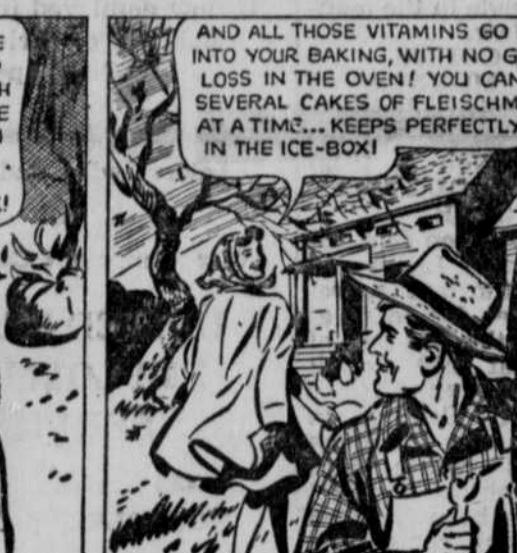
Brunswick Tire Company
The Century Tire & Rubber Company
The Cooper Corp.
Corduroy Rubber Company
Cupples Company
The Dayton Rubber Manufacturing Company
Denman Tire and Rubber Company
Diamond Rubber Company

Dunlop Tire & Rubber Corporation
The Falls Rubber Company
Federal Tires
The Firestone Tire & Rubber Company
Fisk Tires
The General Tire & Rubber Company
The Giant Tire & Rubber Co.
Gillette Tires

The B. F. Goodrich Company
The Goodyear Tire & Rubber Co., Inc.
Hood Rubber Company
Inland Rubber Corporation
The Kelly-Springfield Tire Company
Lee Rubber & Tire Corporation
The Mansfield Tire and Rubber Co.

McCreary Tire & Rubber Co.
Miller Rubber Company
The Mohawk Rubber Company
The Monarch Rubber Company
Montgomery Ward & Co., Incorporated
The Norwalk Tire and Rubber Co.
Pacific Rubber and Tire Manufacturing Company

Pennsylvania Rubber Company
The Pharis Tire and Rubber Company
The Polson Rubber Company
The Richmond Rubber Company
Sears, Roebuck and Co.
The United Tire & Rubber Company
United States Rubber Company
Seiberling Rubber Company



FREE! New 40-page, full-color book—over 70 baking recipes. Write Standard Brands Inc., Grand Central Annex, Box 477, New York, N. Y.