

Any Old Shoes to Sell?



Ever feel like an old shoe? Well, Shoe Salesman Sherman Rabinovich, above, probably felt like one after last-day San Francisco customers gave him the rush act to buy shoes before their No. 17 ration stamps expired.

Pointers on Marksmanship



Jirigari, corporal in the Royal Papuan Constabulary in southern New Guinea, gets a lesson in how to use his rifle from Pvt. Walter S. Cooper of the U. S. military contingent. Native policemen help keep order in the area under allied control.

Three-Way Pincers on Kiska



Japs at Kiska are vulnerable to American attack from three directions now that U. S. troops have taken over on Attu. Maps show position of Kiska in relation to other nearby Aleutian isles and distances to Japan, Hawaii and U. S.

Jap Machine Gun With Bayonet



Pfc. Dessler Gerganius of Berry, Ala., displays the Jap light machine gun he found and put into working order to return fire to the enemy in New Guinea. Weapon is fitted with a bayonet.

World's Lead In Firepower Taken by GM

Detroit, June 17 (AP)—The General Motors Corp., which just a few years ago was the world's foremost manufacturer of automobiles, today is the world's "biggest manufacturer of firepower" and is turning out everything in guns from carbines to cannon, according to "GM Folks," employee publication of the corporation.

Not only have GM engineers translated the gunsmith's craft to mass production terms, but they also have worked in co-operation with the ordnance department in the improvement of the weapons. "The production record of General Motors and the ever broadening flow of weapons to the fighting fronts are good examples of the results achieved when the automobile industry focuses its resources of technical skill and management experience on the manufacture of a war product."

Smallest gun turned out by GM is one of the army's newest weapons—the 30 caliber, semi-automatic carbine. It is produced, among others, by the Inland Manufacturing division, peacetime experts in the moulding of rubber and plastics but with little previous experience in metal fabrication.

Machine guns were the first weapons for which GM received contracts. Four divisions, AC spark plug, Frigidaire, Saginaw Stering Gear and Crown-Lipe-Chapman began to turn them out in the spring of 1941. These 30- and 50-caliber Brownings were the first machine guns to be made outside the eastern small arms industry and also were the first made with the aid of conveyors and other assembly line techniques.

Today, the Fisher Body division's die and machine plant here is making 3- and 5-inch naval gun breech housings, while other Fisher plants manufacture 90-mm. and 4.7-inch anti-aircraft assemblies coming from Chevrolet and Buick. Pontiac produces the 20-mm. Cerlikon and 40-mm. Bofors anti-aircraft guns and is credited with virtual redesign of the Swiss-made Cerlikon.

Oldsmobile, which went into the gun business two years ago, now is the largest private gun plant in the country, measuring in terms of daily production of firepower.

In addition to these producers of major weapons, other divisions of the firm are in production on gun control equipment, gun mounts, sub-assemblies and parts.

Funeral services for Clarence J. (Jim) Cunningham, who was killed in the crash of a training plane at Los Alamitos, Calif., naval air station Thursday, will be held Wednesday at 9 a. m. from St. Francis church.

His body will arrive in Bend tomorrow morning with an escort from Los Alamitos air station. Rosary will be at the Niswonger & Winslow chapel at 7:30 p. m. Tuesday.

At the time of the accident, Jim was making a final test flight before graduating to the naval air station at Corpus Christi, Tex., to complete his training.

His mother, Mrs. J. L. Cunningham, and his fiancée, Mary Helen Montgomery, visited him at Los Alamitos for 10 days and left there a week ago today, just three days before the fatal accident.

An improved design for a bomb fin in mass production will save enough steel to build two Liberty ships.

It's Gertie From Bizerte



The fame of this glamorous girl has traveled the length of North Africa in song and story, and here she is in the flesh—or, rather, the plaster. Sergt. V. M. Gemelli found the mannequin in front of a wrecked shop in bombed Bizerte and promptly decided she was the famous Gertie.

Straw Hat, Now World Style, Was an Old Roman Custom

Washington, D. C.—Straws are not to go high-hat! OPA has decreed that straw hats maintain last year's price level.

The ruling applies to panamas and other summer headgear, though strictly speaking the popular and perennial panama is not a straw hat, says a bulletin from the National Geographic society.

Most panamas worn in the United States come from Ecuador and Colombia where they are hand-woven by Indians from split and bleached leaves of the palmlike toquilla. Hat-making is a home industry, generally a side line to farming. A simple hat may be in the making for six months.

Shipments of panamas to the United States from Ecuador—by far the largest source of supply—have totaled more than three-quarters of a million hats a year. Before the war the United States also imported 15 million "harvest hats" of the three-dollar-a-dozen variety. Ten million came from the Netherlands Indies, made from pandanus leaves of hula-hiki fame. Mexico supplied palm leaf hats; China, many of the straws.

Straw-hat making also has become a large domestic industry. Baltimore factories have put that city first in U. S. production, though the industry began in Massachusetts in 1804.

Table with financial data for the American Insurance Company of New York, including capital stock, income, and expenses.

Italy's Straw Hat Industry

Montecristi is the "hat capital" of Ecuador. It has been a hat-making center for three centuries. Here are made the world's finest panamas and cheap ones, too.

Almogia was long the Spanish center that supplied most of the cheap broad-brimmed, high-crown hats worn by American farmers before Mexico took over the trade.

Italy's straw-hat industry was centered at Fiesole, a small town near Florence. Puerto Rico has its hat-weaving industry at Cabo Rojo, where the fiber of the palma de sombrero is used.

Good hats were long made in the Philippines. Manila indicates their origin, as do Java, Bangkok, and Brazilians. Japan made a good imitation panama from paper.

A young woman of Dallas, Tex., taking a man's place, is a "salesman" in an exclusive men's store.

Big Town Boys Blaze Trails in Australia Bush

Somewhere in Australia... "It seems like every place in Australia is at least 900 miles from somewhere else," moaned Pfc. Frank De Marco of Niagara Falls.

De Marco is a driver in the truck company which has been rattling around Australia since early in 1942. They call themselves the forgotten men of the army, but their work forms the basis of every allied move against the Japanese in northern Australia.

"Pretty Rugged" "We started hauling long before there were any roads around here," Private De Marco said. "It was pretty rugged. Lots of the boys had kidney trouble because of the constant jolting."

"Our boys sometimes trucked 24 hours a day, hauling oil to air-dromes. They know every road from Darwin to Melbourne," Copeland said.

"The trucks carry food supplies, gasoline, oil for surfacing runways, machinery for service units and sometimes water for remote outposts."

Most from New York... Other New Yorkers include Cpl. Roy Bishop, Ontario; Pvt. Chris Tanno, Brooklyn; Pvt. Harry Steinmetz, Brooklyn; Pvt. Bill Watson, Brooklyn; Pvt. Ray Colander, Yonkers; Pvt. Bob Hellman, Bronx; Pvt. Julius Schon, New York City; Blackie Trigberg, New York City, and others from

Long Island, Ozone Park, Rochester, Amsterdam and Beacon. The big-town boys have settled in Australia's bush country like expert bushmen. They are adept at hunting kangaroos and bush turkeys for fresh meat as a relief from canned beef rations.

"These boys know more roads than anybody in Australia because they've made them," said Lieutenant Glass.

"Last week we drove miles to see a movie at a bush camp and it was 'Crossroads.' Last night we trucked over to see 'The Road to Morocco.'" There you are—what- ever we go it's roads."

COMPLETES LINK Hollywood, Calif. (AP)—Leo Post, Hollywood contractor, had the honor of completing the last link from El Volcan, Panama, to Sayalonga, Costa Rica, of the Pan-American highway. He wrote back that the last 10 miles of the engineering feat was accompanied by much shooting of snakes, black panthers, wild turkeys and the taking into custody of numerous monkeys. Upon crossing the border, he says, he immediately posted a sign reading "Los Angeles city limits."



ONE INTRENCHING SHOVEL One intrenching shovel might get an American "dug in" just in time to dodge a bullet. War Stamps buy intrenching shovels! If you really believed that renting your spare room could dig trenches that save lives you'd get going, wouldn't you? I'm a Bulletin Want Ad, and I'm enlisted for the duration. Phone me at 56 and I'll turn YOUR spare room into intrenching shovels!

"I am a Druggist"



"To best serve the people of this community I maintain a stock of carefully selected merchandise. To be able to recommend the best product for every need, it is part of my training to know the definite standards of quality and measures that have been established by science and experience; When I order goods my selection is based on the known value of these widely recognized standards."

"Then I advertise to give people the news of my store; Because I know that nearly everybody reads a newspaper I use newspaper advertising regularly. When people pay for newspapers they read them carefully for all of the news that is interesting to them. When my ads are newsy and contain useful information I know that people will read them because they are news."

ANOTHER thing that merchants like about newspaper advertising is that they can buy it on the basis of known values that are just as definite as the measures of weight and quality that apply to merchandise which they handle.

This helpful information is available from reports issued by the Audit Bureau of Circulations, a cooperative organization of more than 2000 publishers, advertisers and advertising agencies.

Business men can not afford to speculate with advertising. When they buy newspaper space they can make their investments on the strength of circulation facts and figures that are verified. It is good business practice to buy advertising by such methods just as it is good business to select merchandise of known value.

This Bureau makes an annual audit of the circulation records of all publisher members. The verified reports based on these audits tell, for instance, how many copies of a newspaper are printed, just where they go and how distributed.

These and many other audited facts found in A. B. C. reports are the advertisers' assurance that they get what they pay for.

THE BEND BULLETIN



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