—to the COBRA CANNONEERS!

OFFICIAL INSIGNIA OF
THE 93rd FIGHTER SQUADRON,
U. S. ARMY AIR CORPS

The sides of their Airacobra fighter planes are decorated with the asp or venomous cobra, historic symbol of quick death to whomever it strikes.

A TOAST TO THE STRAIGHT-SHOOTING, FAST-FLYING MEN OF THE 93RD FIGHTER SQUADRON . . . *You're one of the many famous squadrons who fight with "flying cannon." Your snake's-head insignia is symbolic of your fighting spirit and of the deadly Fire-Power in the noses of your ships. You can blast an enemy plane with a single round from your fast-firing cannon. You can stop a tank, destroy a truck, wreck a railway locomotive, or even sink a small ship . . . all with the power of your cannon. More Fire-Power for you!*

BACK UP OUR FIGHTING FLYERS . . . BUY WAR BONDS

The boys of the Fighting 93rd, and all our other great squadrons, need your support. They need the equipment your War Bond dollars buy. Back their attack . . . buy your share of Bonds in the Third War Loan Drive.

The "Fangs of the Cobra," the hard-hitting aerial cannon in the noses of Airacobra fighter planes, are a wartime product of Oldsmobile. These powerful automatics shoot either high-explosive or armor-piercing shell . . . at rapid-fire rate . . . and with true "sharpshooter" accuracy. They're *precision-built* weapons, which Oldsmobile produces in *volume*. Oldsmobile also builds two other types of automatic aerial cannon, plus shell and high-velocity cannon for tanks and tank destroyers, plus large caliber shell for the Artillery and the Navy. *Keeping 'Em Firing* is our wartime job at Oldsmobile . . .

FIRE-POWER is Our Business!

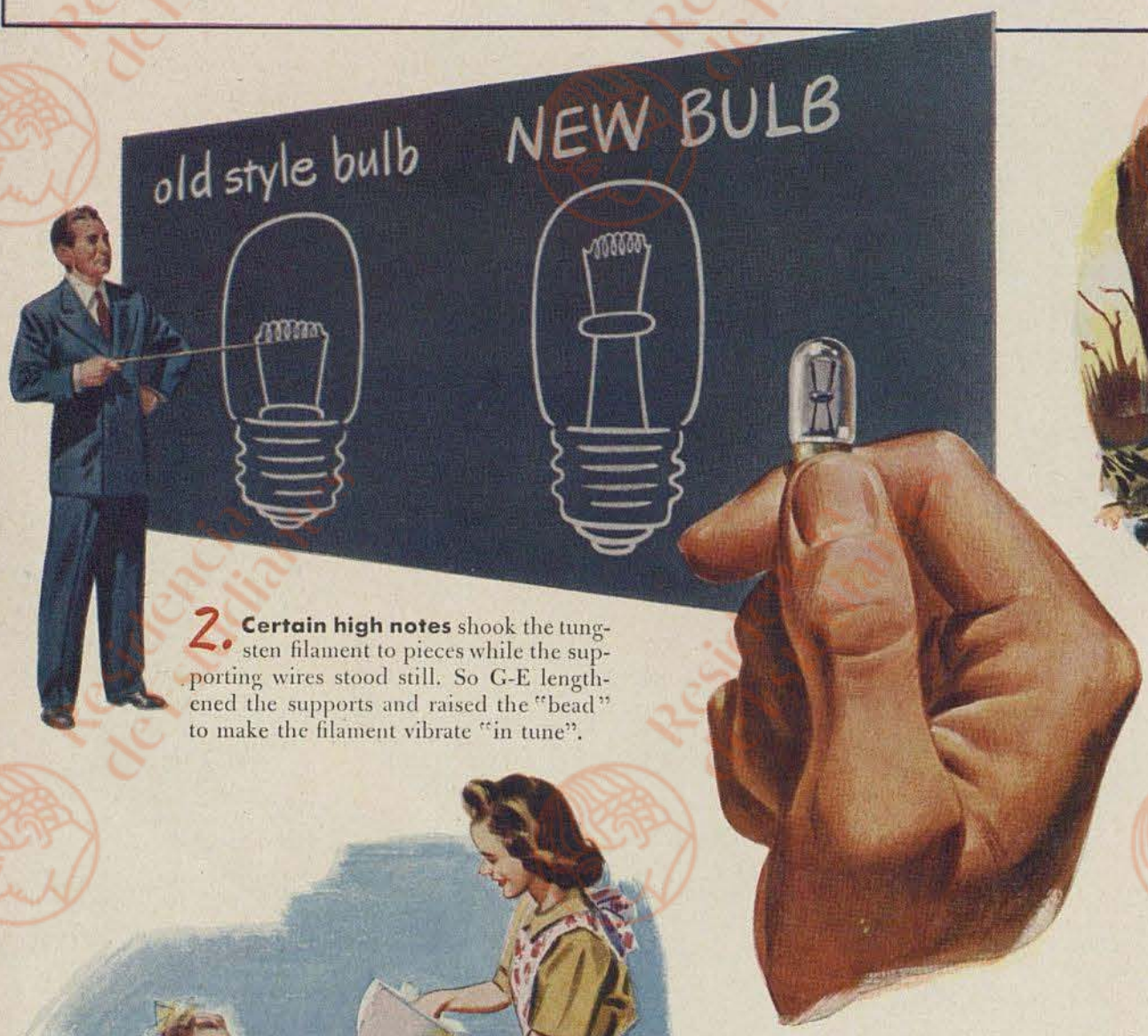
OLDSMOBILE DIVISION OF GENERAL MOTORS

KEEP 'EM FIRING

IV

the lamp bulb that couldn't stand sopranos!

1. We have nothing against sopranos. In fact, we have 15 of them singing for us on the General Electric Hour of Charm (Sundays, 10 p. m., NBC). But soprano voices were making the little light bulbs on your radio dials burn out too soon. This G-E lighting engineers discovered after making high-speed movies of the tiny bulbs in action!



2. Certain high notes shook the tungsten filament to pieces while the supporting wires stood still. So G-E lengthened the supports and raised the "bead" to make the filament vibrate "in tune".

3. When war came, and the Army wanted a rugged vibration-proof lamp for tank radio panels, they found the answer in this improved bulb General Electric had developed in peacetime. It's the same with many other G-E bulbs in war service. For example, the sewing machine lamp adapted by the Navy for signalling. Or the bicycle tail-lamp used on rubber life suits.

4. Out of this wealth of research, starting with Edison's first lamp, has come a steady improvement in the G-E bulbs you use at home. For example a 100-watt G-E lamp today gives 50% more light than the same size in 1921.

Hear the General Electric radio programs: "The Hour of Charm", Sunday, 10 p. m. EWT., NBC; "The World Today"— news, weekdays, 6:45 p. m. EWT., CBS.

5. You can save the benefits of this research, make your G-E lamps "stay brighter longer", if you keep your lamps and fixtures free of dust and dirt! Also, share your reading lamp with others. And turn off lights in unoccupied rooms!

MADE TO STAY BRIGHTER LONGER

THE BEST INVESTMENT IN THE WORLD IS IN THIS COUNTRY'S FUTURE BUY WAR BONDS

G-E MAZDA LAMPS

GENERAL ELECTRIC

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