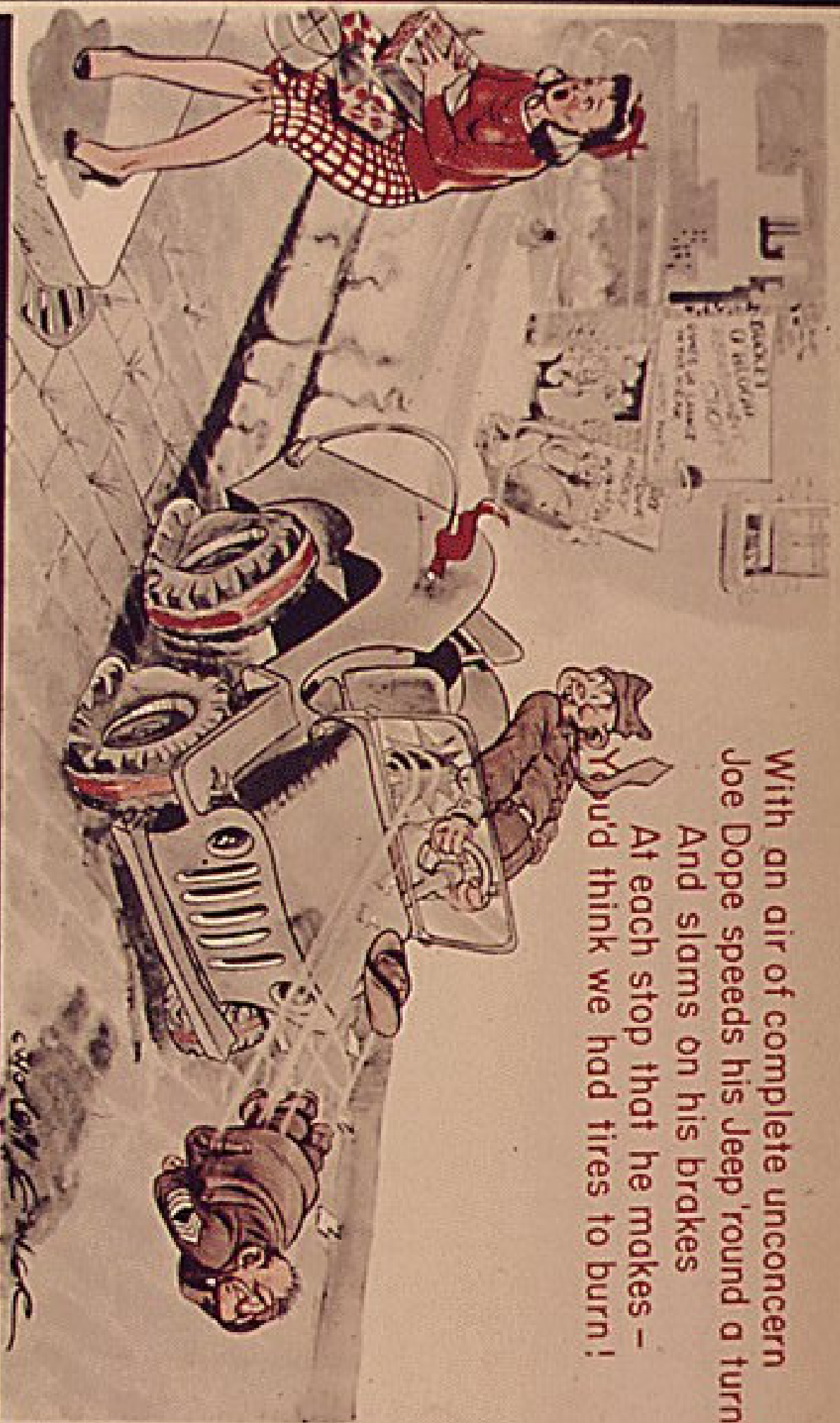


With an air of complete unconcern
Joe Dope speeds his Jeep 'round a turn
And slams on his brakes

At each stop that he makes -
You'd think we had tires to burn!



Don't be a dope! **HANDLE EQUIPMENT RIGHT!**

Behold Joe Dope hitting his stride
In taking some bombs for a "ride"
The sequel of this is
Some duds and near misses—
A blow to the
bombardier's pride!



CHARLES M. COWLES

Joe Dope camouflaged his Garand
By burying it deep in the sand;

He leapt from the mire,
But the gun wouldn't fire—
So the Nazis took Joseph in hand!



BY *Will Green*
AMERICAN PHOTOGRAPHIC COMPANY

*Don't be
a dope!*



HANDLE EQUIPMENT RIGHT

Joe Dope
cleaned his rifle, oh yes-
But he cleaned it just once-
and in less
Than a week the thing pits
So Joe gets no more hits
And the sergeant's remarks
you can guess!

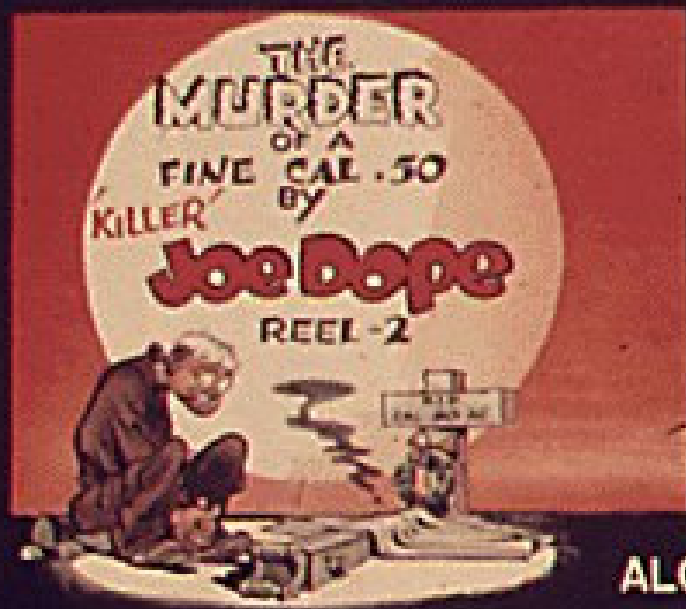


AFTER ONLY ONE CLEANING
RIFLE SWEATS . . .
FORMING PITS IN BARREL,
DESTROYING ACCURACY



Moral: **R**IFLES SHOULD BE
CLEANED EVERY DAY FOR
THREE DAYS AFTER USE!

*Don't be
a dope!* **HANDLE EQUIPMENT RIGHT!**



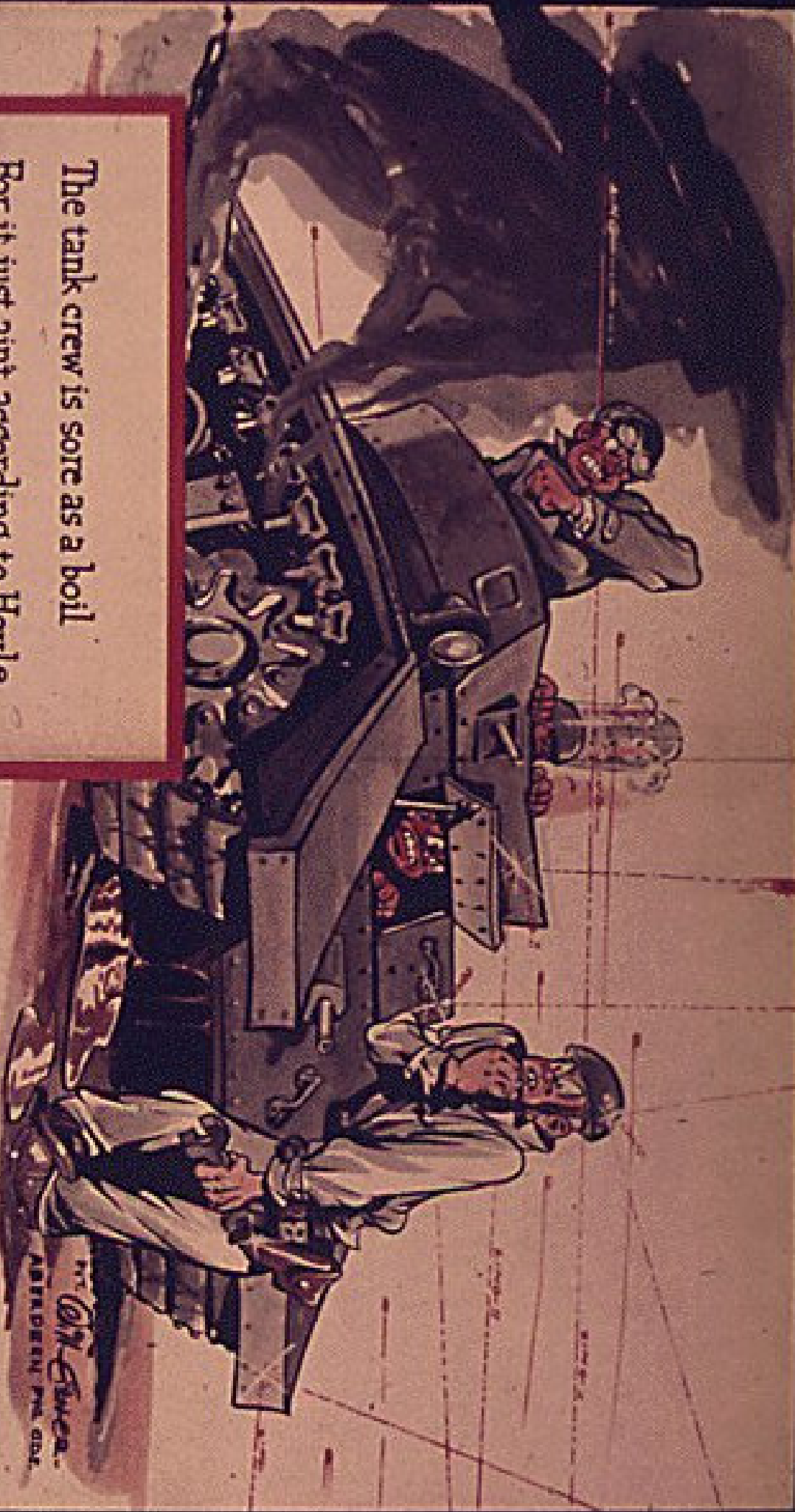
ALOFT IN THE THICK OF THE FIGHT
JOE DOPE WOULD BE "ACE" OVERNIGHT



SO HE SHOOTS A WHOLE DRUM
— DOESN'T COOL OFF TH' GUN

... HEAT'S MELTED
THE BARREL JES' RIGHT!





THE *Don't Be a Dope!* STORE
ASTORIA, OREGON, P.O. BOX 1001

The tank crew is sore as a boil

For it just aint according to Hoyle

To get caught in a spot

So exceedingly hot —

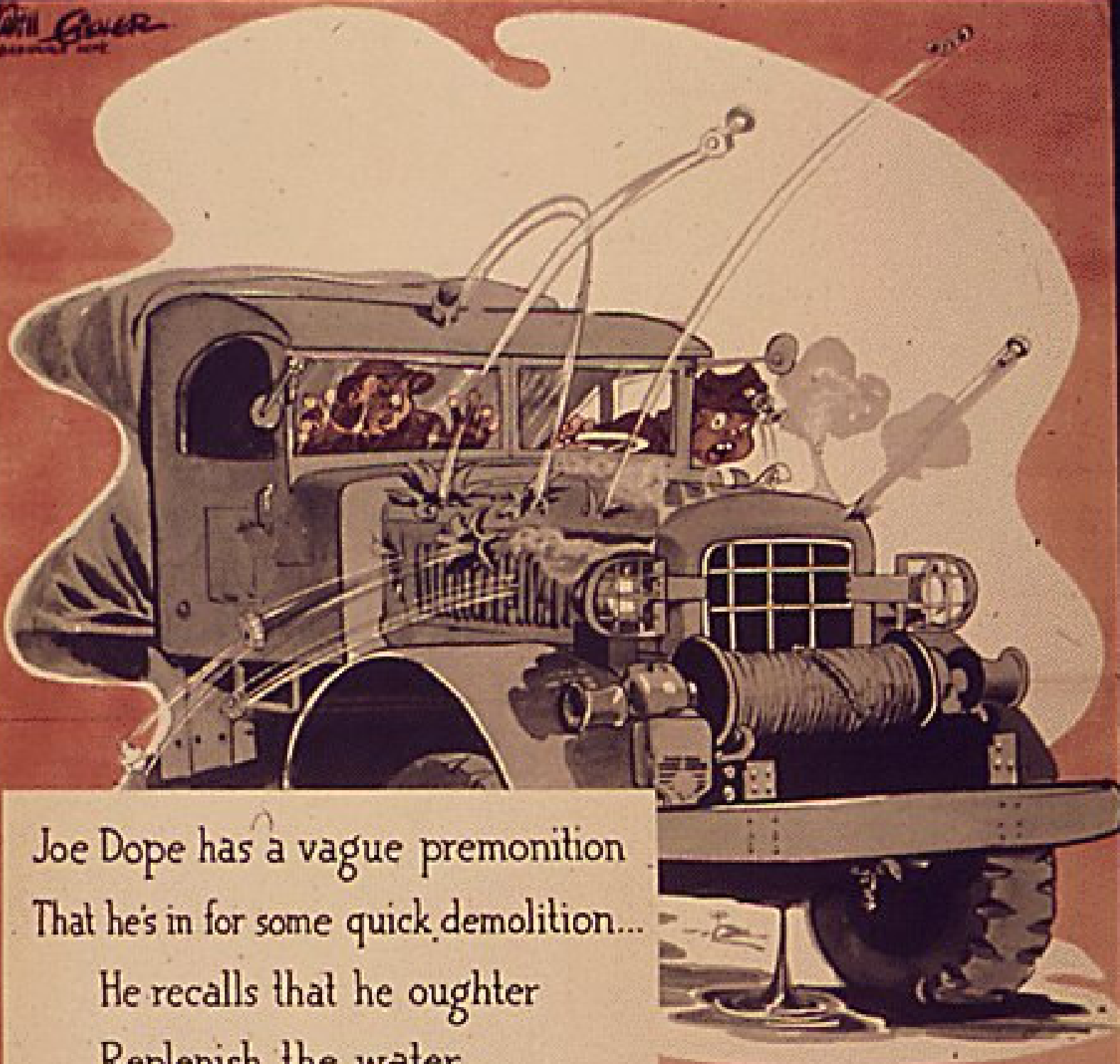
Joe Dope had checked all — but the oil /

Don't be a dope!

HANDLE

EQUIPMENT RIGHT !

Wm. G. W. Co.
BOSTON, MASS.



Joe Dope has a vague premonition
That he's in for some quick demolition...
He recalls that he oughter
Replenish the water
To keep the old bus in condition.

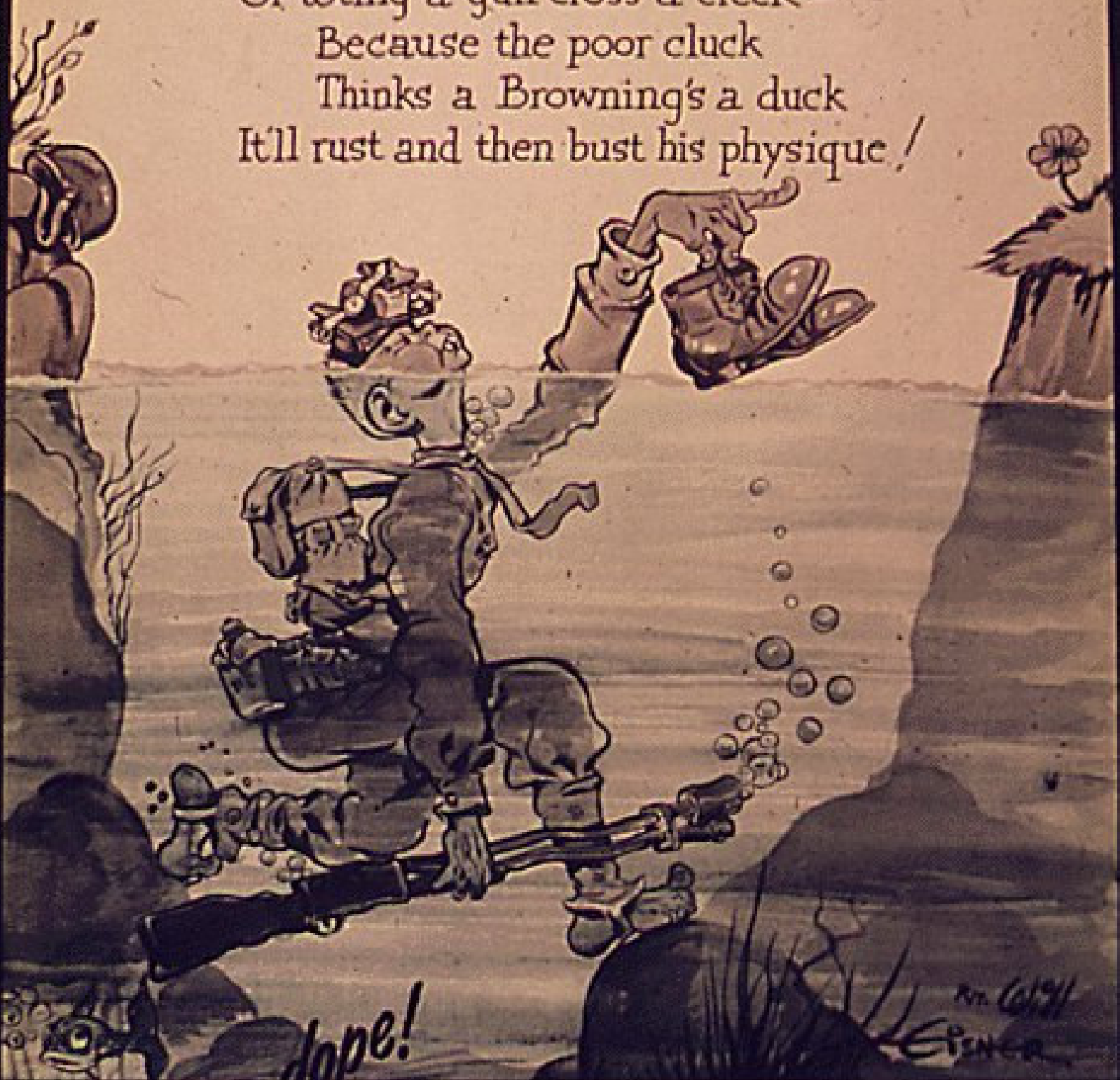
Don't be a dope —

HANDLE EQUIPMENT RIGHT!

The 'T-Slot' you carelessly clean
Will pit and soon form a space-seam
Ruptured cartridge at best
Will result, and the rest
Joe Dope best describes what we mean



Joe Dope has a way that's unique
Of toting a gun 'cross a creek —
Because the poor cluck
Thinks a Browning's a duck
It'll rust and then bust his physique!



Don't be a dope!

HANDLE EQUIPMENT RIGHT



If the bomb that you
 aimed like a charm
 Won't go off and do
 Japs any harm,
 Don't declare it's a dud
 Until you're sure, bud,
 That you moved that
 old lever to "ARM."



Misled by publicity stuff
Joe Dope feels it's smart to be rough
While driving a jeep -
With a spin and a leap -
Which makes the repairman's job tough.

OUCH!



Don't be a dope! **HANDLE EQUIPMENT RIGHT**

It's SMART to stay ON-THE-JOB!



LEAVE HOME EARLY AND AVOID BUSHING
DRESS WARMLY AND COVER THAT COUGH

IT'S UP TO YOU

TO PROTECT YOUR JOB INSURANCE BENEFITS

IF YOU HAVE WORKED IN A JOB INSURED BY
A STATE UNEMPLOYMENT COMPENSATION LAW,
PROTECT YOUR RIGHT TO FUTURE BENEFITS.

GET A CARD LIKE THIS
FROM YOUR COMPANY CLERK.
FILL IT IN AND RETURN IT TO
HIM AT ONCE!



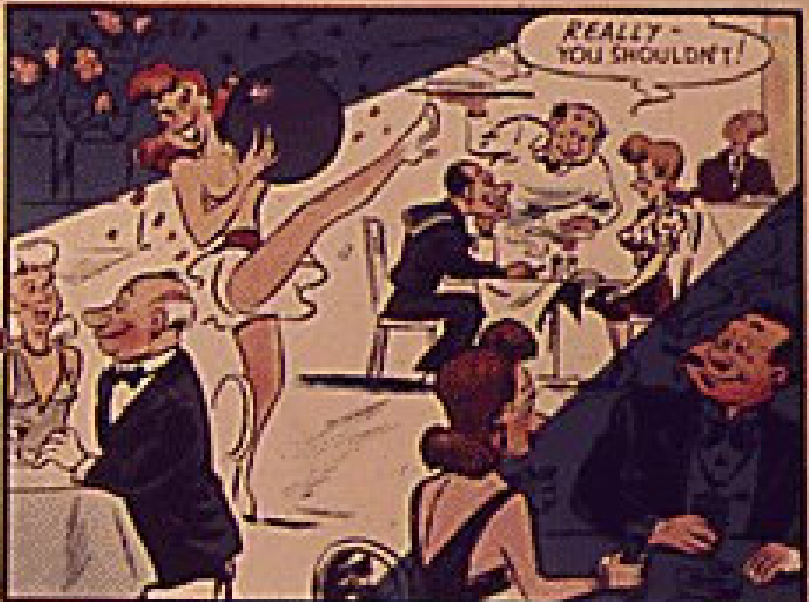
NAME (LAST, FIRST, MIDDLE)
ADDRESS
CITY, STATE, ZIP
SOCIAL SECURITY NUMBER
DATE OF BIRTH (MM/DD/YYYY)
SEX (M/F)
RACE (W/B/O)
MARRIAGE STATUS (M/W/D)
MILITARY SERVICE (Y/N)
MILITARY SERVICE NUMBER (if applicable)
MILITARY SERVICE TYPE (A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z)
MILITARY SERVICE DATE (MM/DD/YYYY)
MILITARY SERVICE TYPE (A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z)
MILITARY SERVICE DATE (MM/DD/YYYY)

Laws are being proposed in most States to protect the benefits rights of men who entered military service after April 1, 1945. To protect your rights under any such legislation, the special card should be completed and returned to your company clerk for mailing to the Social Security Board.

SOCIAL SECURITY BOARD
SSA

IT'S WORTH REPEATING

REALLY, YOU SHOULDN'T!



IT'S UP TO YOU, MR. and MRS. HOMEMAKER

....to make
your Home
Equipment
last



"Make your Equipment last - Posters" ... No. 1
BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS
U. S. DEPARTMENT OF AGRICULTURE

Your COOKING RANGE

... family meals depend on it

If it's a GAS RANGE
keep the burners clean

- Lift out the surface burners for thorough washing



- Wash.... then clear clogged openings with a fine wire



- Use brush to clean inside burner tubes and air shutters

Your COOKING RANGE

... family meals depend on it

If it's an **ELECTRIC RANGE**
guard those heating wires

TO SAVE WIRES AND CURRENT

- x Don't spill food on open unit
- Use pans to fit unit
- Switch to lower heat when food starts to cook



- Let spilled foods char on open units cool brush off.
- Beware damaging wires with sharp tools or touching live wire with metal.

- Wipe enclosed unit with damp cloth



Your COOKING RANGE

... family meals depend on it

Whether it's
GAS or ELECTRIC

SAVE THE SURFACE

- Wipe up spills promptly with dry cloth or paperacid foods may eat into the surface



Clean inside and outside

- For stubborn spots use finely powdered cleanser like whiting
- Wipe daily



Approved by the Department of Agriculture as a Recommended Cleaning Method for Ranges, Stoves, and Dishwashers.

Make your Equipment last
by following these instructions
BUREAU OF HOME EXTENSION AND HOME ECONOMICS
U. S. DEPARTMENT OF AGRICULTURE

Your REFRIGERATOR

... protects health, saves food

*Use without
waste*



- Keep control set at normal except during quick freezing
- Store only foods that need refrigeration
- Cool and cover foods before storing

Defrost regularly and often

- Thick frost like this raises cabinet temperature.... slows down cooling
- x Don't use sharp tools to remove frost



To see how to operate your refrigerator, see the "How to Use" booklet that comes with your refrigerator.

"Make your equipment last longer"
Buy only the best quality equipment
Bureau of Home Appliances and Home Equipment
U. S. DEPARTMENT OF AGRICULTURE

Your REFRIGERATOR

... protects health, saves food



Wipe up spills at once

- When you defrost is a good time to do an all-out cleaning job

HANDS OFF THE GASKET



... **OR RUBBER SEAL** around the refrigerator door keep it clean

As used by the Department of Commerce, U. S. Government Printing Office, Washington, D. C.
U. S. GOVERNMENT PRINTING OFFICE: 1947

"Make your Equipment last"

BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS
U. S. DEPARTMENT OF AGRICULTURE

Your WASHING MACHINE

... helps keep clothes clean

- Wash the right load.... overloading may strain the motor.... blow a fuse



Easy on the wringer

Feed in clothing evenly.... overloading may strip gears



To save rubber rollers

- Fold buttons and sharp objects inside the cloth.
- Release pressure after wringing.
- Wash.... wipe dry



- Clean the tub inside and out after each washing.
- If possible remove washing mechanism wash.... rinse.... wipe dry.

"Make your Equipment last longer"

BUREAU OF HOME UTILITIES AND HOME ECONOMICS
U. S. DEPARTMENT OF AGRICULTURE

Your IRON

... new ones are scarce



- Set the iron down firmly. A fall may damage mechanism... break handlenick surface



- Get the disconnecting habit - to prevent fireavoid damage to iron from overheatingsave current
- Always disconnect or connect at wall outlet First

Protect cord and plugs

- x Don't let cord touch hot iron
- x Don't drag it across the board
- x Don't yank cord from socket
- x Don't drop plugs



Revised by the Department of Commerce, U. S. Government Printing Office, November 1943. U. S. GOVERNMENT PRINTING OFFICE: 1943. O-328222

"Make your Equipment Last" No. 2

BUREAU OF HOME UTILITIES AND HOME ECONOMICS
U. S. DEPARTMENT OF AGRICULTURE

Your VACUUM CLEANER

... saves your time and energy

PICK UP BY HAND
pins, string, buttons.

.... they may cut the
belt or nick the fan.

*Clean out the dirt
regularly*



- Clean dirt container
.... filter
.... brushes
thoroughly.



Guard the cord-

- x Don't run over it or get oil on it.
- Coil cord loosely when you put
cleaner away.

For sale by Government of America, U.S. Government Printing Office, Washington, D.C.

"Make your Equipment last" - No. 1

BUREAU OF HOME UTILITIES AND HOME ECONOMICS
U.S. DEPARTMENT OF AGRICULTURE



It's You . . . and the Rest of the Team

Your big Liberator is coming in fast now . . . boring head-on through black layers of flak that rock her like a cannon. Front your gunchamber hot in the gunhouse, you can see flares down below. That's where the first wave laid its eggs. You're next!

Sometimes, back in "pre-flight", it didn't quite add up. *Longshots . . .* *Longshots . . .* chances all they. You wouldn't see them until you see the map they dropped from your hand. But you made it see. You outdid *Thunderbolt's* wings.

The top-turret guns begin to spit, as you bank down over your bombight. Check for altitude! Check for air-speed! The guns are going faster now, but you won't let yourself look up. Check for wind-drift! Suddenly you realize you're doing things automatically . . . all the things that came so hard in training. And you're doing them right!

In advanced school you got *gunny* checks. *Pilot's* *Navigation's* *G. I. E.* for great gun checks. But now it's the way they hold *handcuffs* around you back the handhold punch!

The Lib banks, and straightens out on her target, and *Pete* comes in over the interphone: "O. K. Sigger. She's yours. Make it good!" You're the boss now. This is what you've been waiting for. You glare your eye to the right, and talk into your third microphone: "Level, Pete . . . hold that level. Bombing doors open. Let's make . . . level now . . . level . . . perfect!" And there's your target—straight in the cross-hairs like a fly in a spider web.

You job the release. "*Break Away!*"

Now you're done of the second ding-out . . . and then *Henry*, back at the tail-gun, yells: "HIT—HIT—HIT—HIT! On target!" Hey, *Lieutenant*. Come and get your tips!

Well . . . Your chest starts to swell . . . and then all at once you see that it wasn't just you who attacked that Nazi base. It was *Pete*, up in the pilot's seat . . . *Cliff*, with his navigation charts . . . the gunners, *Jim*, *Tommy*, *Henry*, *Law*. It was you . . . and the rest of the crew . . . flying as a team . . .

The same kind of team that paved the way for the landings in the Gilberts . . . that dived up the Japs on *Kiska* . . . that *forward* *Bombardier* and *Whirlwind* . . . that is carrying the war to Japan . . .

The AAF . . . the greatest team in the world!

U. S. ARMY RECRUITING SERVICE



FLY AND FIGHT WITH THE

GREATEST TEAM IN THE WORLD

MEN OF 17...

You can get ready now for your placement as Navigator, Navigator or Pilot—on this great AAF team. Go to the nearest Aviation Cadet Training Board . . . see if you can qualify for the Air Corps Enlisted Reserve. If you qualify, you will receive Enlisted Reserve instruction . . . but will not be called for training until you are 17 or over.

When called, you'll be given 1 month's training (after a brief conditioning period) in one of America's finest colleges . . . you'll get dual-credit flying instruction . . . then go on to eight months of full flight training . . . the kind of training that makes America's fleet the world's best! When you graduate as a Navigator, Navigator or Pilot—you will receive a \$170 monthly allowance and your pay will be \$147 to \$147 per month.

Meanwhile, see your local Civil Air Patrol Officer about C.A.P. Cadet training . . . also your high school principal or advisor about military-minded courses in the Air Service Districts of the U. S. Victory Corps. Both afford valuable pre-enlistment training.

Minimum age 17 at the time of enlistment—18 at 1944.

SEE US TODAY!

For information, application, and details, write: Aviation Cadet Training Board, 1000 North 17th Street, Fort Worth, Texas. For more information, write: Civil Air Patrol, 1000 North 17th Street, Fort Worth, Texas.

Job No. AF25

Ad No. G43

Releasing Training Post—January 22, 1944
 City—January 24, 1944
 Cadet's—January 25, 1944
 Rank—January 25, 1944

LETTER, COUNSELL & NEWELL, Inc.
 Advertising
 Field Post

U.S.A. IN ACTION

OFFICIAL PICTURES FROM WORLD BATTLEFRONTS



TARGET FOR THREAT—(Above) Forward line in the zone of active fighting, France, occupied by the German "Panzer" Division. (Below) American soldiers in a trench, looking out over the battlefield. (Right) American soldiers in a trench, looking out over the battlefield. (Bottom) American soldiers in a trench, looking out over the battlefield.



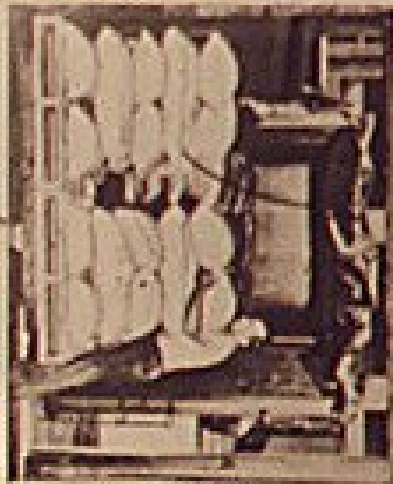
COMING OUT OF IT!—(Above) American soldiers in the zone of active fighting, France, occupied by the German "Panzer" Division. (Below) American soldiers in a trench, looking out over the battlefield. (Right) American soldiers in a trench, looking out over the battlefield. (Bottom) American soldiers in a trench, looking out over the battlefield.



ENGINEERS HELP SET UP LANDING—(Above) American soldiers in the zone of active fighting, France, occupied by the German "Panzer" Division. (Below) American soldiers in a trench, looking out over the battlefield. (Right) American soldiers in a trench, looking out over the battlefield. (Bottom) American soldiers in a trench, looking out over the battlefield.

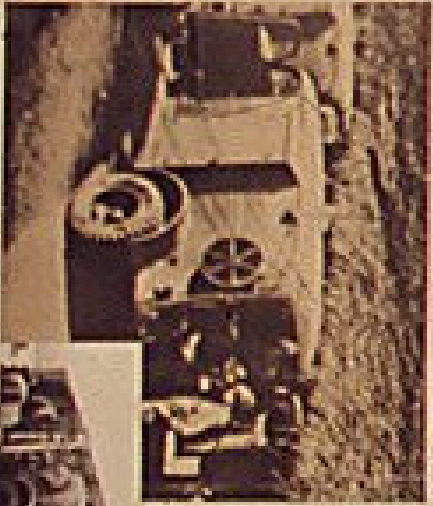
U.S.A. IN ACTION

OFFICIAL PICTURES FROM WORLD BATTLEFRONTS



UNIT 84, 82ND AIRBORNE DIVISION

UNIT 84, 82ND AIRBORNE DIVISION, U.S. ARMY, is shown in action during the assault on the German positions at the Battle of the Bulge. The soldiers are seen in a trench, some looking towards the camera. The scene is set in a wooded area, and the soldiers are wearing winter clothing.

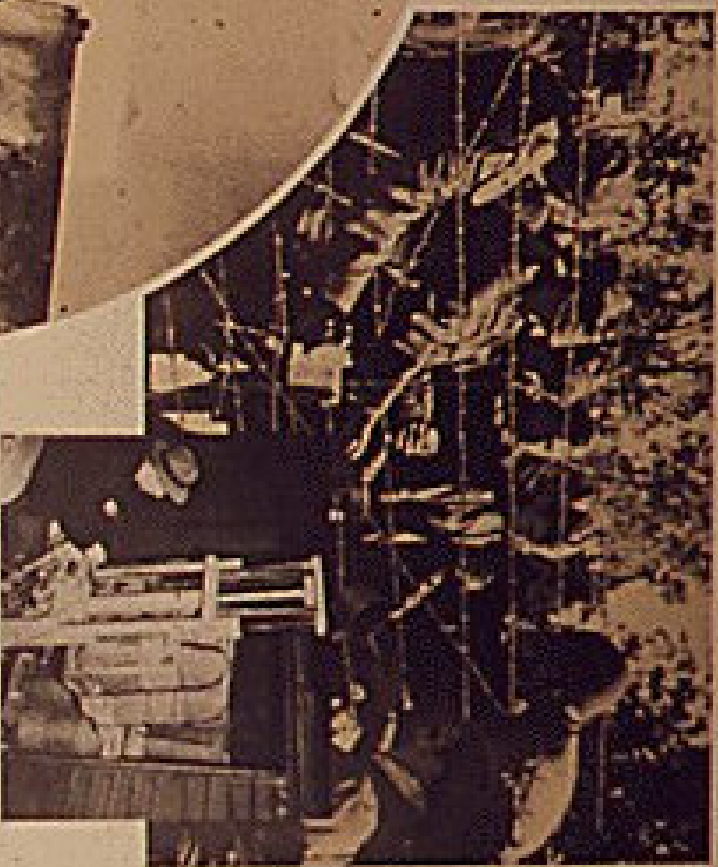


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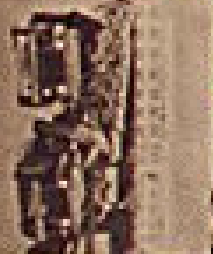


UNIT 84, 82ND AIRBORNE DIVISION



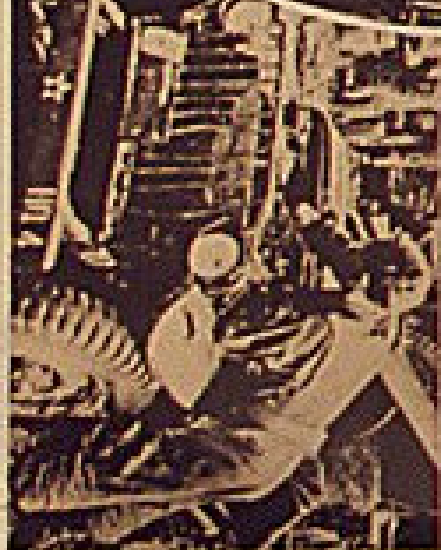
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UNIT 84, 82ND AIRBORNE DIVISION

UNIT 84, 82ND AIRBORNE DIVISION, U.S. ARMY, IS SHOWN IN ACTION DURING THE ASSAULT ON THE GERMAN POSITIONS AT THE BATTLE OF THE BULGE.

JAPANESE ARMY UNIFORMS

See Figures



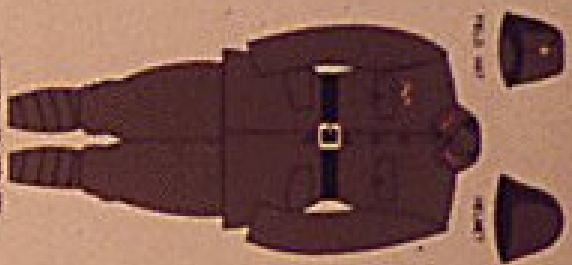
OFFICER



OFFICER'S CAP

COLOR OF BRANCHES OF SERVICE

REG. ———— INF. REGIMENT 7th
 YELLOW ——— ARTY OF ALL TYPES
 GREEN ——— CAV.
 BROWN ——— ENGINEER REG'T
 ——— TRANSPORT
 GREY BLUE ——— ARTY SEPT
 DARK GREY ——— INFANTRY REG'T

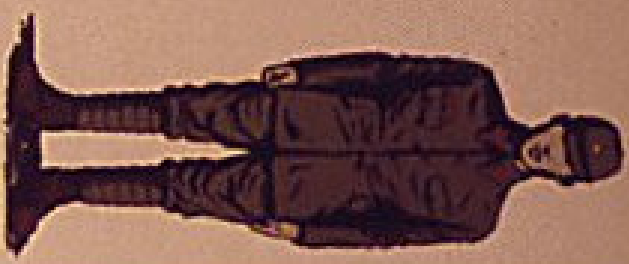


UNIFORM OF OFFICER



COLOR OF BRANCHES OF SERVICE

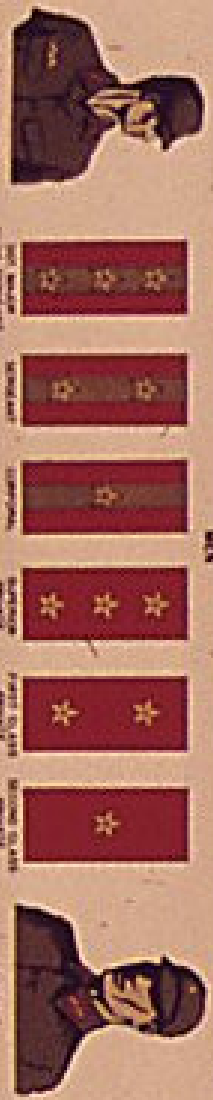
REG. BLUE ——— TRANSPORT
 BLACK ——— ARTY
 BROWN ——— ENGINEER REG'T
 and 7th REG'T
 WHITE ——— ARTY SEPT
 LIGHT BLUE ——— INFANTRY REG'T
 PINK ——— INFANTRY REG'T



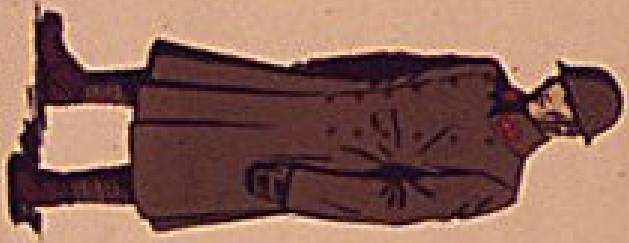
UNIFORM OF SOLDIER

REGIMENT	INFANTRY	ARTY	CAV.	ENGINEER	TRANSPORT
REGIMENT	INFANTRY	ARTY	CAV.	ENGINEER	TRANSPORT
INFANTRY	ARTY	CAV.	ENGINEER	TRANSPORT	
ARTY	CAV.	ENGINEER	TRANSPORT		
CAV.	ENGINEER	TRANSPORT			
ENGINEER	TRANSPORT				
TRANSPORT					

COLLAR PATCHES OFFICERS



COLLAR ORNAMENTS



UNIFORM OF SOLDIER

See Figures

See Figures



JAPPY
SO-O-O
HAPPY
WHEN
THIS
HAPPENS
TO
YOU

WATCH OUT FOR THE DRIVER
AHEAD, THE DRIVER BEHIND
AND THE ONE AROUND THE
CORNER!



Jenny on the job says-



Home was never like this!

Let's keep OUR rest room clean!

Neerby on the job



Lifts weight the easy way

Security on the job



Steps ahead with Low Heels

Very on the job



Has her fun after work

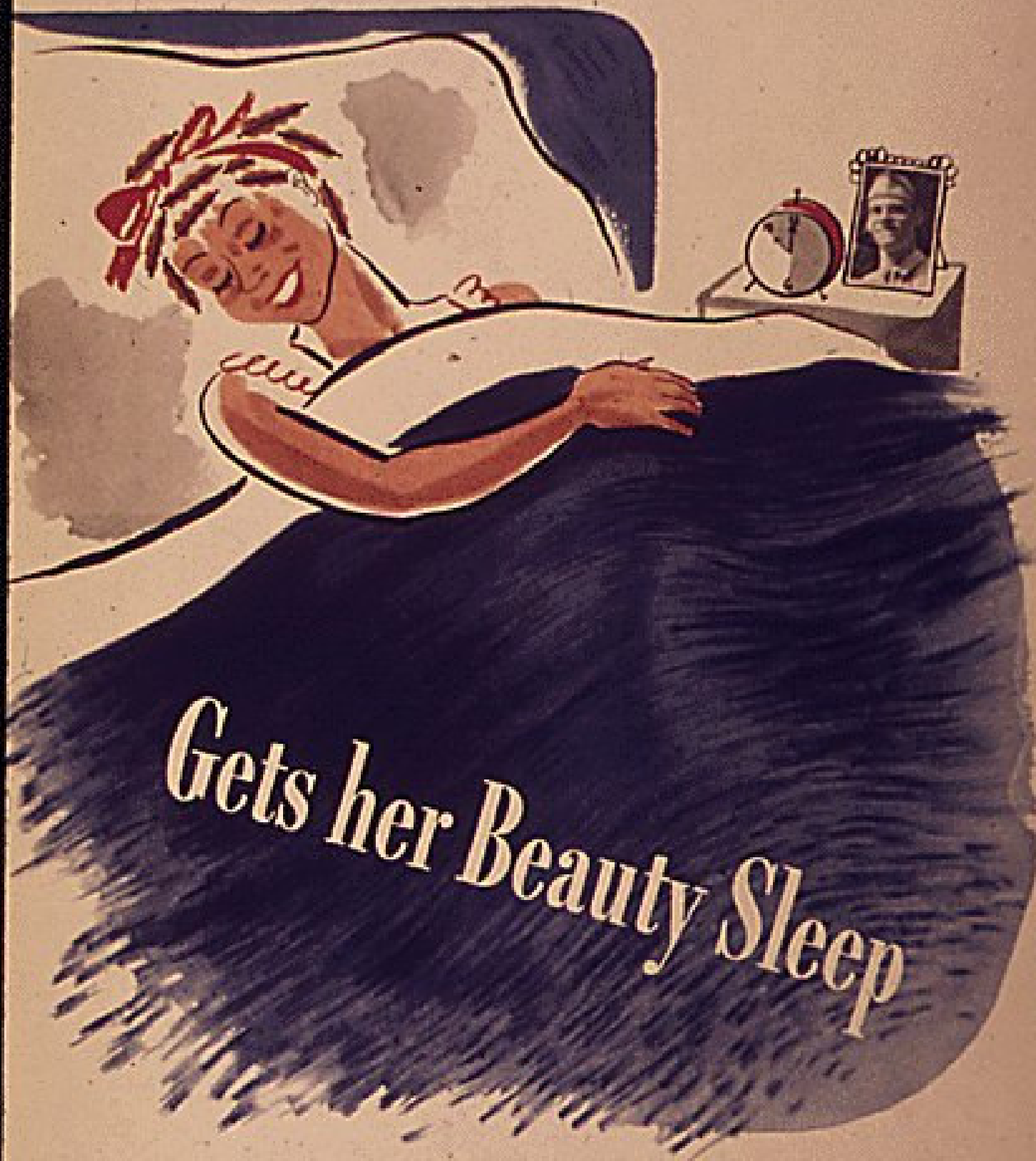
Neat on the job

64



Keeps fresh as a daisy

Jenny on the job



Gets her Beauty Sleep

Jenny on the job



Eats man size Meals

Jenny on the job



**Wears
styles**

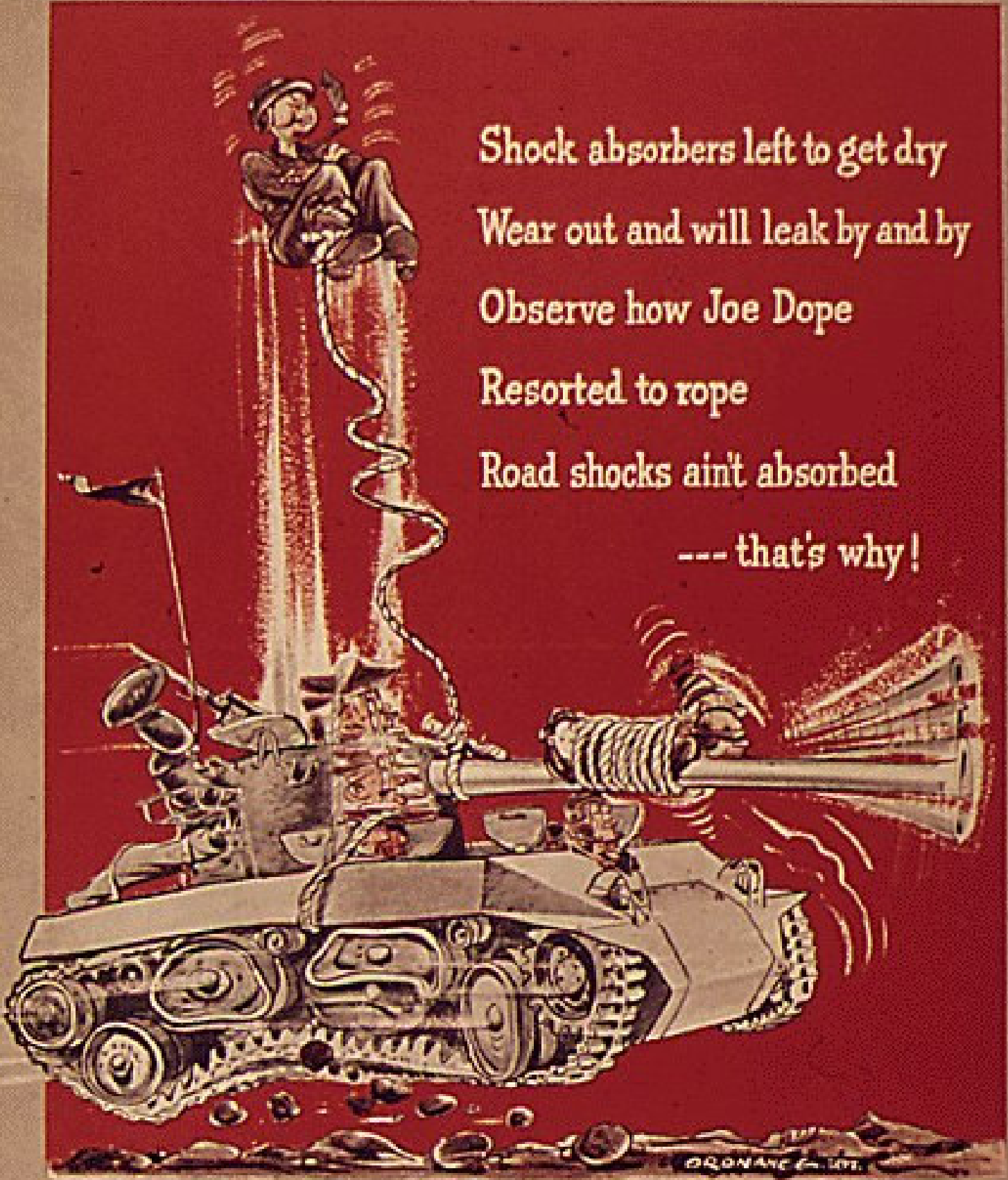
designed for Victory

"Jim says—
'THANKS, GANG.
FOR THE SWELL
JOB YOU'RE
DOIN' "



Pratt

"P.S. THE MORE YOU PRODUCE
THE BETTER WE FIGHT "



Shock absorbers left to get dry
Wear out and will leak by and by
Observe how Joe Dope
Resorted to rope
Road shocks ain't absorbed
--- that's why!

Don't be a dope!
HANDLE EQUIPMENT RIGHT!

ORONANC & CO.

The Sheik thinks it terribly strange
These American Rangers don't range—
But what's out of kilter
Is sand in the filter
Joe Dope ought to clean for a change!



Don't be
a dope —

© 1941 GENEER
DEPARTMENT OF DEFENSE

HANDLE EQUIPMENT RIGHT!

Joe Dope takes a constant vacation
From checking his tires' inflation -
But with pressure way low
Soon the tires may go
At a time that involves complication!



Don't be a dope!
HANDLE EQUIPMENT RIGHT!

CHRYSLER EQUIPMENT'S 3-STEP TIRE CARE MAINTENANCE PROGRAM

Don't be a dope!

DON'T STRIP "TRADE-INS"

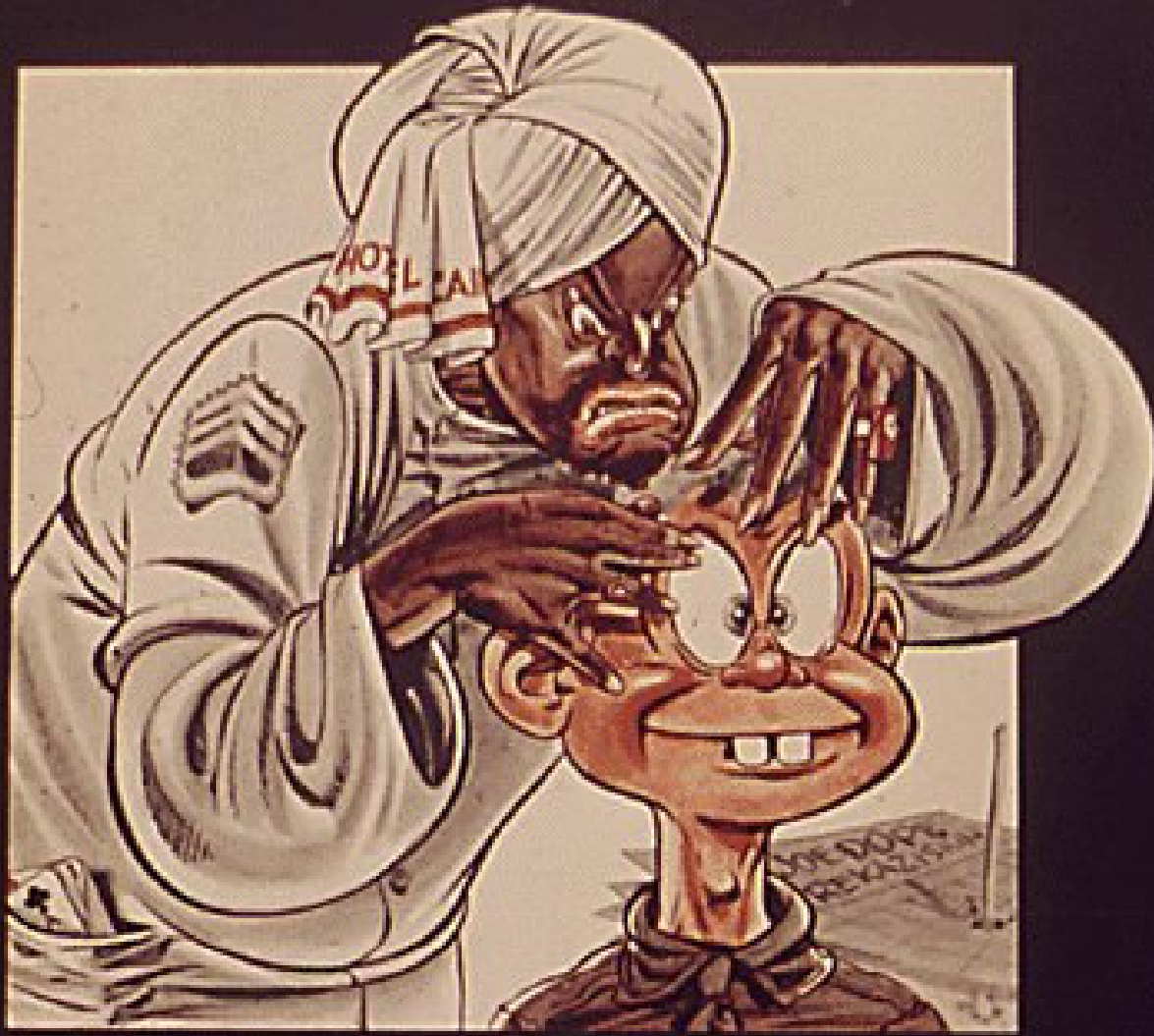
No more good than the bag at the left
Is a "trade-in" of parts quite bereft
Like the "teaser" above
Only mother can love
The Joe Dope who at part-swipings deft!





Joe Dope says, "Why bother to clean
Up a small spot of spilled gasoline?...
It evaporates fast."
But a helluva blast
Follows lighting a smoke on the scene





Oh, one cannot really decree
That depots mind-readers should be
If your order for parts
Must be read by black arts
Let's make the above S.O.P.

Don't be a dope!

ORDER FROM S.N.L'S

Joe Dope takes good care
that his hide
Don't ever get
too badly fried -
But the shells that lay
In the sun's torrid ray
Blow the nose off
the Air Forces' pride.

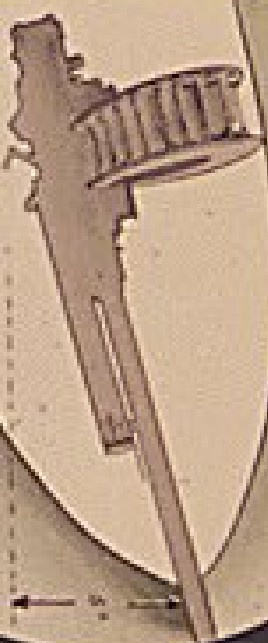


HEAT FROM
SUN STARTS
OXIDATION
OF POWDER,
DETERMINING
WHEN BOMB
IS FIRED
EXPLOSION
IS GREATER
THAN EXPECTED.

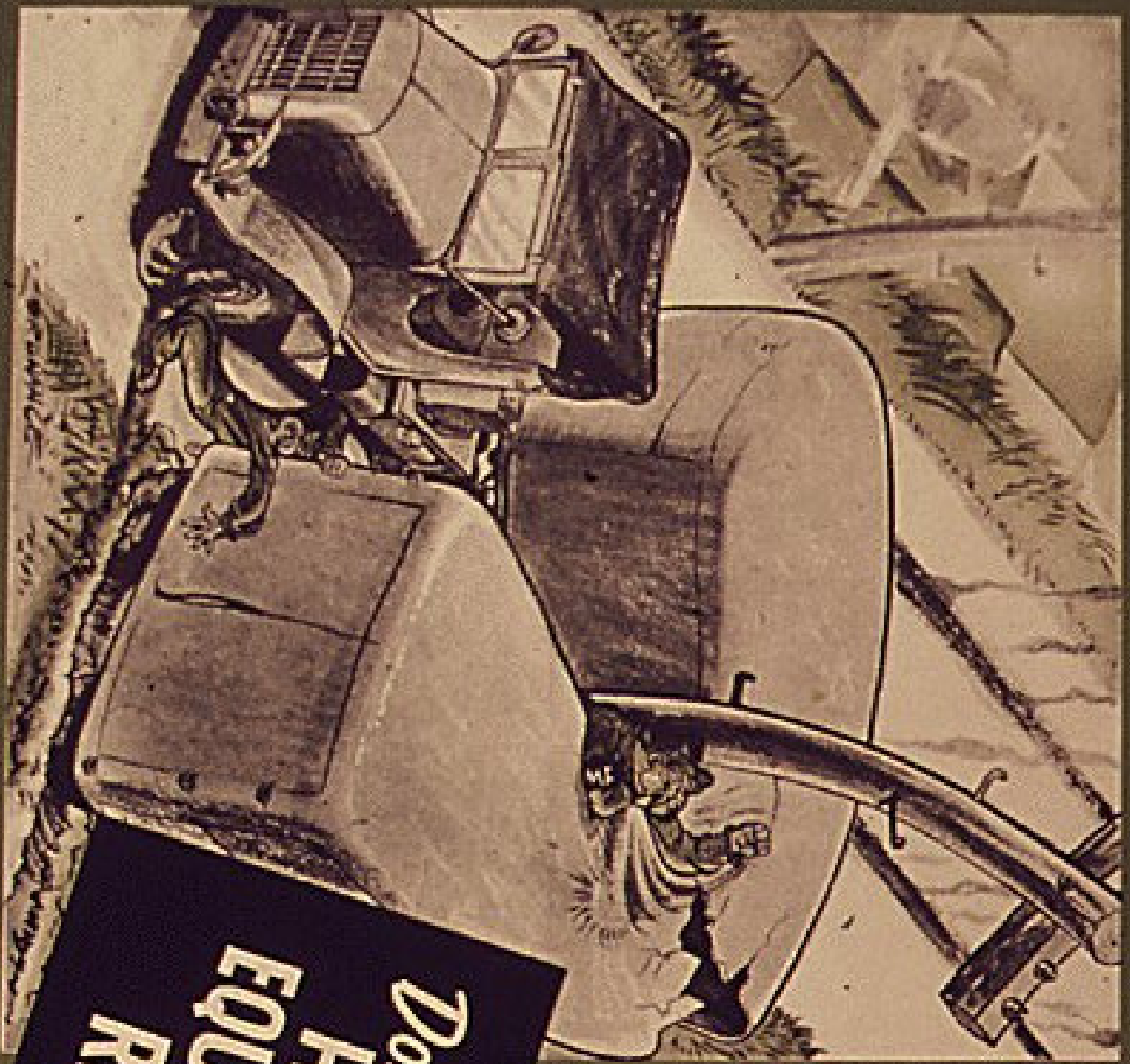


These pilots will "gently" explain
To Joe Dope what occurs in a plane
When a poor little jay
Lets the oil leak away
So the gun blows the backplate
in twain!

Important!



Oil should be put in 37 MM. Cannon
with Recoiloperator at 5" angle



Joe Dope isn't bug-house or lazy. When he stopped...the trailer went crazy. The brake line connection, Merely needed correction. On vital P.M...he's quite hazy.

* Preventive Maintenance

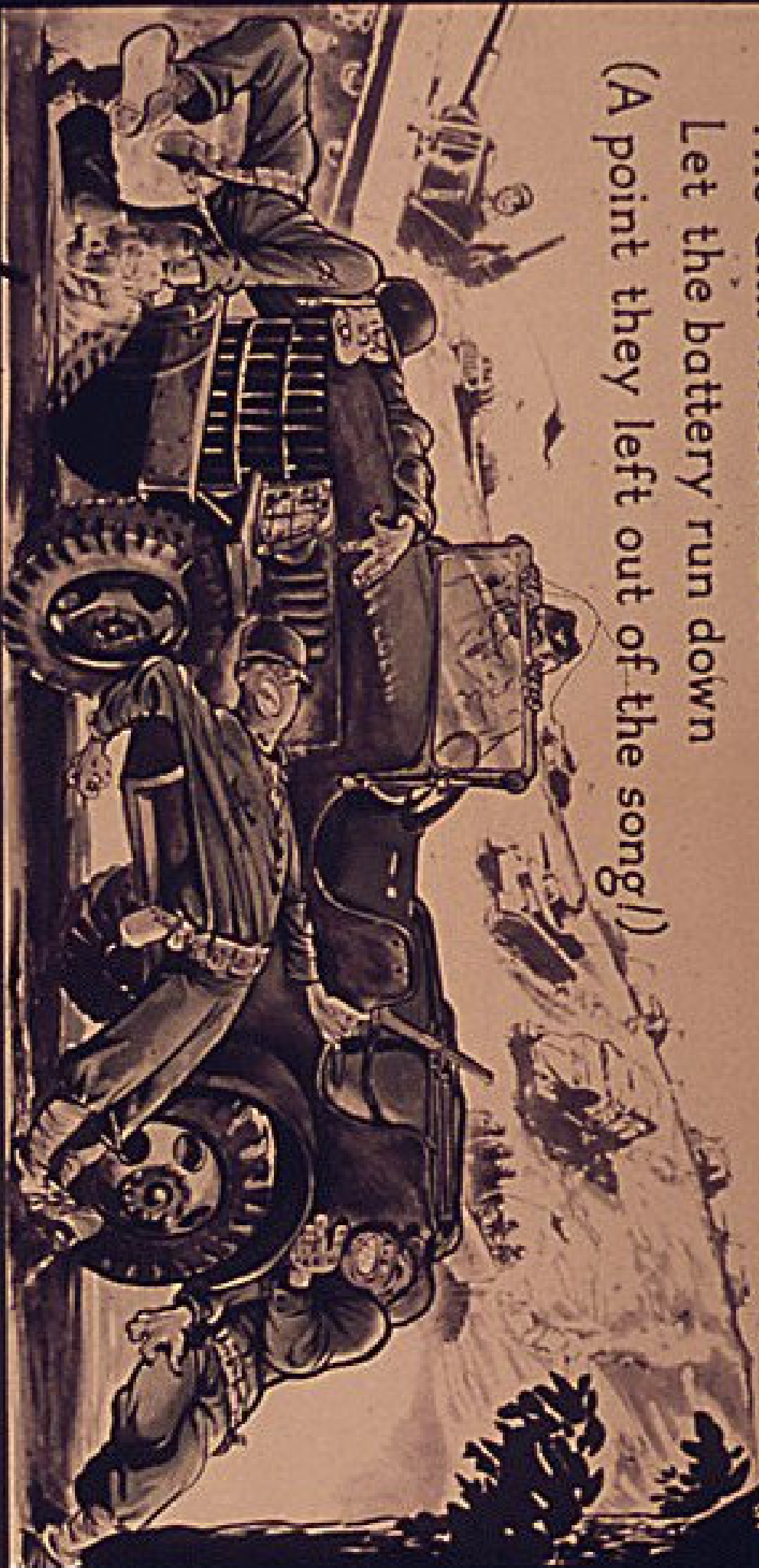
Don't be a dope!
**HANDLE
EQUIPMENT
RIGHT**

The reason for Jope Dope's
new entangle
He returns guns with back-
plates a-dangle
Broken solonoid cable
Is result...he aint able
To fire...by any known angle

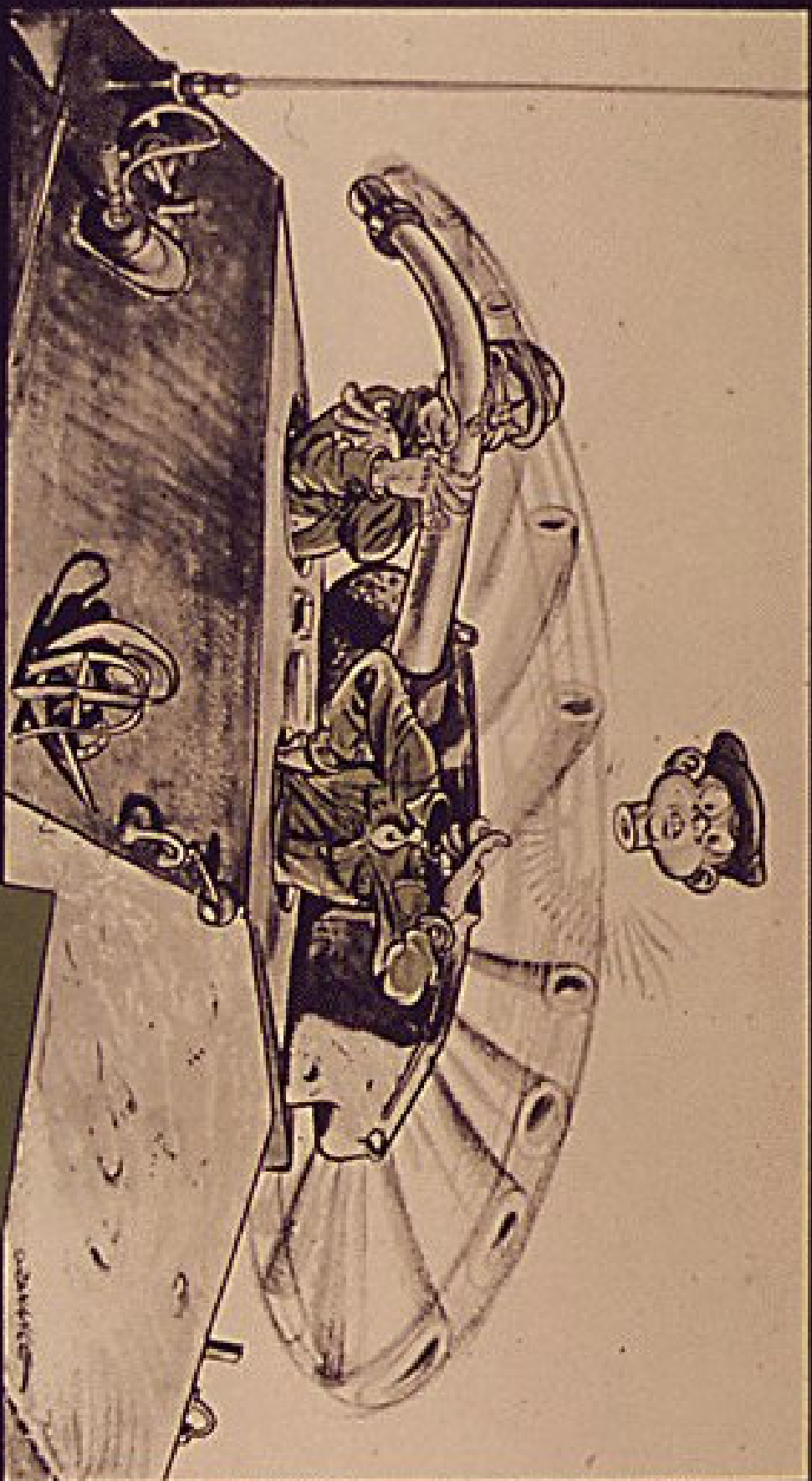


Will Eisner
NEW YORK

The caissons go rolling along..
Except for Joe Dope's little throng..
The dim-witted clown
Let the battery run down
(A point they left out of the song!)



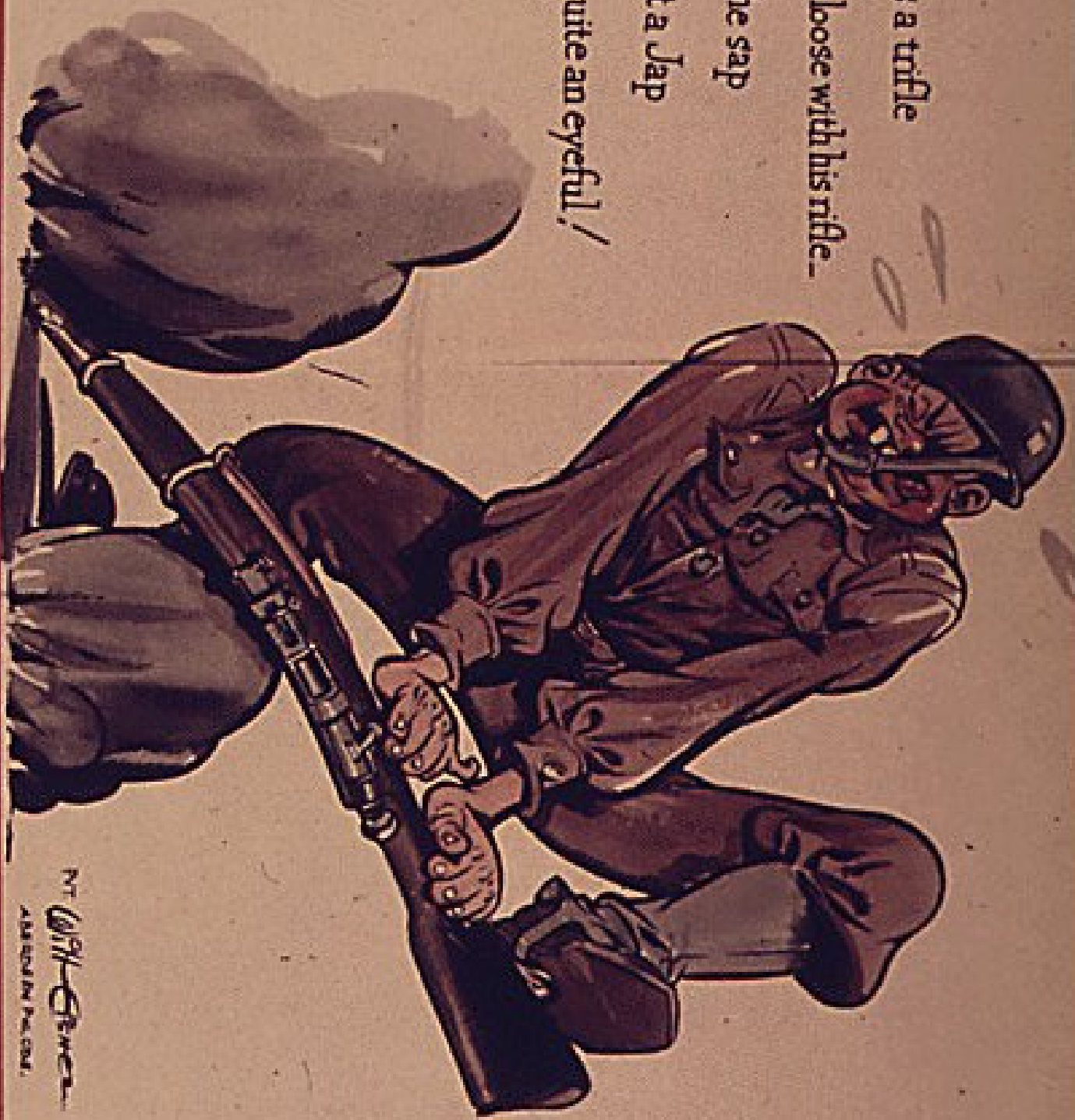
HANDLE EQUIPMENT RIGHT!



To Joe Dope ring-round-rosie is fun
With fat girls but not with a gun
Turret locks not engaged
When tank's start is staged
Will result in more mayhem than fun

Don't be a dope!
**HANDLE
EQUIPMENT RIGHT!**

A rock to Joe Dope is a trifle
That is promptly pried loose with his rifle.
But when later the sap
Tries to shoot at a Jap
The explosion will be quite an eyeful!



W. W. STEVENSON
ALL RIGHTS RESERVED

*Don't be
a dope!*

HANDLE EQUIPMENT RIGHT!