

# SHH!



**TELLING A FRIEND**

**MAY MEAN**

**TELLING AN ENEMY**

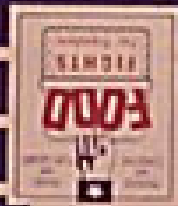
# SHALL WE LET HIM GET AWAY WITH IT?



*LET'S GO, EVERYBODY—*  
**KEEP 'EM FIRING!**



Pay no more  
than ceiling prices



PAY  
RATION POINTS  
IN FULL-- WHEN BUYING  
RATIONED FOODS

SHARE AND  
PLAY SQUARE

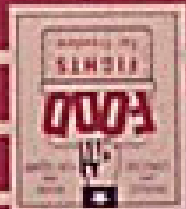
SHARE AND  
PLAY SQUARE

PAY  
RATION POINTS  
IN FULL-- WHEN BUYING  
RATIONED FOODS



Pay no more  
than ceiling prices

Pay your points in full  
Pay no more than ceiling prices



**SHARE AND  
PLAY SQUARE**

**SHARE AND  
PLAY SQUARE**



Pay your points in full  
Pay no more than ceiling prices

SHARE THE



MEAT

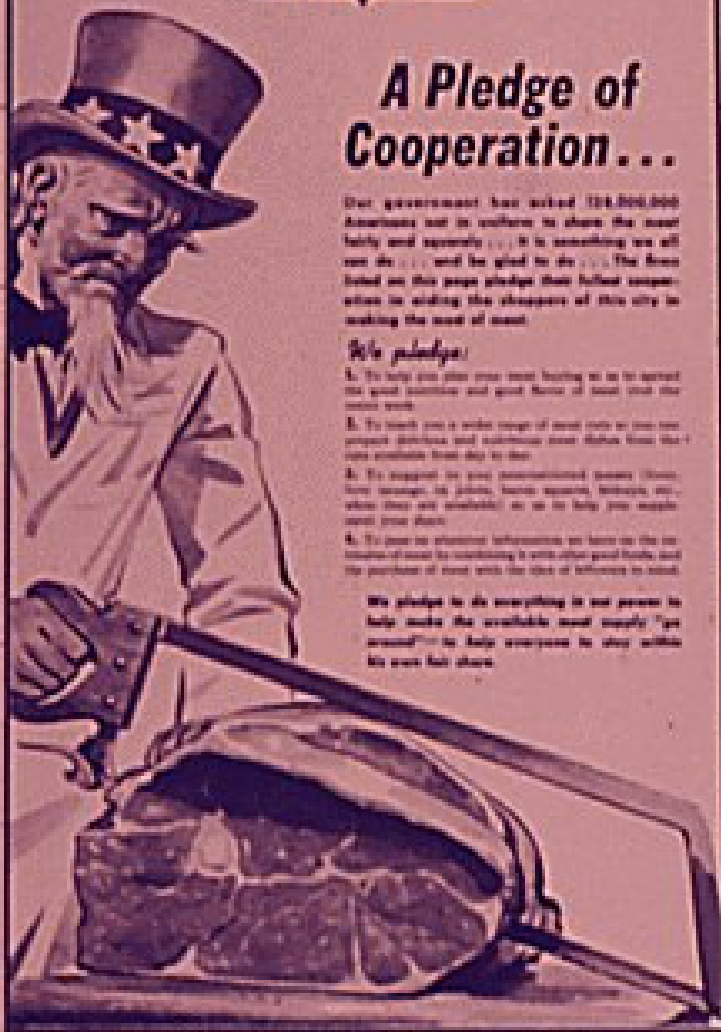
## A Pledge of Cooperation...

Our government has asked 134,000,000 Americans not to hoard or share the meat fairly and equitably . . . It is something we all can do . . . and be glad to do . . . The lines listed on this page pledge their fullest cooperation in aiding the shoppers of this city in making the most of meat.

### *Our pledges:*

1. To help our city store meat better so as to spread the good nutrition and good flavor of meat over the most years.
2. To make use of wide range of meat cuts or to use our present choices and substitute meat dishes from the new supplies from day to day.
3. To support the new governmental agency (State, New Mexico, or public, home agency, business, etc., when they are available) so as to help our neighbors from their.
4. To pass on accurate information we have on the quantities of meat by substituting it with other good foods and the purchase of meat with the aim of helping to feed.

**We pledge to do everything in our power to help make the available meat supply "go around" to help everyone to share within his own fair share.**



**AN OFFICIAL WAR MESSAGE**

**SHARE  
YOUR  
CAR**

**HELP CONSERVE  
TRANSPORTATION**

**DISTRIBUTED BY OWI FOR  
OFFICE OF DEFENSE TRANSPORTATION**



IT IS A "WEAPON OF WAR"!

SAVE WASTE PAPER





# SAVE YOUR CANS

## Help pass the Ammunition



### **PREPARE YOUR TIN CANS FOR WAR**

- 1 REMOVE TOPS AND BOTTOMS
- 2 TAKE OFF PAPER LABELS
- 3 WASH THOROUGHLY
- 4 FLATTEN FIRMLY



WATCH YOURSELF  
BROTHER - I'VE  
GOT MY **GUARD**  
UP!

AW - PUT IT  
DOWN I'LL DO  
THE **PUSHING**  
AROUND HERE



**SAVE YOUR FINGERS  
BY KEEPING GUARD DOWN AND  
USING PUSH  
STICK!**

© 1945



**SAVE YOUR SCRAPS  
TO BOMB THE JAPS**

CHUCKI THORNDIKE

**STRENGTH**



**JOB**



**EXERCISE-  
BUT MODERATELY!  
DRESS SENSIBLY!  
GET PLENTY OF REST!**

**ACCIDENTS  
WON'T WIN THE WAR!**

*It's smart to* **STAY-ON-THE-JOB**

# SAVING LIFE



## By Artificial Respiration Prone Pressure Method



Figure 1

Figure 2

Figure 3

When the victim is removed from the water, gas, smoke, or electric contact, get to work at once with your own hands. If possible, send for a physician.

1. Lay the victim on his belly, one arm extended directly overhead, the other arm bent at elbow, and with the face turned outward and resting on hand or forearm, so that the nose and mouth are free for breathing. (See Fig. 1.)

2. Kneel straddling the victim's thighs, with your knees placed at such a distance from the hip bones as will allow you to assume the position shown in Figure 1.

Place the palms of the hands on the small of the back with fingers resting on the ribs, the little finger just touching the lowest rib, with the thumb and fingers in a natural position and the tips of the fingers just out of sight. (See Fig. 1.)

3. With arms held straight, swing forward slowly, so that the weight of your body is gradually brought to bear upon the victim. The shoulder should be directly over the heel of the hand at the end of the forward swing. (See Fig. 2.) Do not bend your elbows. This operation should take about two seconds.

4. Now immediately swing backward, so as to remove the pressure completely. (See Fig. 3.)

5. After two seconds, swing forward again. Thus repeat deliberately twelve to fifteen times a minute the double movement of compression and release, a complete respiration in four or five seconds.

6. Continue artificial respiration without interruption until natural breathing is restored, if necessary four hours or longer, or until a physician declares the victim is dead.

7. As soon as this artificial respiration has been started and while it is being continued, an assistant should loosen any tight clothing about the victim's neck, chest, or waist. Keep the victim warm. Do not give any liquids whatever by mouth until the victim is fully conscious.

8. To avoid strain on the heart when the victim revives, he should be kept lying down and not allowed to stand or sit up. If the doctor has not arrived by the time the victim has revived, he should be given some stimulant, such as one teaspoonful of aromatic spirits of ammonia in half a glass of water or a drink of hot coffee or tea, etc. The victim should be kept warm.

9. Resuscitation should be carried on at the nearest possible point to where the victim received his injuries. He should not be moved from this point until he is breathing normally of his own volition and then moved only in a lying position. Should it be necessary, due to extreme weather conditions, etc., to move the victim before he is breathing normally, resuscitation should be carried on during the time that he is being moved.

10. A brief return of natural respiration is not a certain indication for stopping the resuscitation. Not infrequently the victim, after a temporary recovery of respiration, stops breathing again. He must be watched and if natural breathing stops, artificial respiration should be resumed at once.

11. In carrying out resuscitation it may be necessary to change the operator. This change must be made without losing the rhythm of respiration. By this procedure no confusion results at the time of change of operators, and a regular rhythm is kept up.

This method has been approved by the following organizations: American Telephone and Telegraph Co.; American Red Cross; American Gas Association; Bethlehem Steel Co.; National Electric Light Association; National Safety Council; Bureau of Medicine and Surgery, Navy Department; Office of the Surgeon General, War Department; U. S. Bureau of Mines; U. S. Bureau of Standards; and U. S. Public Health Service.

# THE AMERICAN NATIONAL RED CROSS

WASHINGTON, D. C.



*Savvy*

*Take your  
change in*  
**WAR STAMPS**

**SAY YES!**

*Take your change*  
**in WAR STAMPS**



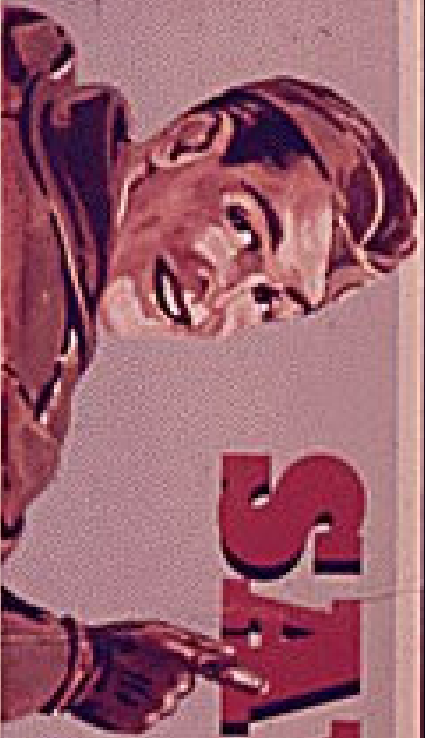


*Take your  
change in*  
**WAR STAMPS**

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*48-20-104*





**SAY YES!**

*★ Take your change in*

**WAR STAMPS**



15%

30%

45%

60%

75%

90%

*Safe Landing*

When **EVERYBODY** Saves



# SCIENTIFICALLY TRAINED WOMEN IN WAR JOBS



JUNIOR METEOROLOGIST FOR U. S. WEATHER BUREAU



CHECKING GAGES IN ARMY LABORATORY REQUIRES MATHEMATICS



PHOTOGAMMETRY: MAKING MILITARY MAPS FROM AERIAL PHOTOGRAPHS



DRAFTSMAN BLUEPRINT DETAILER



AIRPORT RADIO OPERATOR FOR AN AIR LINE



TESTING MATERIALS IN AIRCRAFT PLANT



CHECKING GUN BORES IN PROVING-GROUND LABORATORY



CHEMICAL TESTING AT STEEL MILL



LABORATORY ASSISTANT TEMPERING METAL IN GAS FURNACE

# SCRAM!



**GIVE 'EM THE BOOT!**

# SCRAP



# SCRAP HELPS TO MAKE TANKS, JEEPS AND GUNS



Many scrap metal collection bins, such as the one shown at the left, are placed in all the precincts to collect the scrap of steel.



At the scrap metal collection bin, the scrap metal is sorted and packed into bins for the steel mills. The scrap metal is then used to make steel for the tanks, jeeps and guns.



The scrap metal, which is used to make steel, is used to make tanks, jeeps and guns. The scrap metal is used to make steel for the tanks, jeeps and guns.



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# SCRAP!



WILL  
HELP  
WIN

*Don't  
mix it!*

HEIN - WERNER

# SEAMEN NEEDED

**TRAIN FOR**

**Deck Department**

**Engine Department**

**Steward's Department**

**Radio Operator**

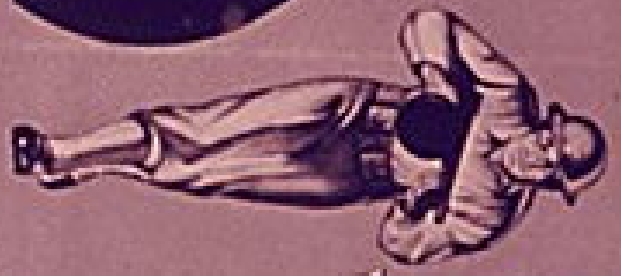
**Asst. Purser-Hospital Corps**



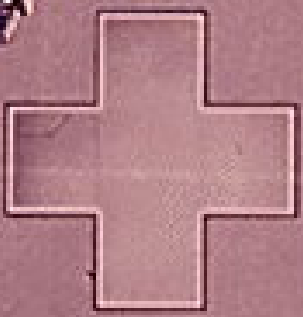
**APPLY**

**U. S. MARITIME SERVICE**





THANK YOU



SEARS STANDARD WAR WINDOW PROPERTIES



# SECRETARIES OF WAR

# SEED NEEDED



**RED  
CLOVER-  
ALFALFA  
-ALSIKE**

**FOR  
MORE FEED *and*  
BIGGER CROPS**

**1946  
SPECIAL  
PAYMENTS**

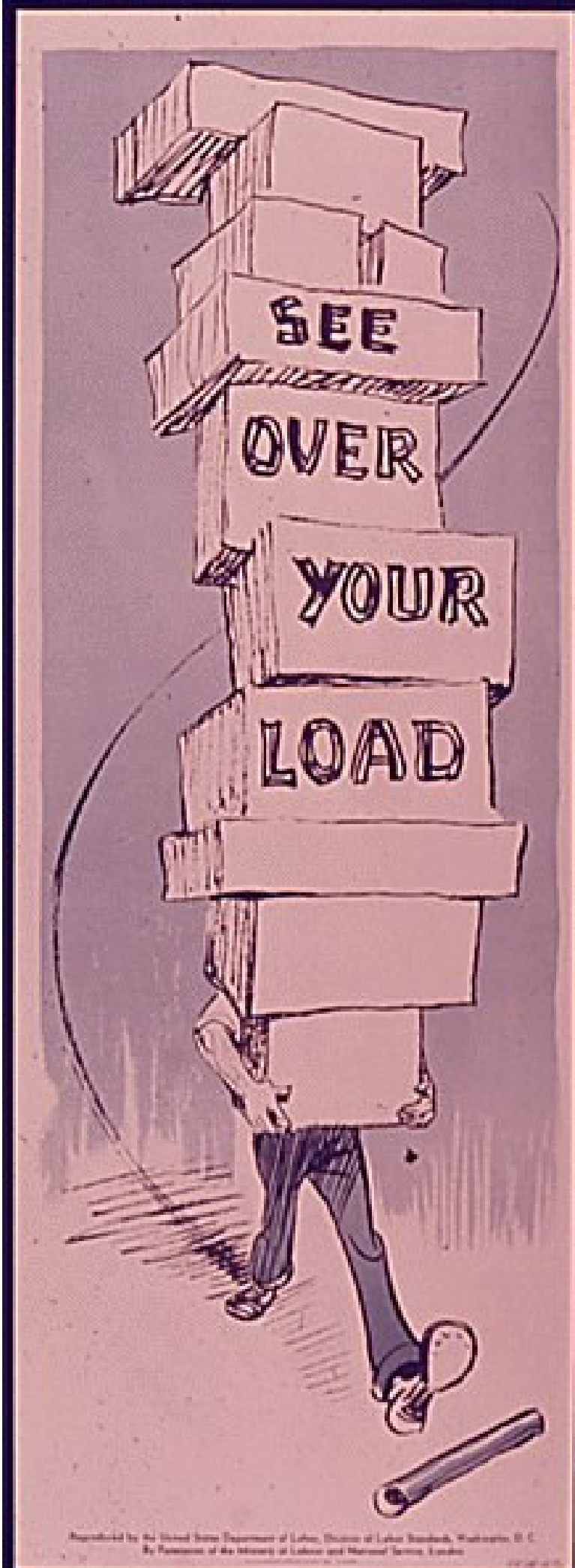
**AGRICULTURAL  
CONSERVATION  
PROGRAM**

# HELP FIGHT FAMINE

See "Here's Your Infantry" and Buy that Extra **BOND**



7



Approved by the United States Department of Labor, Bureau of Labor Standards, Washington, D. C.  
By Permission of the Ministry of Labour and National Service, London.



**Yank**

**THEM OUT!**



See the oil burn  
How did the enemy learn  
Someone....  
Spoke out of turn

# See your dentist



to prevent pain and control infection







# "Self-improvement is the Patriotic duty of every Merchant Seaman..."

*With danger and hardship his constant companions, the American seaman's courage and devotion to duty is laying the foundation for victory and a better world tomorrow.*

*This Nation, recognizing the great debt it owes the American seaman, has already taken steps to repay that debt. It has established educational facilities and provided opportunities for advancement which the seaman never possessed before.*

*It is the duty of every seaman to take advantage of these opportunities for self-improvement. Today, it is not only his patriotic duty, but a personal obligation he owes his family and himself.*

*Edward Macaulley*

Captain, U.S.N., Retired  
Special Administrator, War Shipping Administration

## You Earn—While You Learn

Thorough instruction in navigation, electronics, etc., are taught in our Officer Candidate Schools.



A. B. Seaman learns navigation, etc.



The techniques of navigation.



Uniforms and modern help-logs are provided during instruction.

Excellent food carefully prepared to serve.



CERTIFICATES are awarded to all the successful graduates.

**T**ODAY is a day of Opportunity for the American merchant seaman. Never before have his chances for rapid promotion, increased wages, or self-improvement been as good as they are right now!

Every day when a new ship slides down the ways, it means another addition to the greatest merchant fleet ever built and operated by any nation in history. Every new ship means a day nearer to victory, provided . . . there are men and officers to man it.

Every seaman aboard ship has an equal opportunity to raise his grade. Training stations have been carefully planned and established to provide you with the necessary education to go up the ladder to success. Now you can become a Ship's Officer or Able-Bodied Seaman in a few months, whereas formerly it required years. Your Government has made all this possible to help you and your country.

Already, thousands of merchant seamen, men like yourself, have enrolled and successfully completed their courses of study in the United States Maritime Service Upgrading and Officer Candidate Schools. Today, these men are the officers of many of the new and modern vessels you see in every port.

Remember, you earn while you learn. Enroll in the U. S. Maritime Service Officer Candidate and Upgrading Schools receive pay and subsistence allowances.

Enroll now. It is not only your patriotic duty but a duty you owe your country, yourself, and your family to improve yourself!

### TO QUALIFY FOR UPGRADING

*For Able Seaman:* Graduates of a USMS Apprentice Seaman's School with 3 months' sea time or Ordinary Seaman with 6 months' deck service are qualified to enroll for A. B. upgrading courses.

*For Ship's Officer:* Seaman with 14 months' sea time in deck or engine departments are qualified to enroll as Officer Candidates for Officer's School.

Consult Your USMS Enrolling Office or Write

# United States Maritime Service

TRAINING ORGANIZATION, WAR SHIPPING ADMINISTRATION, WASHINGTON 25, D. C.



SEMPER FIDELIS

ALWAYS FAITHFUL



F. J. Thomas

U.S. MARINES

# SEND A BOND TO THE FOLKS BACK HOME



**SEE YOUR FINANCE OFFICER**

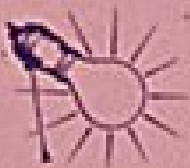
★ ★

SERVE IN SILENCE

DO NOT REVEAL MILITARY  
INFORMATION

★ ★

# **SERVE** *our fighting men abroad* **CONSERVE** *these services at home...*



## **ELECTRICITY...**

Turn off lights and home appliances when not needed



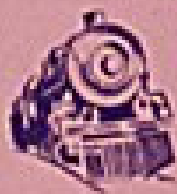
## **COMMUNICATIONS...**

Don't make unnecessary long distance phone calls



## **WATER...**

Repair leaky faucets... don't let water run needlessly



## **TRANSPORTATION...**

War traffic comes first... travel only when you must



*Saving these services frees  
fuel, manpower, material  
and equipment for War.*

SERVE THOSE WHO SERVED



*Nurses are needed in*  
**VETERANS ADMINISTRATION HOSPITALS**

*Write to* **MEDICAL DIRECTOR, VETERANS ADMINISTRATION, Washington 25, D.C.**  
*or* **U. S. CIVIL SERVICE COMMISSION, Washington 25, D. C.**

**BUY**

**DEFENSE**

**SAVINGS**

**STAMPS**

**HERE**





Bring him home sooner...

Join the **WAVES**



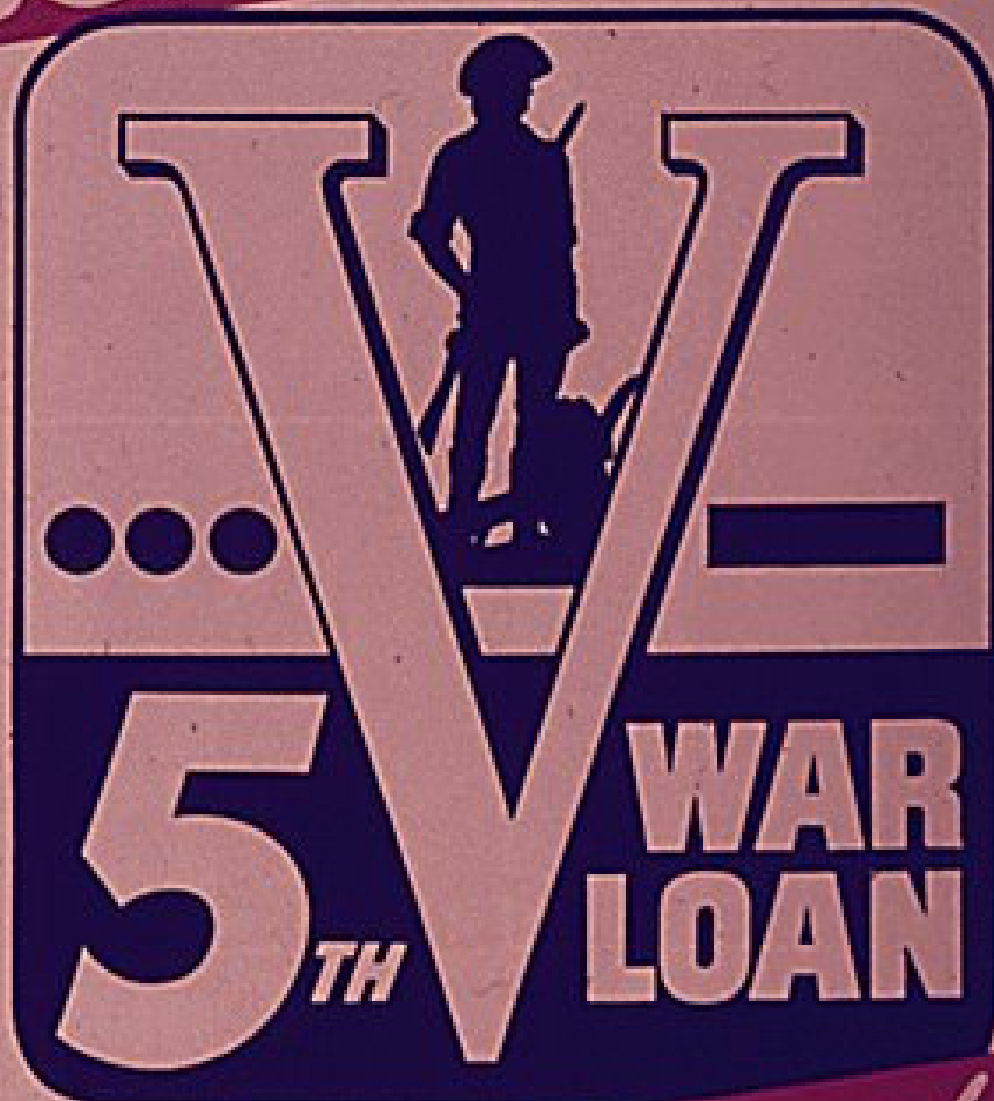
**BUY YOUR**



**BONDS  
HERE**

*Let's All* **BACK THE ATTACK!**

**BUY YOUR  
BONDS HERE**



*Back the Attack!*

SERVICE ABOVE SELF

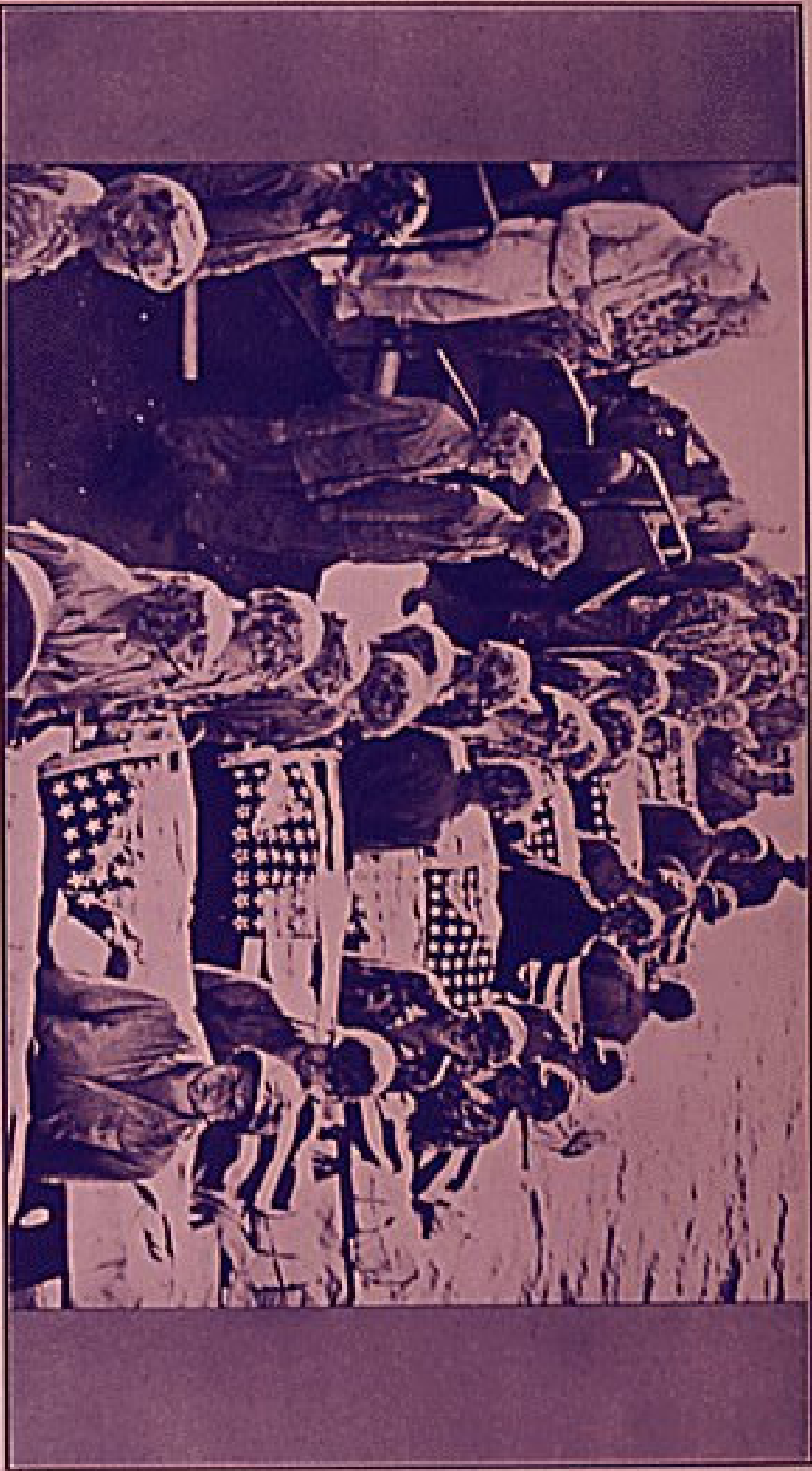


MEDICAL DEPARTMENT



UNITED STATES ARMY





## SERVICES FOR SAIPPAN DEAD

A Navy chaplain reads burial services for Marines who died on Saipan before they were sent to rest at sea from this troop transport. Buddies of the dead Leathernecks act as pallbearers. Troops on Saipan have suffered three times the casualties of Tarawa to date.



*Service to those who served*

INSURANCE  
PENSIONS  
COMPENSATION  
RETIREMENT PAY  
VOCATIONAL REHABILITATION  
EDUCATIONAL TRAINING  
VETERANS LOANS  
READJUSTMENT ALLOWANCE  
MEDICAL CARE  
HOSPITAL CARE  
DOMICILIARY CARE  
GUARDIANSHIP

CONSULT YOUR NEAREST OFFICE OF THE  
**VETERANS ADMINISTRATION**



SETTING THE COURSE TO

# *Victory*

WITH THE **U.S. COAST GUARD**

# WAR LOAN

4th



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Published by Order of  
Treasury Department  
Government Printing Office



**\$73,000<sup>00</sup>**  
**PAID FOR**  
**SUGGESTIONS**  
**SO FAR**

*Hand Your Idea In!*

**AN IDEA  
ON PAPER  
IS WORTH 2  
IN THE  
HEAD**









Sewing electrically heated flying suits with a smile—so that our boys can make it HOT for the AXIS. Who said “This is a man’s war?”—

*This is OUR war!*