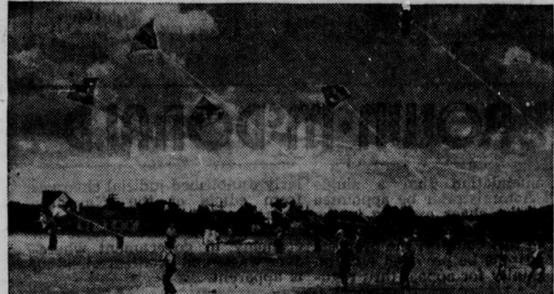


He Wants to Send His Kites To War

Kites are weapons of war in the opinion of Domina C. Jalbert, of Woonsocket, R. I., who says they can be used for towing, signaling, and barrage protection against dive bombers. Attached to a life raft, a good-sized kite would not only serve to attract searching parties but would also tow the raft in the direction of the prevailing wind, he says. Jalbert, a research designer in a war plant, has developed his kite ideas into an extensive hobby. He has made them in sizes from 4 to 17 feet wide and weights from a half-pound to 17 pounds. To demonstrate the lifting power of his kites, Jalbert attaches a bo'sun's chair to a kite line, then places Dorothy, his 11-year-old daughter, in the chair. She is shown at an altitude of 100 feet.

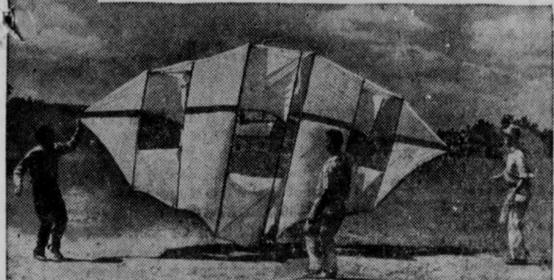


Left inset: One of these tots could easily be carried skyward by one of Jalbert's larger kites. Bottom: A big kite is assembled. All of Jalbert's kites are wider than they are high.



Two views of kite enthusiasts who surround Jalbert with some of his 24 creations which these youths are always ready to help him fly. Most of these kites have a pull of 100 pounds and require winds of 10 to 40 miles an hour for a takeoff. None require a running tow.

Below: This is Jalbert's pride and joy. It is 17 feet wide and 10 feet high. Its pulling power is so great that it once hauled an automobile several hundred feet across a field until the car's brakes were applied. This type of kite could be used to tow a life raft.



In 1897 a Lieutenant Wise of the U. S. army devised a kite which carried him 50 feet up.

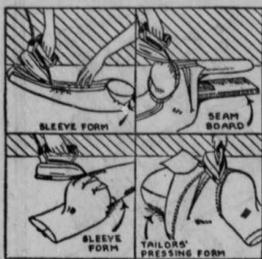
Right: Dorothy Jalbert is pictured just before soaring skyward on a cord attached to her father's kites. She ardently admires her father, and calmly leaves the safety of terra firma.



In 1903, "Buffalo Bill" Cody hitched a boat to several kites. They towed him from Calais, France, to Dover, England, in 13 hours. Night signals have also been sent from kites.

BETTER DRESSMAKING

By Ruth Wych Spears



home-maker counts that a household must. Her seam pressing board and her pressing cushions are the darlings of her equipment. They also may serve her well on ironing day. It is smooth work with the iron when she tucks them under a shoulder or inside a sleeve.

The sleeve form cushion and the tailors' pressing form are easy to make. The latter is often called a ham cushion because that is the shape of it. The covering should be of heavy muslin or other firmly woven cotton goods. The cover for the sleeve form may be cut by a tight sleeve pattern with all extra fullness taken out. The cushion should be stuffed very tightly. A center core of flat layers of newspaper is sometimes used for the large cushion. Cotton or small bits of clean rags may be used for the rest of the stuffing.

NOTE—This drawing is from Mrs. Spears' latest book, BETTER DRESSMAKING. The beginner may learn to sew from this profusely illustrated book; and the experienced dressmaker will find it a useful reference book on modern sewing techniques. Readers wishing to see a copy of BETTER DRESSMAKING should send name and address for complete description and special offer. Address: Mrs. Spears, Drawer 10, Bedford Hills, N. Y.

Efficiency

"The secret of efficiency and success in our enterprises is to act at once upon our ideas while our fancy is still warm and in a glow."

Do Your Best and End Will Take Care of Itself

There's a bit of impressive sentiment in this homely thought of Abe Lincoln's: "If I were to try to read, much less answer, all the attacks made on me, this shop might as well be closed for any other business. I do the very best I know how—the very best I can; and I mean to keep doing so until the end. If the end brings me out all right, what is said against me won't amount to anything. If the end brings me out wrong, 10 angels swearing I was right would make no difference."

Unique Family

A unique American family is that of the Irish Horse Traders whose 4,000 members, all related by blood or by marriage, spend most of their time traveling through the South in small groups trading horses and mules. Their one official address is an undertaking establishment in Atlanta to which they ship their dead and where they meet for a week every April to celebrate marriages and to hold their annual mass funeral.

Congo Eel Isn't

The Congo eel is not from the Congo and is not an eel but a salamander.

Smile Awhile

Why Not?

The state police were giving examinations for drivers' licenses. Upon returning from the driving test, a middle-aged Negro was questioned about different highway laws.

The questioner asked: "And what is the white line in the middle of the highway for?" Sam replied promptly: "Fo' bicycles."

His Field

"And did you ever lose yourself in your work?" "Yes." "What is your work?" "Exploring central Africa."

A fellow asked his boss for a raise. He told the boss that he must have one, as several other companies were after him. It wasn't until weeks later that the boss discovered that they were the gas company, the electric company, and a furnishing company.

He Was!

Fortune Teller—This bump on your head shows you are very curious.

Client—That's right. I got that by putting my head in the shaft to see if the dumb waiter was coming up and it wasn't.

5 WARS

Smith Bros. has served the public since 1847. In that period America has fought five wars. Only during wartime has there ever been any shortage of Smith Bros. Cough Drops. Our production now is war-reduced but we're distributing it fairly to all. Still only 5¢. A nickel checks that tickle!



SMITH BROS. COUGH DROPS
BLACK OR MENTHOL—5¢



The Japs were wrong Let's keep them wrong!

The Japs were wrong.

Cutting off our rubber supply in the Pacific didn't take us out of the war—or even slow us up.

For Government, the Rubber Director, the rubber industry, and the petroleum, chemical, and alcohol industries pooled their patents and ideas, worked together, and accomplished the seemingly impossible.

Today, there is no shadow of a doubt that our planes will continue to fly, our ships to sail, our tanks to roll.

For America now has nearly enough rubber to meet our essential needs!

But our tire worries are still here!

The American people saw the new synthetic rubber plants spring up like mushrooms. They heard of large-scale production of synthetic rubber. And they applauded. Unfortunately, they also jumped to the conclusion that they could stop worrying about tires!

It is true that the RUBBER supply crisis is past. But the long-expected TIRE shortage is with us!

"But," you may say, "how can this be when thousands of tons of Government synthetic rubber are being made . . . when such a tremendous tonnage of rubber products is being turned out, as well as more airplane and truck tires than ever before."

One reason is that—as the Baruch Committee foresaw—few tires could be manufactured until our synthetic rubber supply was well on the way. This resulted in millions of tires going out of use at a time when there were no replacements. Meanwhile, tires left in service have less mileage in them, and prewar inventories are gone.

Another reason is that our military needs are far greater than anyone anticipated.

Also, the rubber companies are using a lot of their machinery and manpower to turn out life rafts, bullet-sealing fuel tanks, and hundreds of other urgently-needed army and navy products, in addition to tires.

And you should know that half of today's requirements are for large-size, heavy-duty bus, truck, artillery, airplane, and combat tires, requiring much more labor and materials than peacetime products.

Finally, the tire industry, like every industry today, is feeling the manpower shortage, and there just aren't enough hands for the job.

Face up on the table!

These problems will be overcome when our enemies are overcome. Meanwhile, we want to put our cards face up on the table.

We've told you frankly why there is a serious tire shortage. Now we want you, and every other American who owns a set of tires, to know that this country's transportation system can still suffer a serious blow . . . unless

you make it your personal duty to take care of the tires you now own.

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.

HOW GOOD ARE PASSENGER CAR TIRES OF SYNTHETIC RUBBER?

It may be a long time before all civilians can get synthetic rubber tires. Meanwhile, if you should be one of the few who do get them, you will want this information:

Synthetic rubber tires for passenger cars are good tires, and will give you satisfactory service if you take care of them.

You should not think of synthetic rubber tires as improved tires . . . but as emergency tires. And remember that they have not yet had time to prove what they can do.

It is beside the point to theorize on how they would react to the phenomenally high speeds of prewar days. Every patriotic American knows that tire treads . . . all tire treads . . . wear out faster at high speeds, and so drives at today's recommended speed of 35 miles an hour.

As time goes on, we will learn more about the effects of under-inflation of rough roads, and of other abuses. They damage all tires. Indications are that they do proportionately more harm to synthetic rubber tires.

Meanwhile, all tires are rationed to you in trust for the nation, and it is your duty to take every possible care of them, to avoid misuse and prevent abuse.

As experience teaches us more and more about synthetic rubber tires, we will pass the information along to you. Meantime, play safe. Be careful!

If you use synthetic rubber tires, 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.

TRUCK AND BUS TIRES ARE A DIFFERENT STORY

Truck and bus tires, being larger and heavier, generate

more heat. They are given long, hard usage on all kinds of highways. They are all too frequently overloaded.

Frankly, today's synthetic rubber bus and truck tires will not stand the abuse that prewar tires would stand, especially overloading. Progress is being made daily—but overloading which would have damaged a prewar tire can ruin today's synthetic tire.

The Tire Industry is doing its utmost to solve the serious problem of providing the nation's trucks and buses with satisfactory tires in sufficient quantities.

But until this problem is solved, a dangerous threat exists to America's most vital transportation.

Therefore, while treads of present truck and bus tires are immensely important . . . the carcasses of these tires have a value beyond all price to America, and to America's truck and bus operators!

Unless tires now in use are made to last, these two essential services will almost certainly break down!

These tires . . . every one of them . . . must be recapped the instant the tread wears smooth . . . before any damage is done to the carcass.

They must be recapped not once, but again and again! High speeds must be done away with . . . especially on hot roads. Overloads must be avoided. Tires must be properly inflated at all times.

The responsibility to take care of these tires . . . to make them last as long as possible . . . is a vital necessity! It must be shouldered by all operators, by all drivers, by all garage men!

No American can fail to heed this warning! The situation is so serious that it is recognized in a new tire warranty. But the real job is to conserve all tires now in use!

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.

Don't forget that everyone . . . the Tire Industry, the Rubber Director, and many others, are working together with all their energy, as they have worked from the beginning, to keep America rolling.

And remember that, while the Japs were wrong . . . you must help keep them wrong! Take care of the tires you now have!

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 Davton 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.
Hoed 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.
Seiberling Rubber Company
The United Tire & Rubber Company
United States Rubber Company