Ruffled Aprons to Rivet Guns:
The Campaign of the Advertising Industry,
United States Government and Mass Media
which Redefined the Role of Women During World War II

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by

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I Introduction

World War II was the catalyst for a union between the advertising industry, the United States government and mass media. Throughout the duration of the war these three worked to redefine the acceptable role of American women. This included the need to persuade society that women should leave the comfort of their homes to support the war effort. They were needed as factory workers, enlisted personnel, and in other nontraditional positions because the men had vacated those jobs in order to fight the war.

The Advertising Agencies Make a Move

"We have within our hands the greatest aggregate means of mass education and persuasion the world has ever seen," boasted James Webb Young, one of the founding members of the War Advertising Council, or WAC, in 1941.1 And whom did WAC wish to persuade? Anyone the government and the war effort needed. Young was not a government politician but a powerful figure in the world of advertising. His Young and Rubican advertising company spent its pre-war years designing campaigns for everyday household goods and consumer products. As it became clear that World War II was an encroaching reality, American advertising companies lined up to share their expertise with the government. The apparent generosity of the advertising industry was in fact a self-serving economic necessity. A war meant a shortage of goods and, with no goods, advertisers would be out of a job. Facing a projected business loss of "80 percent over

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the course of the war," advertisers mounted a campaign aimed not at the traditional buying market, but at the United States government.²

Advertisers needed to convince the government that they possessed a resource vital to the war effort. Chester La Roche, Chair of WAC, was one of the strongest supporters of advertisers in the war effort and made his opinion obvious: "Our channels of communication to the American people are the most efficient in the world. Not to fully understand them, their capabilities, is dangerous; not to use them to the fullest is to hamper the war effort, the equivalent of a military error."³ La Roche wrote those words in a 1943 memo when WAC was in full swing and making large strides. Prior to the creation of WAC, the advertising industry had to go a round-about way to contact government officials through a defense committee. This system was slow, ineffective and grating on the nerves of the advertising executives. To alleviate this red tape, the U.S. advertising industry created WAC in 1941, allowing advertisers to pool their efforts to make a unified sales pitch to the government. The government eventually caught on, and created its own Office of War Information, or OWI, in the summer of 1942. OWI and WAC became closely linked.⁴

At the beginning many government officials were nervous about such a close connection with advertisers, seeing them as "media hucksters and con men." OWI tried to address this issue. As head Elmer Davis said, "This is a people's war, and to win it the people should know as much about it as they can. This Office will do its best to tell the

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³ Chester La Roche to Gardner Cowles, 13 January 1943, Young and Rubican file, entry 20, box 15. As quoted in Honey, 34.
⁴ Fox, 22.
truth and nothing but the truth.” 5 However, OWI soon realized that in order to fulfill the needs of the government, such as convincing women on the home front to step in where their men left off, they would need to utilize every persuasion trick in the book.

OWI had many bureaus, each addressing different areas of information. The magazine bureau created a bi-monthly Magazine War Guide that spelled out what the government wanted to see in magazines, including story plot lines, advertisement subjects and general themes that magazines should support. The guide reached the editors of 400 to 600 magazines, and the readerships of those hundreds of magazines amounted to 140 million Americans. The magazines included mainstays like Harper's Bazaar, Cosmopolitan, Life, Woman's Day, Red Book and Mademoiselle. 6 A 1943 Magazine War Guide article entitled “Toughening Up for War” suggested that “Fiction stories which are written warminedly [sic], even when dealing with non-war subjects, stories that accept the changed standards of living that war creates as part of the ‘color’ and ‘background’ of the stories, are particularly valuable…” 7 Magazines took the advice to heart, releasing stories about finding love on the assembly line or while in a rubber-conserving car pool. The Saturday Evening Post followed the Magazine War Guide's lead and from March 1943 to June 1944 half of its stories contained prominent female characters and concerned war workers. Just two years earlier there had been none [figure 1]. 8 OWI also used its influence to affect plot lines of Hollywood movies such as Swing

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6 Memos, Ducas to F Girardot, 17 September and 11 December 1943, Magazine Bureau Organization file, entry 339, box 1695, as quoted in Honey, 37-38.
8 Honey, 64. Table 2
*Shift Maisie* and *The Best Years of Our Lives*, radio advertisements and shows, and to produce propaganda posters.

President Franklin Roosevelt believed that OWI would be able to provide war information in a neutral format. The advertising geniuses saw instead the opportunity to shape the views of the public toward a more acceptable war conscious mindset. Over the course of World War II, OWI and WAC successfully tackled the government’s goals for women.

**Background**

The United States had just come through the Great Depression of the 1930s, which had caused unemployment to jump to an all-time high following the crash of the Stock Market in 1929. The U.S. economy was weak and some of the public began to question the merits of capitalism. Fortunately for the United States and unfortunately for the Axis powers, a war was just what the United States needed to regain its economic footing. For example, the number of people employed by the aircraft industry soared from 46,000 employees before the war to over 2 million at the height of production. The United States Gross National Product, an indication of a country’s economic health and production ability, jumped from $91 billion to $166 billion at the height of the war.¹

**Propaganda: Differences Between Propaganda and Advertising**

Propaganda was utilized in World War I and before, with many of the same aims as in World War II. The continuation of themes can be seen in the World War I poster

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"Fight or buy war bonds [figure 2]" and the abundance of war bond posters in World War II [figure 3]. Through mass media (movies, magazines, books, posters and radio), the creator of propaganda is attempting to influence the mindset of a group of people, to cause a desired reaction and life style change. Webster's defines propaganda as "the spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person." What is the difference between advertising and propaganda? According to Webster's, propaganda is not used to promote an object; in advertising, objects and products are part of a promoted life style. The companies creating propaganda in the United States were advertising companies, thus they used advertising techniques to "sell" the government's product: housewives as war workers. Propaganda and Advertising are technically two different things, but when advertising companies are conducting and creating propaganda, the distinction becomes blurred.

**Propaganda in World War II**

The United States of America was not the only country that realized the impact of propaganda. During World War II, propaganda was utilized by both sides, Allied and Axis alike. One of the most effective uses of propaganda could be found in the pamphlets dropped on enemy troops. Troops were especially susceptible because they had time on their hands and little access to pictures, art, or reading material. The pamphlets were

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reminiscent of religious tracts in their bold pictures and hard-hitting tag lines. They often highlighted the fighting men's fears about the safety and purity of their women back home.

Adolph Hitler, one of the greatest manipulators of propaganda, had experience in the advertising industry before his rise to the position of Fuhrer. As an unemployed young man in Vienna, Hitler "sometimes supported himself by painting commercial posters."13 Even though Hitler did not officially pursue a professional career in advertising, his extraordinary ability to persuade large segments of the population to "buy" into his extreme ideology was undeniable. His skill and ability once again blurred the line between advertising and propaganda.

The content of U.S. home front propaganda was composed of a broad range of themes, including increasing patriotism, recruiting soldiers, conserving resources, raising productivity, resisting the black market, and smearing the name, image and intelligence of the enemy. Often themes were combined.

Propaganda with women as its focus tended to fall into seven main categories. (1) **Work**, join the workforce. (2) **Enlist**, join the Coast Guard SPARs, named for the Coast Guard motto "Semper Paratus, Always Ready," or the Army WAACs, Women’s Auxiliary Army Corps. (3) **Buy**, spend responsibly; buy war bonds. (4) **Be Patriotic**, support the boys. (5) **Be Self sufficient**, conserve resources, grow a garden and preserve food. (6) **Protect**, don't talk about troop movement. (7) **Calm Fears**, convince society that women's roles are only temporarily changing, and that it is acceptable for women to be filling nontraditional roles. These seven categories overlap, and in most propaganda many integrated themes were utilized.

13 Zeman, 7.
II  The Needs of Government

A suggested copy from an OWI campaign read:

Eventually the neighbors are going to think it very strange if you are not working. They'll be working too. In fact, any strong, able-bodied woman who is not completely occupied with a job and a home, is going to be considered a 'slacker' just as much as the man who avoids the draft.14

That suggested copy put into words the visual theme of many of OWI's campaigns to encourage women to enter the workforce. Women's roles needed to change- albeit temporarily as OWI later demonstrated- for the war effort to be a success.

A War of Production

World War II was a war of production in that war no longer relied so heavily on the number of soldiers or their skills, but instead on the technology that the army possessed. It became obvious that the side which had the most munitions, boats, planes and other war supplies would be victorious. America entered the war with weapon production and stockpiling already lagging ten years behind the Germans and Japanese.15 Unemployment fell as men joined the ranks of the United States fighting force, but the war effort quickly tapped the unemployed men and began to fill its ranks with men from blue-collar jobs. Because World War II was largely a war of production, the blue-collar factory workers were vital to the United States war effort.

As the call for production increased, factories not producing vital products were refitted for war production, such as plane or munitions assembly. But more war

production factories was not a complete solution; factories needed workers to fill the new jobs. Women, specifically housewives, were identified as the gold mine of new workers. A large campaign was mounted to redefine socially acceptable jobs for women; this opened the door for women to work in a wide range of previously off-limit jobs.

**Courting the Housewife**

Why the housewife? Housewives were married women whose families did not rely on them for financial support. Both single women and poorer women either already had jobs or were needing employment when positions became available. There was little reason to advertise to women already in, or interested in joining, the work force. In addition, OWI wanted to portray glamorous women doing exciting jobs, and poorer women did not fit that image. Perhaps one of the biggest reasons for courting housewives was the understanding that new workers would only be working for the duration of the war. Allowing male minorities into the same positions would have been dangerous because they would not have been as willing to leave the positions at the end of the war.

As Maureen Honey said in *Creating Rosie the Riveter*:

> Early plans to employ women reveal that federal policy makers, industry leaders and war contractors assumed that the new hiring patterns necessitated by the labor shortage were temporary. They fully expected the new war workers would be drawn from homes in which wives did not need to work and therefore would leave the labor market at the war’s end.\(^{16}\)

Housewives appeared to be the perfect temporary solution for the United States war production needs. But how could the women be convinced?

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\(^{16}\) Honey, 24.
In an attempt to force women into the workforce, U.S. Senator Warren Austin, a Republican from Vermont, created a bill during 1942 to 1943 that would have required women, 18 to 50 years of age, to register under Selective Service. Sen. Austin lacked the Senate support needed for the bill to pass. Government feared passing a bill like Sen. Austin’s because “imposed labor conscription” might appear in the public eye to be an acceptance of methods used by the “Fascist enemy.” The German government had passed a law requiring women to register for civilian labor. Austin’s bill was a 180 degree turn from the depression years of the 1930s when many women were forced out of the workforce as some states passed anti-working laws against married women, the exact women that they were now courting. In retrospect, Sen. Austin’s bill was not necessary; other tactics such as propaganda, patriotism and monetary incentives were adequate encouragement to the women of the United States. Between the years of 1940 and 1945, the increase of women working among the 25 to 64 year old bracket was 4.0 million. 1.3 million of the rise was attributed to natural population growth, but new female workers made up the remaining 2.7 million. The jump can also be seen in Graph I [figure 4] which shows the jump in the female labor force in the United States over the war years, and in Graph II [figure 5] which shows the percentage of women 14 and over in the labor force.

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17 Weatherford, 121.
18 Rupp, 89.
19 Ibid., 75. It is interesting to note that although Germany required women’s conscription, from 1939 to 1944 its female labor force rose only 1%, in contrast to the 32% rise in the United States from 1941 to 1945.
20 Weatherford, xi.
22 Rupp, 178.
23 Ibid., 179.
Mass media was employed to convince women to work outside of the home, despite society’s long standing stigma against working women and the personal and familial inconveniences that working would bring. The 1943 book *Wartime Opportunities for Women* made a direct plea to women, stating, “From every walk of life, from every profession, women who understand the urgency of the times are going into essential industrial jobs.” But suggesting long term employment was not very popular. Thelma McKelvey wrote in 1942, “there is little doubt that women will be required to leave their jobs at the end of the war to permit the return of men to their jobs as they are released from the armed forces.” Thus the long-term hope that women would leave the workplace was openly admitted.

Office of War Information, OWI, mounted many campaigns over the war years to shape the mindset of the masses on the home front. Some focused on women, including “Women in the War” and “Women in Necessary Services.” The bottom line was “convincing women that public need should override their personal convenience.”

**Perfectly Prepared**

Advertisers already had their foot in the door of the women’s world. For years, advertisers had been convincing women to buy everything from face creams to ice cube trays. They believed that they spoke the language of women and could convince them to buy anything. A 1940 advertisement used the heading “Lesson in Sex [figure 6],” and claimed that “women have a language of their own. Men neither speak it, write it, nor try

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26 Honey, 39.
27 Weatherford, 117.
to understand it. Keen advertisers sell to women in their magazines, where only women’s language is spoken.” These “keen advertisers,” ironically most of whom were male, were now willing to go to bat for good old Uncle Sam; they were taking their own prewar advice by speaking women’s language and having close ties to women’s magazines. This advertisement also highlights the commonly accepted differences between males and females. The man and woman pictured were clearly different, the lady was young and delicate, and the man was older and sturdy. The advertisement even included excerpts of their separate phone conversations, the woman using such dainty words as “dreadful,” “horrid,” and “darling.” This is in strong contrast to the man’s “swell,” “knockout,” and “nuts!” Even though women, like the one pictured, would be encouraged to enter male jobs in a few short years, the advertisers never lost sight of promoting and preserving these strong gender distinctions.

III Women in the Factories

Many women were already in the work force at the beginning of World War II, but they tended to be either from the lower classes or unmarried. The biggest supply of potential war workers could be found in the homemakers: a 1942 census found that 27 million women listed themselves as homemakers. The government knew that these women were needed in the factories to win the war. There were many obstacles blocking the way of women entering the workforce. Gas rationing made transportation difficult; food shortages made grocery shopping more time consuming; household help fled to the

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28 “Lessons in Sex,” Time, April 1, 1940, 58.
29 Ibid., 120.
cities for better jobs; hostile unions and male workers all created employment obstacles. Another big deterrent was the fact that if a woman became a worker and lost her dependent status, her husband would be more vulnerable to the draft.\textsuperscript{30} Even more problematic, perhaps, were societal attitudes.

Before the United States became involved in World War II, according to the advertisements of the day, middle and upper class women were expected to look beautiful, smile and host parties. It appeared that the most unusual and stressful experiences that these women knew were the trials of an easy life. A 1940 advertisement pointed out the wonderful new invention of an ice cube tray with “quick release” ice cubes. What a relief for women, it claimed, because “time was, not so long ago, when a young lady on an ice cube adventure, with old-fashioned trays, was a fair damsel in distress [figure 7].”\textsuperscript{31} The task at hand was how to transform this lovely lady, preoccupied with troublesome ice cube trays, into a successful war worker or enlisted woman.

The average housewife was not accustomed to working in a factory; she had to be convinced that the skills she already possessed were sufficient, at least to get started. Thus OWI promoted the idea that women workers could take to factories “as easily as to electric cake-mixers and vacuum cleaners.”\textsuperscript{32} This comparison was intended to comfort women, to assure them that the skills they possessed were indeed applicable. But at the same time, such a comparison reinforced the belief that women should, under normal circumstances, only be operating cake-mixers and vacuum cleaners. Other advertisements belittled women’s skill and abilities, such as in a 1943 Boeing advertisement. It showed a

\textsuperscript{30} Ibid., 116-117.
\textsuperscript{31} “Friends drop in... Ice Cubes drop out,” \textit{Time}, April 1, 1940, 5.
woman installing wiring in a plane wing, and part of the caption stated that today plane wings "are wired quickly and accurately...largely by unskilled women who couldn't even fix a broken light switch in their homes [figure 8]!" Boeing simplified its production process so that women without previous electronic skill could be trusted with such important work as installing wiring on a plane wing. Instead of showing the ingenuity and ability of women workers, the advertisement highlights the genius of the Boeing Company.

**Convincing the Women and the Rest of America**

Society’s stigma towards working wives needed to be addressed and overcome if homemakers were to be convinced to enter the factories. But even as the homemakers were being sweet-talked into the factories, there were still loud overtures about their lack of skill and lack of belonging. And no matter how persuasive the effort to get women out of the house, the advertisers never forgot that the women needed to return to the home after the war.

All forms of mass media in the United States worked together to present a unified front to the public. An OWI suggested radio spot was completely spelled out for the radio industry:

This is (name) speaking...speaking earnestly to the housewives of (city). I'm a housewife, too...never worked outside my home until this year. Feeding my family and buying war bonds just didn't seem enough. So I got an 8-hour-a-day job, and managed to run my home besides...My husband's proud of me...and I've never been happier. I feel I'm really

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33 "Nerve System," *Time*, October 18, 1943, 41. Notice the dual advertising in this Boeing ad, look at the small type below the right bottom corner of the image, "Buy War Bonds and Stamps."
helping to make the war end sooner...and maybe saving the life of just one boy from home.\textsuperscript{34}

This spot identified a number of women's concerns. The featured housewife was still able to "run my home besides," her husband was proud, and apparently the work was not too hard because she claimed that she had "never been happier." The speaker's final point was perhaps her strongest appeal; she could be saving the life of a soldier.

A 1944 \textit{Time} [figure 9a, 9b] advertisement for Westinghouse showed the indoctrination of society in the acceptance of women factory workers. The advertisement, with the heading "Greater security for the men who man the flying guns," featured a number of images, but both factory images presented women workers. And the copy actually referred to women, a practice unheard of before the war. "And throughout every step...men and women combine care and accuracy with speed and – still more speed."\textsuperscript{35}

The contrast can clearly be seen in a 1941 advertisement for Bendix Aviation Corporation [figure 10]. A male was prominently featured in a factory, his picture in the shape of a powerful and virile eagle, and no reference was made to women visually or in the text.

Below the machinist was the large type "Our job...and our privilege!" The words seem fitting; often the experienced male factory worker who continued in the factories during the war was very protective of his turf and not very accepting, at least in the beginning, toward female or other nontraditional workers like minorities. Men were unaccustomed to women in their factory world. Many factories, at this point, were large male fraternities, and an invasion of women threatened that sense of security and tradition.

\textsuperscript{34} 1-minute spot no.12, "Womanpower Spots," RG208, Box 587, quoted in Rupp, 141-142.

\textsuperscript{35} "Greater security for the men who man the flying guns," \textit{Time}, January 3, 1944, 1-2. Notice the "Keep your dollars fighting...buy war bonds."
“Our job” inferred that it was not someone else’s job, but the white male’s job; and the men wanted it to stay that way.36

**Women in the Factories**

OWI and WAC provided many images of women in factories to convince the public that it was normal and acceptable.

**The more women at work the sooner we will win!**37 [figure 11] This poster shows an attractive young woman working on a plane. Take note of her clean appearance, the painted nails, earrings, and lack of grime normally associated with factory work. The Manpower Administration and OWI had to find ways to combat the assumption that factory work was filthy and would make women unfeminine. They also knew that “these jobs will have to be glorified as patriotic war service if American women are to be persuaded to take them and stick to them.”38 Some thought that instead of “glorifying” the jobs, OWI and other organizations were actually “glamorizing” the jobs. Nell Giles, originally a reporter for the *Boston Globe*, took a war job as a writer. In his job he complained that there were:

...too many articles about women in war written by people who’ve never been a woman in war...too many pictures of beautiful girls posed on the wings of planes with a glowing caption to make you think that war is glamorous...and that all the women who go to war, whether it’s on the production bench or elsewhere, are young and lovely and fresh from college.39

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36 “Helping America Prepare!,” *Time*, January 6, 1941, 29. Notice that Bendix was part of the Pioneer and Zenith Corporation, two well known sound equipment dealers to this day.


38 “Basic Program Plan for Womanpower,” August 1943. Records of the Program Manager for the recruitment of Women, entry 90, box 587, as quoted in Honey, 41.

This poster, no doubt, would have fallen under Giles’ “war as glamorous” complaint. This young lady’s obvious display of her wedding ring shows that she is taken, and combats the stigma that factory workers were women of questionable morals. What is this woman actually doing? Apparently nothing too vigorous because her delicate red fingernail polish is still intact. This war worker’s cleanliness was in stark contrast to the real factory experience of Clara Marie Allen and Constance Bowman, also working in a plane factory, in the 1944 book *Slacks and Calluses*.

“...Mrs. Hires at the Employment Office had made a great point of the fact that we would get our hands dirty; she had not told us that we would get dirt in our hair, in our ears and our noses, down our necks, between our toes (We don’t know how either!), and all over our clothes.”

The true plane factory experience painted a much less feminine picture than OWI chose to publish and promote.

This poster, printed in 1943, directly ties women’s work to victory, but it also assumes that victory would have happened in any case. “The more WOMEN at work the sooner we will WIN (italics added)!”. Perhaps this word choice is to keep hope bolstered, or in an attempt to avoid admitting that women were a vital necessity for victory. A *Yank* article [figure 12], also printed in 1943, shows a lovely factory worker with the caption “At long last: something that will keep the hair of women war plant workers out of the machine, keep dirt out of the hair and still look attractive.” The caption is intriguing, as the mesh bonnet appears to be able to keep hair out of machinery, but how could dainty mesh even attempt to combat factory dirt?

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Women in the war WE CAN'T WIN WITHOUT THEM [figure 13] This poster conveys a similar theme as the previous poster, but with some obvious changes. As opposed to working on a plane that could have several roles, including benign transport, this woman is constructing a missile, a symbol of power and destruction that lacks any purpose beyond actively subduing an enemy. The whole poster is more aggressive, realistic and desperate. This woman is not wearing fingernail polish nor is her face shown in the direct manner of the previous poster, but what is visible looks rather average. She is using a rivet gun, a manly power tool, and instead of posing, like the woman in the previous poster, this woman looks like she is actually working.

The wording of this poster states the integral role of women in the war effort. "WE CAN'T WIN WITHOUT THEM (italics added)," instead of assuming an eventual victory, this poster presents a desperate plea for women workers.

These pleas were also mirrored in the books, fiction and non-fiction, of the time. OWI encouraged books written to calm fears, share information, and to get women excited about the prospect of working. One of the biggest obstacles that OWI tried to combat through mass media was convincing women and society that it was all right to work in historically "for men only" occupations. In Wanted: Women in the War Industry, Laura Nelson Baker states, "Before we bring the enemy to his knees this time, we're going to need the services of EVERY available woman and the sooner it is realized, that much sooner will we achieve victory!" There were also books written from the

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43 Steele, 41.
female worker's perspective, as opposed to the boss's, or the government's viewpoint.

An example of this last genre is *Slacks and Calluses*. It gives a play by play commentary on two women's summer jobs at an airplane factory:

> At least we let the aircraft industry know what they were up against, for we filled out our application for employment with perfect honesty-putting "No" or "None" after every question...to our amazement (the employment office worker) greeted our application with expressions of joy.  

The production industry was desperate and was not to be put off by the lack of experience of potential female workers. But an important factor in *Slacks and Calluses* was the emphasis on the temporal quality of changing women's roles. The authors both filled very traditional female roles before the war. Constance Bowman was an English teacher and Clara Marie Allen taught Art at the same high school. The subtitle is very telling: "Our *Summer* in a Bomber Factory (italics added)." Bowman and Allen knew that this was a short-term experience; they were entering the men's world, but only as long as necessary, and would return to teaching school in the fall. This book was released in 1944, at a time when publishers knew that the war was coming to an end. The end of the war meant that women did not need to be encouraged to enter the factories; in fact, the influence needed to swing toward preparing women to be pushed out of the work force. In a clear example of factory work being a war time necessity, and undesirable in the long term, the book explains how bad factory work was, "'It's like a jail sentence...and after the war, we'll be out.' 'No lie,' agreed the girl who was stringing a cable behind the oxygen bottles. 'If the war was over, I'd quit today and go back to Texas.'"  

Such statements made it seem as though it was a good thing to be pushed out of the factories. It also hits on another

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45 Allen, 1, 2.
important point; the government wanted women to return home. Cities with factories had
been flooded with new workers, but as the war came to an end the government hoped that
women would return to their homes, just like the girl who wanted to go back to Texas.

**Effects of Propaganda**

How effective was propaganda at encouraging women into the workforce?

Munitions factory records reported that “One fourth of munitions workers had been
employed in the war sector in 1941, 8% came from civilian goods factories, 18% came
from other jobs in trade, domestic service, personal service and clerical trades, while 49%
had been outside the labor force, as house wives (31%) or students (16%).” All of this
influx can not be credited to propaganda alone. The absence of men as well as other
factors also had a big impact. Unfortunately, it was and is impossible to measure the
extent of propaganda’s effect. But even without statistics or graphs to explicitly show the
success of propaganda, its prevalence and effective style pushed women to believe that
war work was acceptable and their duty. Table 2 charts the female population and labor
force of the United States before, during and after the war [figure 14]. It provides clear
evidence of the increases that occurred in the female working patterns over the war.

Propaganda helped to ease the transition of the public view of women and their roles.
And while propaganda’s exact effect cannot be measured, some value has to be attached
to the faith and resources that the government invested in prolific propaganda production
over the war years.

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46 Ibid., 52.
47 Mary Pidgeon, “Changes in Women’s Employment During the War,” Women’s Bureau Special
Bulletin #20 (Washington: 1944), as quoted in Honey.
48 Rupp, 188.
IV Enlisted Women

Women were needed in America’s traditionally male factories and production jobs, but those were not the only masculine jobs that would be temporarily turned over to women in the course of the war. Women joined the Coast Guard ranks as SPARS. They also joined the Army as WAACs, Women’s Auxiliary Army Corps, the U.S. Cadet Nurse Corps and the Navy Waves program.

The U.S. public needed to be convinced that woman could and should be serving their country in a military capacity. The Joint Army-Navy Personnel Board apparently had faith in the power of propaganda, because in November 1943 they “issued a directive requesting that OWI use all its facilities to recruit women into the armed forces.” OWI took the challenge of saturating the public with pro Army-Navy information, and contacted their “News, Motion Picture, Graphics, Magazines, and Radio Bureaus so that material could be adapted for different audiences.” 49

A Time article reported that the only problem with new Army WAACs was that “they work too hard,” at least according to their colonel-commandant. WAACs took a number of jobs including:

...a variety of clerical office jobs to running a machine lathe in the ordnance repair shop. They have replaced soldiers who either have been transferred to combat units or OCS, who are now taking a four-week refresher basic training in preparation for reassignment or, in the case of limited-service men, have been assigned to other work here at the post. 50

49 Women in the War Campaign file, entry 90, box 591, as quoted in Honey, 35.
50 “WAACS: The Corps Completes Its First Year Working Hard At Men’s Army Jobs,” Yank, June 4, 1943, 6. OCS was Officer Candidate School.
When the first WAACs came to Fort Des Moines they had to prove, for all women, that “1) they were emotionally suited to Army life; 2) they were adaptable enough to take to the Army’s ways and like them; 3) they were intelligent enough to master what they had to learn in a brief six weeks.” The girls were proving their worth and the *Time* article was full of their praises - almost to the point of being ridiculous. The piece claimed that WAACs were “sometimes risking demerits for reading (for exams) under the red EXIT lights in the barracks after taps.” On one hand such a report glorified the work of the WAACs; on the other hand it was also seemed to be saying that the girls had to work extra hard, inferring that it would not have been such a stretch for men. The article also addressed the public’s fear that enlisted women would loose their femininity, that the Army life would drive it out of them. To show that the girls were still able to be girls, the article’s author claimed that “when the study hall closes at 7pm until taps at 11pm, they are free to don their fanciest clothes and do the town.” Army girls were still girls, but their service was a wartime necessity.\(^{51}\)

**Convincing the Men**

The Women’s Auxiliary Army Corps, or WAAC, enlisted women in a number of army jobs on the home front, freeing enlisted men to go overseas. But even after a woman made the hard decision to become a WAAC, or to enter any other nontraditional role, often those in her life were not supportive.

Alvira “Pat” Vahlenkamp, decided to enlist as a WAAC after her husband Charles Melvin was shipped overseas in 1944. She had been enrolled in the civil air patrol and so for her WAAC service, she began ferrying planes, supplies and troops. World War II

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meant many more opportunities for women pilots; Vahlenkamp would not have been
given this job in peacetime America.\textsuperscript{52}

Vahlenkamp had to adjust to many new things: life in an army camp, uniforms,
sleeping in bunkhouses with many other women, but the most difficult challenge was her
husband's obvious disapproval of her choice to become a WAAC. Vahlenkamp and her
husband kept up a written correspondence during the war, and a common theme of
Vahlenkamp's letters was the calming of her husband's fears. She wrote from Fort Des
Moines, August 27\textsuperscript{th} 1944:

I survived K.P., Darling, and it wasn't bad at all. The army in my
estimation, Darling, is getting better every day. I like it Chuck. Of
course, I know what my husband thinks of the WACs. But, Darling,
always remember that your wife is still your wife. WAC or no WAC and
she loves you and you alone. Honestly, Sweetheart….\textsuperscript{53}

Vahlenkamp, along with many of her fellow WAACs, had to fight the common
assumption that women who worked in factories or who enlisted had questionable morals
and lacked femininity. Her struggle against this image can be see in another excerpt from
the same August 27\textsuperscript{th} letter, "Because there is only one man that I love and I want him
alone. NO other man ever will touch me or any part of me but my husband…."\textsuperscript{54} Young
women could not be expected to single-handedly serve their country and defend their
honor at the same time. For that reason OWI stepped in to help convince the country that
women could and should serve their country and still remain virtuous and ladylike.

\textsuperscript{52} Judy Barrett Litoff & David C. Smith, \textit{Since You Went Away: World War II Letters From
\textsuperscript{53} Ibid., 164. Vahlenkamp's Fort Des Moines was the same camp featured in the Time article of
two years earlier, "They Work too Hard." WAC, as Vahlenkamp used in this letter, was a common
shortening of the Women's Auxiliary Army Corps, officially called WAAC, not to be confused with the
War Advertising Council also referred to as WAC.
\textsuperscript{54} Ibid, 165.
An article in the Army magazine *Yank* in 1943 focused on the important role that WAACs were fulfilling. The opening lines of the article stated “Now that the novelty has worn off, the Army doesn’t smile at its Waacs (another common variation on the WAAC title) any more...they are becoming a respected and valuable addition to the camps back home.” *Yank*, the paper of the Army men at home and overseas, is reporting information, but at the same time it is supporting the idea of the WAAC. Auxiliary Katherine Simpson was quoted as saying “We’re not here to entertain the soldiers; we’re here to work. Sure we like the dances they throw for us, and we like to go out with soldiers. But we didn’t join the WAAC for glamour.” Simpson was pointing out that they were there to work, but at the same time highlighting the fact that they were still feminine girls who liked dating men and dancing.55

**A Lifetime Education FREE for High School Graduates who Qualify.**56

[figure 15] This poster promotes the U.S. Cadet Nurse Corps. The poster portrays a young, attractive, wholesome, overtly feminine woman in uniform. She is an ideal role model for the female students featured with her in the poster. But what does this woman do? Does she stand around all day looking beautiful? The lack of job description is very convenient. Judging by the young woman portrayed in the poster, U.S. cadet nurses have movie star good looks, are admired by their peers, and wear professional, important looking uniforms. The poster forgot to mention that as a cadet nurse, she would be confronted with the atrocities of war including death, disease, mangled bodies and

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mangled emotions. This is reminiscent of poster “The more women at work, the sooner we will win! [figure 11]” Once again a beautiful woman is depicted, makeup perfectly in place but actual details of her job ignored. The power of propaganda, like all successful advertising, is that it emphasizes the attractive and the positive while glossing over the negatives; or anything else that might interfere with achieving the desired result of selling the product or idea.

V Urgent Need in the Service Industries: Selling the Overlooked

As the war marched on, women filed onto high paying production lines, receiving economic benefits and the nice warm feeling of being patriotic. Mass media lauded these women for their willingness to temporarily step out of their comfort zones and to help in their country’s time of need. Unfortunately, the patriotism and encouragement was too successful; it was so effective that the basic service jobs, many previously filled by women, were ignored. Why work at a dry cleaners when working at a better paying and more glamorous and prestigious factory job is an option?

OWI was informed of this problem and in the fall of 1943 pushed magazines, through the Magazine War Guide, to “stress the unglamorized, strenuous, often overlooked civilian jobs…which go begging because they are not recognized as war jobs.”57 The plea called for encouraging women to take positions such as laundresses, taxi drivers and agricultural workers among many others. A few months later, The Saturday Evening Post ran this advertisement: “I got a job driving a truck when Paul went across.

57 “National Magazine Covers in Support of the Womanpower Program” Publications on War Subjects, entry 340, box 1696, as quoted in Honey, 40.
I'm hauling the stuff they fight with'...Hers is the spirit of the women who reloaded the long rifles as their men fought off the Indians...the courage that helped build the kind of America we have today. Articles were also published about the romance potential of all war jobs as the push for workers in the basic service jobs became loud and strong. OWI and WAC were successful; service jobs began to be seen as patriotic and vital to the war effort.

But even as mass media encouraged women to enter the lowly service jobs, it was not a one sided battle. A 1943 *Time* article showed a beautiful young woman sprawled grimacing on the pavement [figure 16]. She was surrounded by attentive male emergency personal and a stretcher was near by. What had happened to this poor lady? She was "a victim of one of the first U.S. streetcar motorwomen [sic]." The article does not happen to mention how many people male streetcar drivers had injured or even killed. And the choice of the word "victim" instead of a word like "accident" infers that a crime has taken place. The caption ends stating that "when male Washingtonians saw this picture of Mrs. Marion Reed, 20, slightly injured by a woman – driven streetcar, they nodded and tsk’d: Yup, yup, yup. Women drivers!" Strong public opinion, such as this, was not easily swayed.

**VI A Woman's Patriotic Duty**

Propaganda strove to encourage women to enter the factories, military branches and service industries, but it also touched other aspects of a woman's life during wartime.

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58 "I got a job driving truck," *The Saturday Evening Post*, 15 April, 1944, 103, as quoted in Honey, 111. An Armco advertisement.

There was a large push to buy war bonds, to plant victory gardens, and to conserve, to protect, and to remain an overall “quality” and virtuous woman.

Be a Saver, Not a Buyer

War Bonds were an integral part of the United States’ war effort. They were needed to fund the war but they also played another very important wartime economic role. World War II brought many previously unemployed middle class housewives into good paying jobs. Most of the women came from households that didn’t need the additional income. The influx of expendable income caused a wide spread fear that the wave of working women would take advantage of their newfound economic freedom and spend all of their paychecks on frivolities, causing a jump in inflation. Inflation in turn would negatively affect the economy, and lead to a less stable situation when the boys returned home and during post-war rebuilding. A 1943 *Time* advertisement put out by WAC explained how inflation worked [figure 18].

One thing for sale... three folks to buy and so the price goes up sky-high! With prices high you want a raise – that starts a greater spending craze! This crazy whirl is called inflation and it alone can wreck a nation! Let’s all stop prices going higher be a saver – not a buyer!

This Dr. Seuss like rhyme was cute and childlike, but effectively delivered the message in layman’s terms. The message was presented like a school lesson; it was even written in chalk on a little chalkboard. The apparent targets were people unschooled in the science of economics, most likely women, represented by the three female buyers featured. To fund the war and to keep women from causing inflation with their spending habits, war bonds and saving stamps were heavily advertised and lauded as the wise choice and patriotic duty of all Americans on the home front. The *Time* inflation advertisement
agreed, and #7 of “Seven things you should do (to stop inflation)” was “Buy all the War Bonds you can afford – and keep them.”

Self Sufficiency

Yet another propaganda category contained images suggesting that self-sufficiency was an important quality found in a patriot. Popular themes included urging women to plant victory gardens and to preserve food by canning, so that all the other food could be sent to the troops overseas. At first glance this might have seemed to be an empowering idea for women; to become self-sufficient and be able to provide for the family. But a closer look reveals that the stereotypical female role is intact; she is working in the garden or kitchen and providing food, all historically traditional and acceptable positions.

“We’ll have lots to eat this winter, won’t we Mother?” Grow your own Can your own [figure 18] If not for the English words on this poster, it could have been taken directly out of a Nazi propaganda campaign. Notice how both the woman and the young girl are blond, fair, healthy and beautiful, all desirable Aryan characteristics. The mother and daughter are joyful and safe within the confines of the home environment. Mrs. Leverett Saltonstall, wife of the governor of Massachusetts, would have been supportive of this scene. As 1943 Ladies Home Journal quoted her claiming that, “Men’s work is fighting the battles; women’s is the task of keeping homes warm and true, of

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60 "Be a Saver, Not a Buyer," Time, October 25, 1943.
seeing that little children eat their oatmeal, that their elbows are patched and that they say their prayers."

The mother and daughter pair in this poster are doing their duty by growing and canning their own food. While the text focuses on the little girl’s peace of mind, the details in the image also convey several additional impressions. Both mother and daughter are meticulously groomed and wear big cheery smiles which seem to assure the viewer that they like canning and are enjoying themselves. Clearly this mother still finds time to starch and iron their white, ruffled aprons. Though canning takes place in the heat of late summer months in a steamy kitchen, no sweat, tiredness or mess mars this idyllic scene.

This poster promotes a very safe patriotism; no doubt the food they canned was from their victory garden, and such a garden would have been located in the lawn near the home. And gardening was not a new or scary proposition; it was part of many American women’s daily lives long before World War II ever came into the picture. The same could be said for canning because it was a traditional female responsibility. The only difference was the sheer volume produced and that it had suddenly gained attention as having patriotic significance. The poster was sustaining ingrained ideas about women’s roles. Had it portrayed a father and son, or a whole family canning, then it would have presented a novel idea.

"OF COURSE I CAN! I’m as patriotic as can be- and ration points won’t worry me!" [figure 19] This lovely young woman looks a bit bewildered. It appears as though three quart jars of canned food are about all she can handle. Good thing she has

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62 Mrs. Leverett Saltonstall, “Winning on the Home Front,” LHJ, 60, June 1943, 31, as quoted in Rupp, 139.
big strong men fighting the war for her. This poster and the last [figure 18] would have worked very well for showing the men at war, and at home, how feminine and in need of protection their women were.

"Of Course I Can!" and what can she do? Preserve food. The poster emphasizes the play on words. Can means either the ability to accomplish or do something, or it means to preserve food in jars. The girl is saying "Of Course I Can!" But can the viewer truly believe that this young woman can? Instead of looking proud of surmounting obstacles, she looks overwhelmed.

The poster could also be suggesting that even if a woman was new to canning she should still give it a try. This young homemaker is pictured with canning jars with three distinct styles of lids. Some jars have modern screw-on style lids, others are glass lids which are held on by a heavy metal wire bale, and the two jars just below her left elbow are zinc lids which can date back to as far as the 1870s. Perhaps this was meant to encourage women who only had access to their mother's or grandmother's old fashioned canning supplies.

"I'm as patriotic as can be," infers that a woman cannot be any more patriotic than to stay in the home and preserve food. The posters promoting buying and canning suggest that fulfilling traditionally feminine roles was a woman's highest form of patriotism. This is in contrast to the recruitment posters explored earlier [figures 11, 13 & 15]. In those posters, the attempt was to convince women to step out of their historic gender roles, at least for the time being. But although the goals are different for different types of posters,

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the methods used to influence women, such as portraits of beautiful women, clear tag lines and safe settings are found throughout.

Women's Role as Protector

With the exception of the factory and military recruiting efforts, women were actively described as the weaker sex. For the most part, they were to remain home during World War II, as they had for most other wars, and wait patiently as the big strong men protected them. To remind the home front and the fighting men of the severity of war "women (and children were used) as symbols of the besieged nation. To dramatize a conflict taking place on foreign soil, propagandists found in women the personification of vulnerability they were looking for."\(^{64}\) The use of a female and children as a symbol of a besieged nation is clearly illustrated in the propaganda poster Stop'em over there NOW-And You'll Keep'em Away from Here [figure 20].\(^{65}\) It appears that the evil forces have not yet reached this vulnerable group of three, but the looming male terror in the rear must be combated.

But even though women were weak, they still had their small domain to protect. This domain, first and foremost, included children. American Home magazine writer Ethel McCall Head tried to remind women of their responsibility when she wrote "It's Harder to Stay at Home!":

I may be on dangerous ground, but I think that too many women with families are today defining patriotism as 'money-making activities outside the home.' There is another kind of patriotism, less glamorous and more difficult, but upon which rests the future of the country. It is the

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\(^{64}\) Honey, 6-7.

\(^{65}\) Crawford, 114. STOP'EM OVER THERE / NOW / --AND / YOU'LL KEEP'EM AWAY / FROM HERE / JOIN THE FIGHT FOR FREEDOM COMMITTEE NOW. C. C. Bell, artist.
patriotism practiced daily by those mothers who turn down the attractions of a man's job to stay at home and do a woman's vital work.\textsuperscript{66}

Paul McNutt, War Manpower Commissioner, was very supportive of the role of the mother. In 1942 he said, "Even in a national emergency as critical as this, the welfare of our children must be of paramount importance, since it is for them that our civilization is to be preserved and by them it will be maintained and bettered."\textsuperscript{67}

**Women Can Cause Great Harm**

**Wanted! For Murder: Her careless talk costs lives\textsuperscript{68} [figure 21]** This poster utilizes the familiar "wanted poster" layout. The faces that appear on this type of poster tend to be those of hardened criminals who are usually male. This poster was effective because it used a familiar format, but then twisted what the public expected.

How can an attractive young mother type, who doesn't fit the usual description of a criminal, be wanted for murder? And herein lies the genius of the poster. If this innocent looking lady can be a murderer, then anyone can. Zeman highlighted the "enemy within" posters, like this one, and said that "they pointed...to the need for national unity. In a way they encouraged a mild form of mass paranoia -- the feeling that the state was being besieged, and not only from the outside but also from the 'enemy within'."\textsuperscript{69}

This motherly figure didn't actually pull a trigger, poison or in any other way intentionally cause a death, but the poster's purpose was to show that anyone could cause great harm by being too free and easy with their speech. Perhaps this woman discussed

\textsuperscript{66} Ethel McCall Head, "It's Harder to Stay at Home!" *American Home*, 30 (Sept. 1943), 4, as quoted in Rupp, 140.

\textsuperscript{67} McNutt was quoted in J.C. Furnas, "Womanpower," *LHJ*, 59, Nov. 1942, 21, as quoted in Rupp, 138-139.

\textsuperscript{68} Crawford, 119. WANTED! / FOR MURDER / HER CARELESS TALK COSTS LIVES. Victor Keppler, artist. Washington: Office of War Information, 1944.
troop movement, or some other delicate matter. Another popular tag line following the same idea was “loose lips sink ships.” Talking does not literally cause a ship to sink, the poster was not suggesting ending all conversation, but a vital information leak could give the enemy the information needed to locate and sink a ship.

The ‘enemy within’ fear was well-represented in posters and advertisements. The general theme was you never know who’s listening, so you better be careful.

VII  Convincing the Men

The Problem

War made life unstable and dangerous; suggesting changes in the female role might create even more instability. Men knew, perhaps subconsciously, what role women were meant to fill. A change in the role of women could threaten men’s well-established role. OWI knew that housewives were sensitive to their husbands’, families’, and society’s opinions. As long as widespread negative opinions stood in the way, little progress would be made. The challenge was how to convince men that it was all right, even desirable, for women to work—especially in jobs traditionally seen as masculine.

The Propaganda Solution

OWN and WAC needed to convince men that it was a woman’s patriotic duty to take a war job, but mere patriotic duty would not calm men’s fears. Men feared that women would lose their femininity, thus threatening their masculinity. There was a call for copy “which shows that the services increase, rather than detract from, desirable

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69 Zeman, 50.
feminine characteristics." To combat men’s fears, women war workers were portrayed as young, beautiful, and very feminine. There were even claims that factory jobs would turn women into better homemakers when they returned to the domestic scene after the war. A 1943 McCall’s article entitled “I’m Proud of My Wife’s War Job,” promoted the idea that a man should be just as supportive and proud of his wife taking a war job, as he would be of a son that went to war as a soldier.

Yank even jumped on the bandwagon to ease the way for women workers. In a 1943 edition, Yank published a picture of seven lovely actresses contorting their beautiful figures into odd S-like shapes [figure 22]. The caption claimed that this was an exercise that women war workers performed to get fit. An Army man seeing this attractive image would have to be supportive of women war workers! The picture’s abundance of skin and beautiful legs combined to make a wonderful selling point. The magazine somehow forgets to mention that most woman war workers wouldn’t actually look as these beauties did.

Swing Shift Maisie

In the fall of 1943 the movie Swing Shift Maisie hit the silver screen. It helped convince the public that it was just fine for a woman to do factory work. The story focused around Maisie “a model of kindliness, courage and efficiency.” Big name starlet Ann Southern played the title role of Maisie. Iris, the “Bad Girl,” temporarily stole Maisie’s airman, later eloped with the shady nuts and bolts man, was a lazy war worker,

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70 Memo, Robert Simpson to Sutter, 4 September 1943, Records of the Program Manager for the Recruitment of Women, entry 90, Box 588, as quoted in Honey, 113.
71 Rupp, 163.
72 Toni Tayler, “I’m Proud of My Wife’s War Job,” McCall’s, 70, Sept. 1943, 41, as quoted in Rupp, 153.
and got fired because she caught her unbound hair in a machine at the plant. To top it all off, Iris even stole Maisie’s nylons, a closely guarded commodity during wartime. The message of Swing Shift Maisie was abundantly clear; if a girl were a quality girl to begin with, then she would be a quality worker and retain all of her feminine charms and graces even when working in a manly industrial factory. If, on the other hand, the girl were a wily vixen who lacked morals and a work ethic before coming to the plant, she would be a bad worker and damage war production. When the movie concluded, bad girl “Iris winds up with a wastebasket rammed over her head, while Maisie winds up in the arms of her airman.” This movie would have eased men’s fears about they wives, mothers, sisters and girlfriends entering the male factory world. It also reminded women that faithful war service would provide a happy ending for both the country and themselves.74

But under all the promotion and effort to cajole women into the war cause and to convince society that it was all right, propaganda never intended to change the long term role of women. All changes were intended to be superficial and temporary, a necessary wartime sacrifice.

VIII A Temporary Fix

It may have seemed as though the role of women was being completely modified, but when mass media promoted nontraditional roles it strove to make them as traditional as possible. Women entering the armed forces were portrayed as beautiful, submissive and loyal caregivers, all accepted roles for women. Women in factories were merely using

74 “Cinema,” Time, October 18, 1943, 94.
their housekeeping skills like vacuuming and sewing, and the bottom line was that all changes were to be temporary.

The “for the duration” theme was rampant, but especially well portrayed in the poster featuring a woman’s factory identification badge with the catch line “Won’t you be glad when it’s a souvenir?” This poster serves to commiserate with those women who are looking forward to returning home, but it also reminds women who do not want to leave “the men’s world,” that their real place is in the home. A Time advertisement presented “The Case of the Nervous Workers [figure 23].” It told the tale of how “noise from hammers and presses spread...in such volume that distraction and nervous fatigue sapped efficiency of women workers operating small machines in the far half of the room.” The picture presents a lovely young woman, brow knit with worry, and the back of her hand placed on her forehead in a “whoa is me,” damsel-in-distress-type motion. The women workers were affected. Men were operating the hammers and presses, but the poor sensitive women half a room away were the ones who were suffering. This advertisement accepted that women workers were a necessity, but also pointed out that they were a hassle. Even though the advertisement was for sound conditioning tiles, it seemed to be saying, “Won’t it be nice when the boys come home and we don’t have to deal with these overly sensitive women anymore?”

A 1943 Westinghouse advertisement contrasts life during war and during peace [figure 24]. The advertisement pictured victorious allied tanks at the top and a beautiful

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75 Won’t you be glad when it’s a souvenir
76 “Facts from the files in America’s war on sabotage by noise,” Time, January 3, 1944, 65. Advertisement for Acousti–Celotex Sound Conditioning, “Facts from the files in America’s war on sabotage by noise,” thus promoting the product of sound tiles from a luxury item, to a necessary item to fight the enemy.
young couple looking over house plans at the bottom. The advertisement contained the

tag line “Westinghouse wartime accuracy will build a finer peacetime world.” It admits

that during the war changes were made, boys were overseas, girls were in factories, but

after the war was won, everyone could return to the roles they held before the war. And,

even better, during the war Westinghouse had made advances that would improve the

quality of life for everyone. The woman in this advertisement is literally at the feet of her

man. He is in control looking over the house plans.

IX The Boys are Coming Home: The Best Years of Our Lives

After the war America liked to think that everything was back to the way it was

before the war, or better. The boys were home, and most of them were married, fueling

the baby boom of the 1950s. Society wanted to forget the evils of war and believed that

cute little houses with white picket fences, four children and a dog were the answer.

Advertisers agreed and returned to portraying men and women in roles that they

“naturally” belonged in. A 1946 advertisement pictured a salesman holding up a dainty

little high-heeled shoe. The text claimed that “goods are coming back. There’ll be polite

clerks again. It’s inevitable [figure 25].” The advertisement claimed to be speaking

about customer service, but it is truly saying “isn’t it great that life is returning to normal?”

The polite clerk had a very close resemblance to a prince of storybook fame. Sure, he may

not look like a prince charming, but he is holding up the missing shoe for Cinderella.

America’s princesses had been working in dirty factories and in unbecoming male jobs;

77 “Westinghouse gives deadly accuracy to tanks in battle…,” Time, October 25, 1943

78 “The customer is always right, he said!,” Time, May 20, 1946, 63.
now that the war was over the ladies could return to their charmed lives of parties and 
gaiety, never to return, theoretically, to the men's world again.

The trend of putting the sexes in their respective places continued, and a 1954 
*Newsweek* advertisement highlighted the desired distinction between gender roles. A 
woman was pictured with her daughter; they were having such a good time, and in 
matching dresses and aprons, much like the mother and daughter featured earlier [figure 
18], complete with matching ironing boards and irons [figure 26]. "Wow," they seem to 
be saying "isn't it fun to be a girl and get to do housework?" Below the mother and 
daughter pair is a factory worker with a welding mask. The mask obscures the worker's 
face, but the surroundings and build of the worker suggests that it is a man. Women 
factory workers were always portrayed as feminine and lovely in spite of their 
circumstances. The men and women are back in the positions in which they belong, 
everyone is happy, and all is well with the world.79

*The Best Years of Our Lives*

Hollywood released the movie *The Best Years of Our Lives* in 1946; not 
coincidentally, the year following the end of the World War II. It depicted a 
heartwarming tale which vividly illustrated the need for women to unselfishly turn their 
loving attention to their returning soldiers.

The plot followed the intertwined stories of three men returning from World War 
II. All three men had important women in their lives; Al Stevenson had a wife and a 
daughter, Peggy; Homer Heart had his fiancée Wilma; and Fred Derry had his wife Marie.

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79 "Two Good Reasons for R/M Asbestos Textiles," *Newsweek*, October 25, 1954. The company is 
highlighting the protection they provide in a variety of circumstances; it is ironic that it is advertising 
asbestos.
These men's acclamation to civilian life rested on the shoulders of the women in their lives. Homer, a navy sailor who had lost both of his hands in the war, could not adjust to home life because he believed that everyone pitied him, and more importantly, he feared that he was now a burden to his fiancée, Wilma. Al, a Sergeant in the Army, felt as though he no longer belonged in his own home; he had been gone four years and it seemed like his wife and children no longer needed him. Derry had been married for a mere twenty days before being shipped out as a bombardier captain. He met his bombshell of a wife while in basic training, but returned to find her working in nightclubs and dating other men.

Heart was at last able to adjust to home and civilian life when Wilma was finally able to convince him of her love. She physically shows her desire to care for him by tucking him into bed like a mother. The movie closes with their joyous wedding ceremony.

Stevenson is able to get back into his routine as a banker only after the loving support and encouragement of the women in his life. If not for his wife and daughter, the movie suggests, Stevenson would have spent the rest of his life in local bars drowning his memories. Stevenson also had a son, but he only passed through a few times on his way to do homework. The responsibility of making Stevenson comfortable and feel as though he truly belonged fell to the women. Peggy and Mrs. Stevenson were finally able to convince Stevenson that he was important, and that he had a vital role to play in the family and in society.

Marie, Derry's wife, had a lot in common with Swing Shift Maisie's bad girl Iris (see page 33). Marie was a real looker, but all she was interested in were men, clothes,
and having a good time. When she married the dashing Captain Derry she thought that her life was going to be one big exciting party. Derry returned from the war with many medals and awards, but he soon found out that successfully dropping bombs on the enemy did not automatically translate into a flashy job back home; he had no employable skills other than his pre-war experience as a soda jerk at the local soda fountain. This was an enormous ego blow for the well-decorated Captain. Marie could not understand; she wanted to live the high life, to go out every night and paint the town red. Marie’s high rolling lifestyle quickly consumed all of Derry’s savings and he was forced to return to his lowly job as a soda jerk. Marie was horrified, unjustly blaming Derry for not trying hard enough to find a well paying, impressive job. In her disappointment, Marie began to date other men. Derry eventually caught his two-timing wife and insisted that she stop dating other men. Marie, obviously not too upset, declares, “fine I’m leaving you, I’m getting a divorce.”

Al Stevenson’s daughter Peggy was in complete contrast to Marie. During World War II she took a vital position in the local hospital, and when the family’s maid left to take a job in a factory, Peggy took over many of the household chores with her mother. Peggy had a wholesome beauty in contrast to Marie’s garish makeup and displays of finery. Derry spent his first night back in town with the Stevenson family because he was unable to find his night club working wife. Peggy was a wonderful hostess; she even gave her bed to Derry and slept on the couch. When he had a wartime flashback in the middle of the night she used her hospital experience to comfort and soothe him back to sleep. In the morning Peggy made breakfast and drove Derry to his wife’s apartment. Throughout their interactions Peggy never once complained about the inconvenience.
Derry realized that he had married the wrong girl; Peggy was caring, loving and supportive in contrast with Marie who was independent, selfish and shallow. He quickly fell in love with Peggy, and she with him. But this created a sticky situation because Derry was still married and believed that it was wrong to ask Marie for a divorce. But the movie has a happy solution as cheating Marie is the one who asks for a divorce.

Peggy understood that Derry did not have money, but knew he was a hard worker and that she loved the man Fred Derry was, not the fancy ribbons on the uniform hanging in his closet. They are engaged by the end of the film.

The Best Years of Our Lives purported that the returning soldier’s happiness was the responsibility of the women in their lives. But what about the women’s insecurities and disappointments; what about their hopes and dreams? The whole movie, except for evil Marie, was focused around the men- what they wanted, needed and felt. It suggested that women needed to bury their own needs so they could fully serve the needs of their men. This movie attempted to perpetuate a return to “normalcy” and pre-war gender roles.80

X Conclusion

World War II became a catalyst for the union between the advertising industry, the United States Government and mass media. Advertising had long been used as a tool to shape people’s ideas and desires. During World War II, advertisers no longer had a large supply of consumer products to market, so they were in search of new clients. They set

out to convince the government that the advertising world could “sell” the government’s cause. U.S. officials bought into the advertising industry’s proposal. Propaganda was created under the direction of governmental and private advertising agencies. The lines between advertising, propaganda and mass media became blurred as governmental agendas appeared as plot lines in Hollywood movies and pitches for war bonds were tacked onto advertisements.

World War II was primarily a war of production. Men left their factory jobs to fight the war just as production for war supplies was swelling. The government needed to find an alternative workforce to fill the empty jobs. Male minorities were an option, but the government feared that they would be hard to remove from high paying war production jobs at the end of the war. The government needed a temporary solution. Middle class housewives were identified as the solution since their families did not rely on them for financial support. These women were not looking for jobs, so it was believed that it would be easy to get them to leave at the end of the war. But this attribute also marked a difficulty; if women did not want or need the work how could they be convinced to take it? The Office of War Information and the War Advertising Council stepped in to lure women with an appeal to their sense of patriotic duty, their desire for economic gain, and the perceived glamour of working outside the home. Then they turned their efforts to convince society that it was a woman’s patriotic duty to join the war effort.

OWI enlisted the help of all forms of mass media to “sell” the idea of women taking traditional male jobs. World War II provided unique opportunities for women at home, in factories and as enlisted women. The Government, through the efforts of OWI and WAC, worked to redefine women’s roles and society’s perceptions of these roles.
Throughout the entirety of their massive campaign to redefine women’s roles, OWI and WAC never concealed the goal that the changes they were proposing were only to be temporary.

Propaganda had the ability “to create a sense of involvement in a national mission by providing constant reminders through one image or another that ‘this is my war, and I am a part of it.’” Propaganda’s ability to personalize the government’s message, and to make individuals feel responsible and able to cause change, was an invaluable resource.

The Joint Army-Navy Personnel Board needed to fill necessary non-combatant military roles. It targeted women as replacements. But how could the women be convinced? The board had faith in the influence of propaganda as is clearly shown when it “issued a directive requesting that OWI use all of its facilities to recruit women in to the armed forces.” A similar situation occurred when there was a great labor shortage in the service industry. Again, OWI was informed of the problem, they took action, and as a result working in service jobs began to be seen as vital to the war effort.

Propaganda also tackled the daily activities that needed to be conformed to the new standards of war time shortages and difficulties. Through OWI and WAC, women were encouraged to buy war bonds, plant victory gardens, preserve food, conserve resources, protect their children and remain virtuous.

Men, as well as the rest of society, were uneasy with the changing role of women. Carefully crafted propaganda was employed to convince the public that war jobs and war conscious lifestyles would “increase, rather than detract from, desirable feminine

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81 Crawford, 14.
82 Women in the War Campaign file, entry 90, box 591, as quoted in Honey, 35.
83 “National Magazine Covers in Support of the Womanpower Program” Publications on War
characteristics. Advertisers also strove to calm society’s fears by reassuring them that this was only a temporary role change.

The role of women was redefined during the course of World War II - 1941 to 1945. Joint efforts of the advertising industry, the United States government and mass media served to open new horizons to women within previously male-only employment domains. Under the banner of patriotism, societal changes afforded women new options with the understanding that these were war times, which required unusual, temporary solutions.

Subjects, entry 340, box 1696, as quoted in Honey, 40.
84 Memo, Robert Simpson to Sutter, 4 September 1943, Records of the Program Manager for the Recruitment of Women, entry 90, Box 588, as quoted in Honey, 113.
Table 1  Lead Stories from the Saturday Evening Post with Prominent Female Characters and with Female Characters in War Work

<table>
<thead>
<tr>
<th>Year</th>
<th>Stories with prominent female characters</th>
<th>% of lead stories with prominent female characters</th>
<th>Stories with female characters in war work*</th>
<th>% of stories with prominent female characters that concerned war workers</th>
<th>Total lead stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>1941</td>
<td>26</td>
<td>52</td>
<td>0</td>
<td>0</td>
<td>50</td>
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<tr>
<td>1942</td>
<td>28</td>
<td>54</td>
<td>5</td>
<td>18</td>
<td>52</td>
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<tr>
<td>1943</td>
<td>35</td>
<td>67</td>
<td>20</td>
<td>57</td>
<td>52</td>
</tr>
<tr>
<td>Mar. 1943—</td>
<td>50</td>
<td>68</td>
<td>25</td>
<td>50</td>
<td>74</td>
</tr>
<tr>
<td>June 1944</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>1944</td>
<td>28</td>
<td>56</td>
<td>10</td>
<td>36</td>
<td>50</td>
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<td>1945</td>
<td>23</td>
<td>46</td>
<td>8</td>
<td>35</td>
<td>50</td>
</tr>
<tr>
<td>1946</td>
<td>7</td>
<td>58</td>
<td>1</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>(Jan.—Mar.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>147</td>
<td>55</td>
<td>44</td>
<td>31</td>
<td>266</td>
</tr>
</tbody>
</table>

*Factory worker, shipyard worker, Red Cross and other volunteer, nurse, office worker, waitress, gas station attendant, taxi driver, policewoman, journalist, WAC or WAVE, pilot.
FIGHT OR BUY BONDS
THIRD LIBERTY LOAN
Just be sure you put at least 10% of it in WAR BONDS!

TOP THAT 10%!
Graph I
The Female Labor Force in the United States, 1890-1957

Graph II
The Female Participation Rate in the United States, 1890-1960

Fig. 4

Fig. 5
Lesson in Sex

Women have a language of their own. Men neither speak it, write it, nor try to understand it. Keen advertisers sell to women in their magazines, where only women's language is spoken.

WOMAN'S HOME Companion

Circulation exceeding 3,450,000 — Rate based on 2,800,000 — Excess 650,000

THE CROWELL-COLLIER PUBLISHING COMPANY.

Fig. 6
Time, April 1, 1940
Friends drop in...  
Ice Cubes drop out

TIME WAS, not so long ago, when a young lady on an ice cube adventure, with old-fashioned trays, was a fair damsel in distress. Each ice cube expedition began with the clatter and bang of household tools—and ended with a splash in the kitchen sink.

Then Inland's chemical and mechanical research engineers started a series of ice tray improvements which climaxed with the modern, Magic Finish, Inland Metal Tray.

And the result? Look at the modern Miss (or Mrs.) on an ice cube safari, today. She is casual and smiling when friends drop in because she knows that ice cubes drop out in a flash from her quick-releasing Inland Metal Tray—a few cubes at a time or a brimming bowlful, as and when she needs them.

Yet, the Inland Metal Ice Tray, with its better service to the users and makers of automatic refrigerators, is just one of 425 products which Inland has developed and produced for some of the nation's top-flight industries.

At Inland, rubber and metal are bonded into a quiet and enduring union—compounds of rubber, synthetic rubber and plastics are produced for scores of purposes—new formulas are developed for improved friction materials—new methods are devised and new tools are designed to achieve large-volume production of better products at economical cost.

But let us tell you the complete story of Inland's resourcefulness. It's a story which may have a moral for you—and your problems.

INLAND MANUFACTURING  
DIVISION  
GENERAL MOTORS CORPORATION  
DAYTON, OHIO    CLARK, N. J.
Nerve system

Dodging through flak, or slashing through vicious swarms of enemy fighters, the Boeing Flying Fortress® seems a living thing . . . its every movement controlled by a nerve system not unlike that of the human body.

This system is made up of more than 5000 separate electric wires, totaling in length more than six miles.

Formerly, these metal nerves—many of them strung in conduit—were installed wire by wire as the bomber neared completion. But with America's desperate need for more and still more Flying Fortresses, Boeing engineers sought a faster, simpler method. First, they devised a way to eliminate the conduit. Then they divided the wiring system into simplified subassemblies, in each case mapping out the course of the wires on a template like the one pictured above.

Today these subassemblies—reduced to 26 in number—are wired quickly and accurately in advance of installation ... largely by unskilled women who couldn't even fix a broken light switch in their own homes!

Each unit is pre-inspected, and then installed in its proper section. In final assembly, the Fortress sections are joined together and the wiring subassemblies are connected quickly and accurately by numbered plugs.

So successful is this method that it has been adopted by other airplane companies, including Douglas and Vega who are also building Boeing Flying Fortresses under a whole-hearted co-operative program to help speed Victory!

Some day Boeing research, design, engineering and manufacturing skills will be turned once again to peacetime products for your use. And it will be notably true then, as today, of any product . . . if it's "Built by Boeing" it's bound to be good.
STOPPER! This piece of laminated glass just stopped a .50 cal. bullet. In battle it doubtless would have saved a life.

Westinghouse
MAZDA LAMPS
FOR BETTER "SEE-ABILITY"
who man the flying guns

They deserve the best, and they're getting it, these brave young lads who fight it out, high in the sky. Today, in plants equipped for perfect "See-ability," Industry is building amazing new gun turrets for them!

Pilot to Crew: "Fighters at 10 o'clock... coming in fast!"
And now the show is really on!
But, don't worry—our boys can take care of themselves. Better training, better guns, better planes and equipment—all have lengthened the odds in their favor.
Take those gleaming gun turrets, for example. They're made of plastic, polished and repolished until it's clear and eye-true as air.
And in many bombers, there are shrewdly positioned inserts of bullet-resisting glass, tough enough to stop a .50 cal. bullet or deflect an aircraft cannon shell!
--It's mighty important work—building these turrets.

And throughout every step, from shaping the plastic to final inspection, "See-ability," through better, more scientific lighting, is helping men and women combine care and accuracy with speed and—still more speed.

Today Westinghouse Mazda Lamps are bringing better "See-ability" to countless industries. In every field they are helping set amazing new lighting standards for the world of tomorrow!

Continuous laboratory research and engineering enable Westinghouse to make lamps which are brighter, longer-lasting, lower in cost than ever before. Westinghouse Elec. & Mfg. Co., Lamp Division, Bloomfield, N. J. Plants in 25 cities... offices everywhere.

KEEP YOUR DOLLARS FIGHTING . . . BUY WAR BONDS
When our National Preparedness has been made an unmistakable fact, Americans can turn again, with minds at ease, to the tasks of peace. That is the goal everyone desires... and none more sincerely than the fifteen thousand Bendix employees and the Bendix management.

A Vital Service to America

For Bendix belongs to peaceful Commerce— is a vital part of it—serving all aircraft, automotive, and marine builders. The fact that our nation’s most crucial needs today so nearly parallel the peacetime demands of the great industries which Bendix exists to serve, is America’s good fortune. And because America requires whatever skill and ability we possess, we are happy to serve... as thrifty and conscientiously as we can, and as long as we are needed.

What Bendix builds is always well built, be it part of the car you drive, of the airliner in which you ride, or the skyfighter that insures your freedom. Pioneer aircraft instruments; Eclipse aircraft starters, generators and dynamotors; Scintilla aircraft magnetos and spark plugs; Bendix aviation radio equipment; Bendix aircraft landing-gear; Stromberg carburetion—automotive, aviation and marine; Bendix Drive—the mechanical hand that cranks so many millions of engines; Bendix brakes, power braking and remote-control systems; Bendix-Cory marine signaling and communicating equipment—all these, and many more, are Bendix Products.

A Privilege and a Pledge

Bendix is proud of these products, and prouder still that America trusts and wants them. And to every American citizen we pledge the word of every one of us in the fourteen Bendix plants: America, too, will be proud of these Bendix products.
The more WOMEN at work the sooner we WIN!

WOMEN ARE NEEDED ALSO AS:

- Farm Workers
- Waitresses
- Timekeepers
- Laundresses
- Typists
- Bus Drivers
- Elevator Operators
- Teachers
- Salespeople
- Taxi Drivers
- Messengers
- Conductors

—and in hundreds of other war jobs!
**News from Home**

**Skimming the Week on the Home Front**

Representative Sam Rayburn of Texas was re-elected for a third term as Speaker of the House by a vote of 217 to 265 over the Republican candidate, Representative Joseph Martin Jr. of Massachusetts. Rayburn promised to lead the convening 76th Congress to a new role of independence.

In the 17 Atlantic seaport states from Maine to Florida all pleasure driving was banned by the OPA. Local police investigated passenger cars; and social calls, honeymoon trips and non-essential shopping drives were curtailed. The increased cost of living requires $6 for every $5 spent two years ago, the Federal Reserve Board reported.

An American plane built entirely of wood successfully made its first test flight on the West Coast. The Curtiss-Wright Corporation fabricated it from plywood, laminated wood and plain lumber, reserving strategic materials for fighters and bombers. A twin-engine, high-wing monoplane with a span of 108 feet, the all-wood plane will be used as a transport for troops and cargoes.

The smallest of the 1942 food production goals but topped them by tremendous figures, according to the Farm Security Administration. In one large region milk production increased 18 per cent: eggs, 50.2; poultry, 47.7; beef, 31.1; and pork, 19.7.

Firestone Tire and Rubber Co. revealed development of a hard-wearing synthetic rubber known as butaprene and a time-saving method of processing.

Raising $6,500,000 for United China Relief, Marian Anderson sang in the DAR's Constitution Hall in Washington before a capacity audience that included Mrs. Roosevelt. A New York truck driver who failed to report for induction into the Army was sentenced to five years in prison. Lt. Clark Gable graduated from the Army Air Forces and the University of Pennsylvania.

Announced American casualties since the outbreak of war total 1,126, the OWI reported. The Army's casualties as of Dec. 29 were 36,528. Of that number, 2,193 were killed, 3,948 were wounded, 29,265 are missing.

**ARIZONA**

At Phoenix, Gov. Osborn began his second term. At Globe, Sam H. Morris, Democratic National Committeeman, was named to the University of Arizona Board of Regents. Kemp Marley, state highway commissioner, was accused at Phoenix of grand theft of state highway department motor equipment.

**ARKANSAS**

More than 1,000 physically handicapped Arkansans are working in war industries. Francis Cherry took office in Jonesboro as the youngest chancellor in the State's history. Bonn, a Bath, Tyler of the boys'ฌ was named 'Maid of Cotton' for 1943 by the National Cotton Council. Taxpayers whose homes were destroyed in the Berne fire, however, are not exempted from taxes. Attorney General Jack Holt ruled. William Rector Johnson, publisher of the Malvern Journal, entered the armed forces in one day. A grain elevator burned at Franklin. Fire starting in the Bomb Shelter restaurant destroyed five Newport buildings; loss, $25,000.

**COLORADO**

At Denver, retiring Gov. Carr told the legislature that he had discovered a plan to replace states' rights with "regional dictatorships," warned against federal domination. A ship started at Pueblo of $5,000 damage suit charging Louis D. Baca, former lieutenant, with negligence in New Mexico. A crash ferrying and responsibility for an accident in which Mrs. William C. Lyons of Colorado Springs was injured.

**LOUISIANA**

The New Orleans City Commission Council passed an army-inspired ordinance aimed at "bee drinkers"-unattached women who promote drinking in bars. Development of a superior type of strawberry called "Convoy," was announced at the Louisiana Agricultural Experiment Station at Hammond. Physicians at Eunice launched a drive to exterminate rodents.

**MAINE**

Patrolman Arthur W. Chandler of Bangor was named as a state police officer in Penobscot County. Four men are candidates for mayor of Lewiston: Odion J. Goulet, Romeo A. Forges, J. C. Boucher and Edgar St. Hiatture.

**MARYLAND**

The ODT discontinued the Charles Street and the Fayette Street bus lines in Baltimore, and passenger service between Baltimore and Catonsville on the
Women in the war

WE CAN'T WIN WITHOUT THEM
<table>
<thead>
<tr>
<th>Year</th>
<th>Female Population</th>
<th>Total Labor Force</th>
<th>Civilian Labor Force</th>
<th>Female Labor Force (including armed forces)</th>
<th>Female Armed Forces</th>
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<tbody>
<tr>
<td>1890</td>
<td>30,711</td>
<td>21,833</td>
<td></td>
<td>3,704</td>
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<tr>
<td>1900</td>
<td>37,226</td>
<td>27,640</td>
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<td>4,999</td>
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<tr>
<td>1920</td>
<td>52,171</td>
<td>40,282</td>
<td></td>
<td>8,229</td>
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<tr>
<td>1930</td>
<td>60,780</td>
<td>47,404</td>
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<td>10,396</td>
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<td>1940</td>
<td>65,770</td>
<td>56,180</td>
<td>54,870</td>
<td>14,160</td>
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<tr>
<td>1941</td>
<td>66,482</td>
<td>57,530</td>
<td>54,980</td>
<td>14,640</td>
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<td>1942</td>
<td>67,263</td>
<td>60,380</td>
<td>55,880</td>
<td>16,120</td>
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<td>1943</td>
<td>68,194</td>
<td>64,560</td>
<td>54,860</td>
<td>18,810</td>
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<td>1944</td>
<td>69,020</td>
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<td>1945</td>
<td>69,893</td>
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<td>1947</td>
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<td>61,758</td>
<td>59,120</td>
<td>16,915</td>
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<td>73,502</td>
<td>62,898</td>
<td>60,524</td>
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<td>74,853</td>
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<td>60,835</td>
<td>18,048</td>
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<tr>
<td>1950</td>
<td>76,153</td>
<td>64,749</td>
<td>62,183</td>
<td>18,680</td>
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<td>1957</td>
<td>86,371</td>
<td>70,746</td>
<td>66,951</td>
<td>22,097</td>
<td>574</td>
</tr>
</tbody>
</table>

* These figures include the entire female population, not just women fourteen and over. For this reason, the participation rate figures cannot be calculated from this table.
A LIFETIME EDUCATION FREE
FOR HIGH SCHOOL GRADUATES WHO QUALIFY
U.S. CADET NURSE CORPS
GO TO YOUR LOCAL HOSPITAL OR WRITE TO U.S. PUBLIC HEALTH SERVICE, BOX 16, NEW YORK 1, N.Y.
valley, whose volcanic-ash topsoil was once barren of anything but scrub pine. Now irrigation projects worth millions of dollars nourish endless acres of the finest apple trees in the U.S. In October the trees are dusty grey from spraying; the boughs are heavy with fruit; thousands of wooden poles prop up the limbs’ ripe red burden. Nowhere else does nature conspire, with volcanic ash, rainless summers and cold autumn nights, to produce apples of such deep and vivid color.

Last week, as in every October, Wenatchee’s streets were crowded with roving apple pickers. The “apple sheds”—where machines wash, scrub, dry and sort the fruit—ran full blast. Long lines of yellow refrigerator cars waited along the blue Columbia River; at night the switch engines, making up fruit trains, hammered their echoes off the high barren ridge across the river.

This was the year the apple growers expected to clean up. They nearly went broke in the ’30s, when they cut down 9,000 acres of trees they could no longer afford to spray, and went so terribly in the red that the average debt was $750 per acre. But by 1941 prices went up; the demand for Wenatchee’s luxury apples was brisk. That fall, when Shipper Reuben Benz wangled a freight reduction, the growers were riding so high that they gave him $1,200 silver dollars, bundled into a banquet room in a wheelbarrow.

Last year was even better—and this year promised to be paradise. But OPA, which reckons paradise in terms of consumers, stepped in with a price ceiling that throttled Wenatchee’s boom. Last week the growers had to sell their apples at $3.50 a 44-lb. box, could ask no premium for fancy quality and fancy wrappings. The growers, who always regarded apples as a gamble for high stakes, were in the sad fix of a man watching a casino raided just when the dice were getting hot.

POLITICAL NOTES

Mr. Churchill Speaks Up

In London, Prime Minister Winston Churchill was moved to speak up in reply to the five U.S. Senators (see p. 29). Said he, to the House of Commons:

“So soon as the war is over, [Britain’s] soldiers will leave off fighting and the politicians will begin. Perhaps this is rather a pity, but at any rate it is not so bad as the example of some countries, which I would not venture to name, where the soldiers are fighting abroad and the politicians are fighting at home with equal vigor and ferocity . . . .”

Mr. Churchill’s oblique remark was welcomed in the U.S. with glee and resentment depending on where the shoe pinched. It also served to emphasize one vast difference and one great interdependence of U.S. and British politics.

In his speech, Winston Churchill promised that Great Britain, which has not had a general election since 1935, would have one a few months after war’s end. Observed New York Times Columnist Arthur Krock: “It is precisely because no such prospect can legally be held out in this country by the party in office that much of the ‘fighting’ is current on the political front in the United States. If the President runs for a Fourth Term next year, and is elected, he and his group will be in executive power for another four years, whether or not the end of the war and peace treaties intervene . . . . Opponents and critics of the executive government of the United States . . . would suspend much of the criticism in which they now indulge if it were not for the fact that the elections of 1944 will make another four-year decision that cannot be abridged.”

By speaking out, Winston Churchill took his first overt role in U.S. politics. But willy-nilly, silent or not, Churchill has long been a potent force in U.S. politics. His unquestioned popularity in the U.S. has led many observers to consider him the President’s No. 1 political asset. But for that part of the U.S. public which sees John Bull under beds, he may well turn out to be the President’s No. 1 political debit.

Where To Live

After eight months of noisily stirring the Republican Party into world-consciousness, the Chicago-born Republican Postwar Policy Association last week as noisily closed its doors. Out separate exits walked Publicity Director Leo Casey, to stump for Wendell Willkie for President, and Founder Deneen A. Watson, to stump for Eric A. Johnston for President. Watson’s approach caught Johnston in the middle of a speech to奥林men in Fort Worth. The U.S. Chamber of Commerce’s slick young (46) president stepped off the rostrum, gave the press a statement: “I am not a candidate for any public office. I do not want to live at either end of Pennsylvania Avenue. I would rather live at either end of Main Street of any good American town.”

Narrow Margin

Republicans have gained strength since 1940 in every section of the U.S. except the still-Solid South, reported a Gallup poll last week. If a Presidential election were held now, Democrats would still carry 54% of the popular vote, Gallup estimated. But, he argued, this is a dangerously narrow margin for the Democrats, who can lose a national election even if they take 52% of the popular vote, because so much of that vote is from the South, where big majorities do not swing the electoral vote proportionately. A shift of a few hundred thousand votes could throw New England, the Middle Atlantic States and the Pacific Coast to the G.O.P.

Northern Light

From Canada’s mercurial William Herridge—a left-winger now, but a Conservative when he served as Minister to the U.S. from 1933 to 1935—came this advice last week to Franklin Roosevelt:

“I know that political soothsayers maintain that . . . . Mr. Roosevelt’s best bet in 1944 is to put aside reform and stand on his record as Commander in Chief. I registar an emphatic dissent. . . . Mr. Roosevellet can run successfully for a fourth term only if he . . . offers a greater New Deal.”

TIME, OCTOBER 25, 1943
Seven things you should do:

| 1. Buy only what you really need | 2. Pay no more than ceiling prices... buy racioned goods only with stamps | 3. Pay off old debts and avoid making new ones | 4. Support higher taxes... pay them willingly | 5. Provide for the future with adequate life insurance and savings | 6. Don't ask more money for goods you sell or work you do | 7. Buy all the War Bonds you can afford—and keep them

Keep prices down... use it up, wear it out, make it do, or do without

*This advertisement, prepared by the War Advertising Council, is contributed by this magazine in cooperation with the Magazine Publishers of America.*
"We'll have lots to eat this winter, won't we Mother?"

Grow your own
Can your own

Fig. 18
“OF COURSE I CAN!

I’m patriotic as can be—
And ration points won’t worry me!”
STOP'EM, OVER THERE NOW

— And You'll Keep Em Away From Here

Join the Fight for Freedom Committee Now

Fig. 20
WANTED!

FOR MURDER

Her careless talk costs lives
Hollywood beauties demonstrate exercises worked out for women war workers to keep them fit.

**ILLINOIS**

Draft induction of selected Illinois prisoners was considered. Half of Galena's business district was flooded by high waters from the Galena River. The North Shore Line's Milwaukee Limited struck a local near Chicago, injuring 25.

Rockford campaigned against horse-race bookies. Quincy enforced a curfew to combat juvenile delinquency. A 10-foot cave-in occurred under street car tracks at Monroe and Market Streets in Chicago. Seven persons were killed at Granite City, when a bus collided with an electric train.

**IOWA**

Iowa farmers planned a 2-percent increase in crop acreage, despite farm-labor and machinery shortages. At Des Moines, Western Union hired messengers 50 to 75 years old. Des Moines and

**MASSACHUSETTS**

The Boston Common is to be plowed up for victory gardens, also 20 acres of the Bristol Country Club at Taunton. Barney Welansky, chief owner of the Cocoanut Grove night club, went on trial at Boston on charges resulting from the fire last fall that caused a loss of almost 500 lives. A new textile plant in Taunton will give jobs to 800. Mining has been resumed in western Massachusetts—copper at Rowe, iron at Plainfield, feldspar at Warwick. The First Parish Unitarian Church and the First Universalist Church at Fitchburg planned to merge. Dr. Harry Saganisky, dentist and promoter, was sentenced to 2½ to 3½ years as head of a huge number-pool racket in Boston.

**MICHIGAN**

Detroit's City Hall was flooded with tear gas when an anti-holdup mechanism was accidentally set off. A strike of 1,900 employees of the Consumers' Power Co. appeared to be averted by arbitration. Reparitionment to increase Wayne County representation in the House from 21 to 27 seemed assured. Seventeen Detroit liquor dealers were charged with attempting to evade the federal floor stock tax.

**MINNESOTA**

Four state organizations planned a dinner at
The Case of the Nervous Workers

or

How a Resourceful Manufacturer Solved a Problem in Employee Distraction and Fatigue

THE COMPANY: Coro, Inc., Providence, Rhode Island—drop hammer and press department.

THE PROBLEM: Noise from hammers and presses spread through entire 60 x 160 foot area...in such volume that distraction and nervous fatigue sapped efficiency of women workers operating small machines in far half of room. Solution sought that would damp noise, without partitions or changes in heating and ventilating system.

THE SOLUTION: Quickly available on the scene was the nearby Acousti-Celotex distributor, a member of the world's most experienced acoustical group. His expert investigation soon revealed the way this problem should be treated.

THE TREATMENT: Ceiling over hammers and presses and 40 feet beyond was covered with Acousti-Celotex, the world-famous perforated fibre tile and most widely used of all sound conditioning materials.

THE RESULT: Noise is so effectively reduced that it no longer reacts on nerves of women operators. Also decided improvement—for beyond expectation—for the men working right at hammers and presses.

- If you suspect noise of impairing production or lowering morale in your business, let your local Acousti-Celotex distributor consider the case with you. He is Sound Conditioning Headquarters in your city. His experience covers every type of noise abatement—in factory, office, school, church, theater or hospital. His recommendations are yours without obligation. A note to us will bring him to your desk.

Sound Conditioning with Acousti-Celotex

*Perforated fibre tile—since 1923
Westinghouse gives deadly accuracy to tanks in battle . . .

A special Westinghouse device exclusive to American tanks—a gun stabilizer—increases the accuracy of fire by more than 500 per cent. It enables them to fire, without stopping, as our tanks charge across even the roughest battlefield.

Westinghouse assures unerring accuracy of precision workmanship . . .

Accuracy to the five-millionth of an inch, to the millionth of a pound . . . checked and rechecked by the most delicate instruments known to science. Accuracy that helps give the American fighting man the best equipment of any soldier in the world.

Westinghouse wartime accuracy will build a finer peacetime world . . .

New standards of accuracy have grown out of the demand for better machines of war. These same new standards—undreamed of before the war—will mean far superior, longer-lasting equipment in your postwar home . . . even finer electric refrigerators, automatic home laundry machines, electric ranges and the host of other appliances that will make the name Westinghouse more than ever a household word for quality. Westinghouse Electric & Manufacturing Company, Pittsburgh, Pennsylvania. Plants in 25 cities . . . offices everywhere.
This is fantastic—no clerk ever pays a courtesy to a customer any more. But there he was before me, polite as you please. I must be dreaming, I thought.

Not so much of a dream any more. Goods are coming back. There’ll be polite clerks again. It’s inevitable.

It’s inevitable, too, that Philadelphia will continue to be one of the big post-war market places. It is the third largest city of the U. S. It has the buyers—they have the money to buy with.

If you expect to sell them, consider getting in on the ground floor with your sales message. Do this with the help of The Evening Bulletin, the newspaper that daily reaches 4 out of 5 Philadelphia families.

The Bulletin goes home—that’s important in this city of homes. It spends the evening with the family and helps them choose what they want to buy. It has a circulation in excess of 600,000, the largest evening circulation in America.

In Philadelphia—nearly everybody reads The Bulletin
TWO GOOD REASONS FOR R/M ASBESTOS TEXTILES

Here's a lesson in preventing fire hazards. These ironing board covers and the insulation of electric iron cords are made of R/M Asbestos Textiles, which also protect electrical appliances — stoves, heaters, toasters, percolators — and scores of products outside your home. R/M is America's largest producer of asbestos textiles. You'll find Raybestos-Manhattan fireproof Asbestos Cloth, Yarn, Roving and Tape wherever there's need for electrical or high heat insulation — in laundry mangle rolls, press pad covers, industrial safety clothing, packing, gaskets, turbine blankets, electrical cables. And you'll find R/M Coated Asbestos Fabrics and Tadpole Tapes sealing off firewalls of jet and propeller aircraft. But these only suggest R/M's specialized skills. In industry and your home, your life is touched by hundreds of products made in R/M's seven plants and laboratories. If you have problems involving asbestos, rubber, engineered plastic or sintered metal, call an R/M representative.

RAYBESTOS-MANHATTAN, INC.
PASSAIC, NEW JERSEY

Raybestos • Condor • MANHATTAN • Grey-Rock

SPECIALISTS IN ASBESTOS, RUBBER, SINTERED METAL, ENGINEERED PLASTICS
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