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The Role and Effect of Advertising on Women during World War II

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The Role and Effects of Advertising on Women during World War II

Advertising had an overwhelming effect on women during World War II; many women were influenced by advertising in the media to behave a certain way, buy certain products, and also support the war effort in a variety of ways. In the 1940s while many American women’s husbands, fiancés, boyfriends, brothers, and sons were going off to fight in the War abroad, many women were fighting a war of their own on the home front. While men could prove they were active patriotic citizens by fighting in the military and taking government positions, female’s roles were re-written to show what they could do to help the war effort. The government for the first time was telling women that they were to do their part, to demonstrate their citizenship in ways they had never been encouraged to demonstrate it before; women now had duties that the country expected them to fulfill and advertising was the way to convey this message. Through the influence of advertising and the media, many women felt that their efforts at home could save a soldier’s life and speed up the return of the men and sometimes women fighting far away from home. Advertisements were in the newspapers, in magazines, and on billboards, and women were heavily influenced by their graphic, seductive, and emotional nature. Women through the influence of advertising led fundraisers, organized charity drives and volunteered many hours of their time to support the many men and women abroad. Women felt that this was their patriotic duty as citizens of the United States.

Women were targeted for service in a variety of ways; for example, as nurses or typists in the military. As recognized citizens they were not only allowed to join the
military, but they were expected to. They were also encouraged to ration products through clever advertisements and recipes that included lesser amounts of the rationed goods. They were also targeted in clothing advertisements to buy certain outfits that could please their men when they returned home. Also through the buying and selling of war bonds, planting victory gardens, and writing letters to the soldiers overseas women could support the war effort from home; these were very common advertisement subjects. Propaganda was used in advertising because it specifically played on the emotions of those seeing it, showing loved ones in injury situations, and children losing their family and relationships, as a method to draw women into the campaign. I will argue that for this reason World War II was not as liberatory for women as most people think. Women were included in these advertisements for a brief time to serve the purpose of the war; once the war was over women were back in their original positions at home and the advertising showed them there. Advertising also brought about a new conception of women’s citizenship. Women were being encouraged to participate in the military and hold jobs that would have never been open to them before. The government and advertisers were addressing them as equals; though women were depicted in these new citizenship roles, they continued to depict women using older images of femininity.

However, the experiences that women took part in during World War II liberated them internally, and eventually would be catalysts for greater change that came years after the war was over. The daughters of the women participating in World War II, and the young women that were not involved, but observed the heroic deeds of these women, grew up and had voices to speak out and make a difference for themselves.
Many scholarly books have been written on the subject of World War II and women’s roles in the war effort. I have found many useful pieces of information related to this topic, none specifically approached this topic as I have decided to do. I used a combination of secondary sources to provide historical context, and information on specific war organizations and media outlets. Also, many of these books provided examples of women that participated in the war and what they were doing for the war effort. These books and essays dealt with many subjects regarding women and World War II, however I looked specifically at the role of advertising on women.

One essay by Mrinalini Sinha, discusses the backlash that occurred after World War II with the female gender and the nation. I disagree that the backlash occurred only after the war was over. I believe and will show throughout this paper that women were struggling with the same issues of gender and how their role fit into the scheme of the nation throughout the war, not just at the end of World War II.¹ I will use personal accounts and women’s opinions that were actively involved in the war effort from start to finish to show this.

*The Home-Front War* by Kenneth Paul O’Brien and Lynn Hudson Parsons contained useful information about the effects of propaganda on women, and how propaganda’s messages inspired women to do different tasks.² This book includes the opinions of individual women war workers, and how they were perceived by onlookers. This book tells how the propaganda was produced, and the close relationship between the government and corporations. I used this information along with other sources to argue that the image of women was shaped the way it was, because men were producing the

advertisements. A man could not fully understand what it was like to be a woman, so the
image they would produce would be what the man perceived them as, instead of what
women were actually like. The changing image of women was appearing in many
different types of media designed by men, and only sometimes by women, which I will
look at throughout my paper.

*Shaping Our Mothers’ World* by Nancy A. Walker deals with magazines before,
during, and after World War II.³ This book dealt with the popular magazines of the
times, and how women were portrayed in them, whereas this book only looked at one
form of media, I researched not only magazines, but newspapers, radio, posters and
Hollywood. Nancy Baker Wise and Christy Wise wrote *A Mouthful of Rivets*.⁴ This
book gives the background of Nancy Wise who was able to take a job that was typically
held by males only, which was very significant for the times. Women were typically
passed over for most jobs during this time, unless there was a shortage of workers or they
had a high skill level in the position.

*Wartime Women*, by Karen Anderson also analyzes the role of women in World
War II, how advertising and propaganda encouraged them to do certain activities, and
how their role was changed by this.⁵ My study confirms her findings on the ways that
advertising influenced women, and that advertising was one of the main reasons women
got involved in the war campaigns. I will suggest additional reasons for the effectiveness
of advertising, such as women felt obligated to perform certain duties through the
pressure of advertising.

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⁴ Nancy Baker Wise, and Christy Wise, *A Mouthful of Rivets* (San Francisco: Jossey-Bass Publishers,
1994).
My study also confirms the findings of the compiled stories in Bitter Fruit, edited by Maureen Honey. These studies deal with issues of discrimination, advertising and the role of African American women in World War II. My sources similarly show that African American women in this time period were often over-looked by advertisers, although their loved ones were fighting in this war as well, and they were making sacrifices and also contributing a great deal to the war effort. One place that I rarely found advertisements that featured African American women was the newspapers.

I used many primary resources including several popular magazines from the time period and the New York Times, to find advertisements that were specifically targeting women, in hopes of playing on women's emotions to cause a reaction. The New York Times newspaper advertisements have been very helpful thus far in showing a variety of the items and ideas advertised; they also show that women were being portrayed as the consumer. I looked at the magazines Life and Ladies Home Journal from the 1940s. I also used advertisement posters, and pictures to gather information and draw a conclusion of the effect that they might have had on women. By looking at the various advertisements I was able to come to a conclusion that most of the goods and ideas advertised were targeted at women, and labeled them as the primary consumer, which I will show in my paper. The posters during World War II were one of the boldest forms of media portraying women in such a way, because they showed women as the ones shopping for all household goods and their message was directed to them about how to use the products.

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The main source that I am using for posters is the collection of posters found in the inventory at the George C. Marshall Research Library in Lexington, Virginia. This collection contains hundreds of the most well known propaganda posters that the government and private advertisers distributed throughout the course of the war. The inventory contains information on who designed each poster, and the organization that sponsored it. While looking through the collection the fact that women were not involved in the process became more evident.\(^7\) I made observations of the image of women in these posters, and also the messages that they were sending to women. By studying this variety of posters, I was able to determine that many of the posters targeted women, by using emotional advertising techniques. This would cause women to participate more, and continue with a positive attitude so that they did not feel as if they were not supporting their loved ones or not doing their part to win the war. Women recorded their thoughts on the images they were seeing, and why they felt it was their duty to do certain things, and I will use records like this in my paper.

*Since You Went Away*, a collection of letters that women wrote to their loved ones from the home front, will help shed light on the work of women motivated by advertisements and messages from the media of the times.\(^8\) The letters in this book provide a glimpse of the everyday life and experiences of women and men living during this time. The letters reveal men and women's true feelings about the war; and how they felt about the actions that their husbands and wives were doing. It also describes what

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they were doing to participate in the war effort; the men were usually in the military already and there were letters from women who had also joined the military.

*American Women in a World at War* also helps to explain the mindset of a mother, sister, wife, or fiancée living through World War II. This book assembles letters and documents that women read and wrote while living through this stressful time; hoping to help them understand their roles and to help them through this difficult time away from their loved ones. This book, as well as *Since You Went Away* shed light on the response of women to the advertisements being produced. This source also suggests that women in some way belong to a man, in some form of a relationship. On the contrary, my research shows that women during this time were very independent. All of these different works together helped me to formulate that the role of women during World War II underwent a major change, but the change was only temporary, and not lasting as once thought.

This topic is significant because women were not seen always as equal citizens in the 1940s despite gaining the right to vote in 1920, and through the influences of advertising their role was changed; and their important presence was more noticed because of their efforts in World War II. My thesis will show that women were targeted through advertising, because it was the best way to target a large population of women, with a common theme of uniting women together on many different levels to bring their loved ones home soon. I will show how advertisements were organized for World War II. Another focus of my thesis is the changing image of women in the advertisements.

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before, during and after World War II. I will also show the many types of advertising used, the subjects of the advertisements and the reactions that they triggered.

I also hope to shed light on specific types of women that were targeted, and if African Americans, upper or lower class women were included or whether the media was specifically focused on white middle-class women. I found in the materials I have researched, that African American women were largely excluded from advertisements and were not seen as full citizens; even though they were expected to contribute to the war effort like everyone else. White, middle-class women were the type of women that most advertisements included, if other races and classes of women were included, they were portrayed in lesser roles. I will ask whether advertising directed at women was most used at the beginning of the war, the middle, or towards the end of the war in 1945. I will also explore how the view of women was changed in the 1940s after their involvement with World War II.

The advertisements during the war presented the standard interpretation of the new roles of women, and once the war was over women felt as if the roles that they had taken over during the war were taken away in some cases. Women felt that the praises they had received and the new opportunities that the war brought were going to be permanent changes, but in fact they were only temporary because the war was only temporary. I found that the amount of change that took place during World War II was not as significant as many believe. I feel that the roles of women were not dramatically different from where they were before the war. Advertisements were the same; they were just now expanded to include the ideals of World War II and then once the war was over, the war and its needs were taken out of the advertisements. I think that the role that
women played in advertising was a catalyst for a bigger change that came after the war once they experienced life outside of the home, working and making decisions that could ultimately affect the war. The recognition of the independence of the women, and the role changes were delayed until later; but still came none the less.

The advertising industry during World War II had an overwhelming effect on the way women were perceived by men and the government. Advertising also greatly impacted how women perceived themselves when they were put in the position to make choices and participate in life outside of the home, even if the changes were only temporary; they were still a catalyst for later, bigger change.

The Organizing of War Advertising

On December 7, 1941, the United States was changed forever in many ways, but one particular group was affected in way that they had never experienced before; the war would forever change the way women were perceived in American society. Once the United States officially entered World War II, the advertising industry went into full force, producing a range of advertisements to accomplish a number of goals. One aspect of advertising was to generate propaganda about the war, which came from the government side of advertising through the Office of War Information and another aspect of advertising was from the War Advertising Council, which was started by the government but was a private group. Their objective was to promote the war effort and spark a reaction to its subject in the viewer. The propaganda also emotionally influenced women especially because it would show their men being injured, killed or imprisoned in a foreign country which would cause them to get involved in the war effort.\(^{10}\)

\(^{10}\)O’Brien and Parsons, *The Home-Front War*, 85.
The different advertising organizations were working together to make sure that as many media outlets as possible were covered, and had advertisements in theaters, newspapers, posters, billboards, radio broadcasts, and magazines. The War Advertising Council (WAC) and the Office of War Information (OWI) worked with the Bureau of Campaigns to reach the rural areas of America, the minorities, and those that did not speak English to make sure that those people also knew what they could do to help the war efforts. The Bureau of Campaign’s role was mainly to recruit women into war production jobs.  

The councils designing these advertisements were typically headed by men, and were targeted predominantly for white, middle-class women. Women were typically always left out of the groups that were designing the advertisements that were going to specifically target them. Men were the ones that created most of the advertisements and designed the messages to make women think in a certain way, even though they could not mentally or emotionally understand.

There were some exceptions though because some women did create advertisements, but typically did not receive credit for working on advertisements because this type of work was male dominated. It was very unusual that women ever had a say in what these advertisements said or included; Nancy Baker Wise was one of the few women to write copy for these advertisements however. She was hired by Swift and Company in Chicago during the war to write copy for their advertisements. This job was given to her mainly because there were no men left to do the job, because they had all

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11 Ibid., 88. "The Bureau of Campaigns attempted to coordinate government policy with magazine advertising through a monthly *War Guide for Advertisers* which identified campaign dates, objectives, and promotional methods while providing samples of ad layouts."
gone to serve their country in various capacities. It was significant that Wise was able to have this job, because this opportunity showed a role change taking place. Women were able to take on roles designing advertisements in newspapers, sponsoring billboard and radio advertisement contests and broadcasts; as well as in magazines. However, the vast majority of advertisements were designed by men, but men could not understand what it was like to be a wife and mother in this difficult time period. These images that were created were appealing to women, but especially appealing to men though. Advertisers aspired to create images that were appealing to both men and women.

Advertisers were not looking to include the images of the working classes that made up many of the poorer areas and African American communities. These images were not as glamorous or believable; the image that would sell would be the image of the white, middle-class American woman.

The Office of War Information would pay to run advertisements in magazines and newspapers that contained messages about the war. The OWI was mainly responsible for the informational propaganda that was seen in magazines and newspapers. The OWI tried to regulate most all information that was going out for the public to read about the war by providing advertisers with sample advertisements and putting regulations in place.

The War Advertising Council was very instrumental throughout World War II, but was particularly helpful in the beginning of the war when the government needed the American people to begin to start getting involved. Advertising agencies increased the level of their work to try to recover after their losses during the Depression, and also to help the war effort as much as possible. Government advertisers and private advertisers

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both had a good relationship with each other, because they both had something that could benefit the other.

Advertising agencies suffered great loss during the Depression because people were not buying products or spending money, so the war effort was an opportunity to make a comeback. Advertisers were eager to participate in the war effort, because the National Treasury established a policy that when the advertisers were advertising for the war effort, then they were tax exempt. Companies were made to advertise the war effort, rather than their products in some part of the advertisement, but this way companies could still keep their name visible to the consumer. Advertisers were accustomed to treating women as the primary consumers, and identifying them with the products and company names. Appliance, beauty and health products, and clothing advertisements pictured women as the user and purchaser. Women bought most products for the household. This was also a way for women to make their mark by making choices as the consumer about specific products. The new war advertising did not depart from these problems.

The War Advertising Council was designed to provide guidelines for advertising, and to promote the war efforts. The purpose of the WAC was to “mobilize the power of advertising for victory,” and they were known for their slogan of “A War Message in Every Ad.” All advertisements that went into the many different types of media included war messages to support or join the military, ration food, or to buy or sell war bonds. The WAC specifically targeted women, and encouraged them to join the military in the few but increasing capacities, or to enter the working world. Since women were

14 Bentley, Eating, 32.
15 Walker, Shaping, 79.
experiencing the new expectations of being citizens, they were happy to take part in the military and other occupations that were new opportunities for them. The campaign that the WAC started to encourage women to participate in these activities was called “Women in the War” and they devoted part of their advertisements to women workers.16 These advertisements put the roles of women on display; but even when they showed women working at various war jobs, including working outside of the home, they still continued stereotypical depictions of what men thought women should be doing.

Changing Images of Women in the Advertisements

Before the United States involvement in World War II, women were known for their roles in the domestic sphere—cooking, cleaning, and taking care of the children, even though it was known that women did much more than the general tasks. Women were sometimes able to work in secretarial positions in offices, be waitresses, or teachers until they were married, but they were really never able to make their full entrance into the working world until this time. Once the war began, however, the woman’s role became more demanding then ever. The image and idea of women not being strong enough to hold a job and take care of a family was somewhat put to the side, and the benefits that women had to offer were brought up to the forefront.

Advertisements portrayed these changes taking place. The question of how long these new opportunities and expectations would last was on many people’s minds. Many women thought that this was the new beginning for them, that would have no ending. However, many other people including the government, men, and some women did not intend for women to remain in all of their new jobs once the war ended. It was as if they

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were being granted “temporary active citizenship”, and when the war was over they would return to their homes as if they had never left.

On the other hand advertisements were still quick to target the woman of the house as the primary consumer. “The identification of the woman as the household consumer was well under way by the late nineteenth century, and the modern advertising industry developed during the first decades of the twentieth century.” Before the 1940s whoever the primary consumer was, was the one being targeted to make decisions about consumer goods. Women though, were known to be the ones making the decisions in the house about what products and brands to buy, even before the war began and this trend would continue throughout the war. Before the war the advertisements were formatted to focus on wants, as opposed to needs most of the time, but this changed as the war went on. Women had to put their own wants, and family’s wants, on hold because their duty to their country was to limit their consumption of goods to only the amount necessary to sustain their family. Any goods and resources that could be spared were used to help the war effort.

Propaganda was a very strong tool that the government used to activate women in the war effort. Propaganda was typically loaded with emotional messages, and included the difficult wartime conditions that the soldiers were facing. These messages were strong, because the pictures used in them picked up where the words left off, leaving the women viewers with feelings of burden which made them want to get involved with the war effort. Propaganda messages showed women just how important fighting the war effort at home and at work was. Registration drives, and related attempts to get women

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18 Ibid., 7.
involved were not as effective in the beginning of the war because there was not as much of a sense of emotional appeal as there was when women were seeing the issues in front of them in pictures. The propaganda was used to boost the level of participation; if the level of involvement did not increase, the United States was going to have trouble winning the war; so they increased the magnitude of messages they were sending out, and they were successful.

Women were used in the propaganda material, but there was one group of women missing. The government rarely included African American women in the propaganda materials that they created; as if they were not affected by this war and were not doing anything to help. African American women were excluded in most types of advertising during World War II. Even though women were beginning to gain recognition for the roles that they could play, African American women were continuously excluded. African Americans were not recognized as full citizens during this time, even though they were participating in many of the various roles that citizens were expected to do during a time of war. African American women were rarely seen as equals to the other women being portrayed in the advertisements.

The Diverse Advertising Media

Many different types of media outlets were used to put these advertisements out to the public; including magazines, newspapers, the radio, theaters, posters and billboards. The images of women at home with their families, with their husbands, at work in their new factory jobs, and doing their patriotic duty in the military cluttered the

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air waves, and all printed media. Advertisers blanketed the pages of magazines with images of rationing, victory gardens, and letter writing. Newspapers also put out advertisements for the different military branches that women were being allowed to serve in, so they could exercise their new rights as citizens. Through the radio came war propaganda loud and clear for women, and women were hearing about these opportunities constantly. Before each movie in the theaters images were shown of beautiful Hollywood stars selling war bonds and helping out in the war effort in other ways, and even during movies. The advertising agencies were very careful to include all possible opportunities for women to read, or hear these advertisements and fill them with information about the war.

Radio was a very popular means of educating and encouraging the American public, especially the women, to become involved in the war efforts. One woman in particular, Dorothy Thompson, a well-known journalist in this time period, was an advocate for using the radio as a means of sending out propaganda. Thompson was a household name across the United States; women respected her and knew her for her columns in Ladies Home Journal and Harper's Weekly. She personally wrote a letter to President Roosevelt to express her opinions on the benefits of doing short, but more forceful propaganda pieces on the radio. She wrote in her letter, "We could, with plenty of money, organize the most brilliant war of nerves ever seen (or heard). Can't you get the means of setting up a thoroughly hard-boiled, really organized bureau, to drive Mr. Hitler into an insane asylum? It is the dream of my life." Thompson, wife of Nobel Prize winner in Literature, Sinclair Lewis, felt that this was an important enough

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22 Emily Yellin, Our Mothers' War (New York: Free Press, 2005), 298.
campaign to go forward with, and she was right. She was eventually allowed to write her propaganda pieces for CBS for use in Germany, where they were highly effective.\textsuperscript{23}

Dorothy Thompson was not the only woman on the radio airwaves during World War II; women all over were getting jobs as radio announcers. Women were good at announcing, and the American people loved the voice of a woman. The government agency created by the Office of War Information to control the radio broadcasts being aired was called the Radio Bureau.\textsuperscript{24} The Radio Bureau wanted to put women in these positions because they felt that women could get people to do things that men could not. Women could inspire men to join the military or take jobs, because when a man heard women’s encouragement there was a certain amount of sex appeal and the need to impress these women. There was something about their voice and the feminine approach to the messages being portrayed that caused reactions in the American people.\textsuperscript{25}

Whenever the radio was turned on, the listeners would hear the familiar calls to action from men and surprisingly women. Women were included in this massive air campaign, women responded well to these campaigns, and they were going to work in massive numbers. The emotional aspect of the campaign was a common theme in most all advertisements and propaganda pieces during World War II, even though sometimes the materials could be light and humorous. Women were constantly reminded through all of these advertisements and propaganda pieces that their loved ones were in constant danger fighting a war in foreign countries, places that most people had just dreamed of or

\textsuperscript{23} Ibid., 297-298.
\textsuperscript{24} Ibid., 78
\textsuperscript{25} Ibid., 77.
read about. Propaganda posters painted pictures of dirty, battle scarred men fighting for their country.

The Women’s Division, formed during World War II, sponsored a song contest that was promoted on the radio, which prompted the listeners to write patriotic songs that would be aired on the radio. In order for the song to be chosen it had to have a rallying cry for support of the war. Over 1,675 entries were submitted to the group for judging, and many major national music groups contributed to gain support for the project. Some of the groups that participated were the National Federation of Music Clubs, the National Association for American Composers, and the Song Writers’ Protective Association. The song that was selected by the Women’s Division to become the one that best represented their theme was called “Me and My Uncle Sam.” The song did eventually air on NBC on July 8, 1941; it was not overly popular, but the theory behind the song was important because women were taking the initiative to help support the war, and get others involved as well. This effort is significant because women were exercising their right and ability to initiate programs that received national attention for the war effort.

Another type of media that was used during World War II, and often had a more lighthearted approach, was the use of Hollywood stars to promote the war campaigns. Stars were shown before movies in theaters supporting the war effort, they starred in roles that depicted the war effort that garnered support for the war, and they also traveled around selling war bonds. Stars were recruited by the government to travel around

26 Ibid., 39-71
27 Margaret Patton-Walsh, Our War Too (Kansas: University Press of Kansas, 2002), 165.
Lyrics to “Me and My Uncle Sam”: For we never start a fight in this great country/ but when freedom is in danger we prepare/ And with justice from above/ All this whole world does need is love.
28 Ibid., 165.
selling the war bonds, by making appearances on a tour around the country. These Hollywood stars were household names because the American public was used to seeing them on the silver screen in films, and often in government sponsored films.

After the attack on Pearl Harbor by the Japanese in December of 1941, President Roosevelt contacted the film industry. He appointed Lowell Mellett as the coordinator of government films; the film industry because it was already so well received could be a very influential way of persuading the American people to become more involved with the war effort and to support the war. Roosevelt sent out an executive order to Mellett that included instructions to ensure that the Hollywood film studios include support for the war effort in their films. Men and women alike were involved in the film industry, because both genders were appealing to the audiences.

The propaganda films that Hollywood was doing were very influential on those that were viewing them. Women, of course, reacted to these films in a positive manner because of the emotion they involved, as well as the positive image of women that was portrayed. One of the special details of the Hollywood films and stars is that women were able to be directly involved, and people were watching the films to see the women, and contributing to the war bonds because of the women.

Another form of media that the government and private organizations used to promote the war and gather support involved the use of posters. Posters were used heavily in World War I, and proved to be a very successful means of advertising for the war. However since the time of World War I, newspapers, magazines, and the radio became more readily available, lessening the use of the posters. Posters were still a very

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29 Yellin, *Our Mothers’ War*, 76.
31 Ibid., 56-57.
important part of the advertising campaigns, because they included deep, inspiring messages, which triggered a response by women viewing them.\[^{32}\]

Posters were produced around the concept of three qualifications. The first qualification was that the poster be cheaply produced, allowing for there to be many copies. The copies had to have a mixture of text and pictures on the posters. The second qualification was that they be written and designed with the intention of public distribution. The third and final qualification, which was one of the most important, was that it contained a message that would persuade the viewer.\[^{33}\] These posters were being produced as a part of the war effort; so they had to contain some message of support, call to arms or action.

The posters produced during World War II were usually colorful with images of women, men, and children and their relationships to the war. Posters were created for all audiences, but many were specifically created for women. The posters used to recruit women into the military showed beautiful, feminine women in uniform standing proudly, sometimes with young women or men looking at them with looks of awe on their faces. Some of the posters showed women canning, and preserving their vegetables from the Victory Gardens that many posters also encouraged them to plant. Posters also showed women interacting with their families, while taking care of multiple tasks, because the designers wanted to send a message that women could support their family and support the war, even working outside of the home. Other posters showed images of women at work, all the while maintaining the gentle image of what a woman should look like. The designers of the posters were very careful to exhibit these women with the characteristics

that would inspire women to perform the duties. Special attention was also paid to the sensuality portrayed by the women in the posters. White, middle class women were the type seen in these posters, however; African American women were not seen in this aspect.34

There was a case where women hosted a contest for other women to design posters to support war workers and speed war materials production in 1941. The Woman’s Division of the Committee to Defend America sponsored this contest as well as the radio song contest. The Woman’s Division took the winning poster from the contest, and a year later encouraged all the group’s local chapters to approach outdoor advertising companies. The women knew that by having the poster displayed on the billboards, people would see and be encouraged by their messages. The Outdoor Advertising Association of America liked this idea that the women had, and supported their efforts by encouraging the outdoor advertising companies to participate. During this time period it was very unusual for women to design the advertisement posters; this was seen as a man’s job. It was also unusual at this time for women to be respected, and listened to by the men in this male dominated profession.35 Very few women were actually working in the advertising industry; men were designing the advertisements that depicted the image of women.

In the inventory of propaganda and advertisement posters at the George C. Marshall Research Library, I found only a few United States posters that were designed by a woman. Nancy Morse Myers created one poster entitled, I Need You On The Job Full Time-Don’t Get Hurt (See Appendix 1). This poster was encouraging people to be

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34 Crawford, Ed., *Posters.*
careful at work and at home, so that they would not get hurt. Doctors were in short supply and workers were too. If employees were hurt, and could not work, then it slowed down production rate and could affect the war. When people at home needed a doctor’s attention it was also taking his focus off the war effort. Helping those participating in the war effort needed more attention.\textsuperscript{36}

Another media tool included in the advertising campaigns used in World War II was the newspaper. Newspapers were now cheaply produced, and could be read by anyone, anywhere. They were inexpensive to purchase, and many people were reading them daily. There were large, popular newspapers and smaller, local papers being circulated. In some way all of the papers were sending out similar messages of the war. Newspapers were not only used to report the news of the war, but they were full of advertisements. Most newspapers had at least one advertisement per page, and included propaganda of all types. Since both men and women were reading newspapers, the messages of the advertisements were broader than they typically were in the women’s magazines analyzed by Walker. Women’s magazines featured advertisements that were for almost all products that women used, including makeup, appliances, clothing, and food. Newspapers included advertisements for clothing and appliances as well; but also included alcohol, cigarettes, and other products that were more masculine. Newspapers were more generic because of the quantity of readership.

The \textit{New York Times} was a very popular newspaper being read during World War II; it reached areas much farther than just New York. In the \textit{New York Times} there were

many advertisements specifically targeting women. For example, an advertisement (See Appendix 2) from the Frank G. Shattuck Company includes all of the jobs for women, including bakers, carvers, cooks, pantry workers, waitresses, cashiers and office workers. The advertisement discusses how valuable these jobs could be to the war effort, by teaching about nutrition and the preparation of food service. At the bottom of the article there was also an advertisement for War Bonds and Stamps, which were commonly seen on almost every advertisement.\(^{37}\) There were not as many advertisements in the newspapers that I found targeting specifically women only, as in other media types; but there were still many advertisements directed towards women.

Magazines were probably the most implemented source to reach women during World War II. There were many magazines available at this time period including; Time, Life, Mademoiselle, Good Housekeeping and many others. Women read different types of magazines; some were more directed to current events like Life Magazine and there were other magazines that were just focused on women and entertainment. Advertising agents saw magazines as a direct way of reaching female readers. The designers of the advertisements and companies used the fact that women were the primary consumers, and also hungry for status, which gave them a way to promote their brands and to support the war effort.\(^{38}\) Women’s magazine pages were filled with advertisements of products, services, war employment, the women’s military opportunities and the war ideals. These advertisements targeted the typical white, middle-class or upper class woman. It seems that the writers of the advertisements

\(^{38}\) Walker, Shaping , 113.
thought that African Americans or lower class women did not purchase any goods or spend money.

During World War II, women’s magazines linked the home and women’s responsibilities within the home directly to the war effort and the preservation of American standards and values, in a variety of ways. Women were encouraged to preserve fabric when making their clothing, plant Victory Gardens to save food, use recipes that required less rationed food, and avoid the use of products found on the black market. Along with the advertisements, recipes or information would tell the reader how to do what the advertisement was asking of them. The idea of the home being one of the central places that the war could be fought was a major theme during World War II in the magazines.

Before the start of World War II, women were seen primarily in the home, doing the daily activities that were expected of them such as; cooking, cleaning, and caring for their families. Once World War II began though, the roles began to change as well, and magazines were quick to show the changing mindset. Magazines began to reflect American women dressed in military uniforms, nurse’s uniforms, and women wearing factory uniforms. These women were beautiful in their uniforms. The women that chose this lifestyle were not frowned upon for leaving the domestic sphere; they were seen as honorable women, fighting for their country. Images of just being the housewife were no longer valid; they were now major contributors to the war through their conservation efforts, volunteerism, and emotional support. 

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39 Ibid., Intro XII
Magazine advertisements supported women getting civilian jobs; they did not necessarily have to be working in war plants. Women took jobs in restaurants, shops, and laundry services because these jobs were still considered domestic services. Women were allowed to work these jobs as long as they remained loyal to their family, and maintained their feminine mystique. *Life Magazine* featured advertisements from *Cashmere Soap*, with the tag line “Hot, Not Bothered, Soap with Fragrance Men Love.” (See Appendix 3) This image portrayed by this advertisement parallels the theme of the war advertising; you can work and sweat and still make the men happy.

Many of the advertisements questioned women’s patriotism, using phrases such as the one that the clothing brand *Reliance* used in their advertisement in *Life Magazine*. It said, “Patriotic Ladies Rely On Reliance, The Nation Admires You.” (See Appendix 4) Patriotism was something that women could do with little effort in their everyday lives; it was often an attitude. Advertisers used patriotism to draw women to their products; when they advertised what they were selling or doing and included that by using the product you were being patriotic, women felt like they were doing their duty.

One issue that was found in most women’s magazines or most any magazine at all was that the typical persons to target were the white, middle-class women. African American women were rarely seen on the pages of magazines, unless they were in subservient roles. African American women were seen in magazines normally in defense type jobs, rather than those articles that dealt with the domestic sphere. If African American women were seen in the magazines at home they were maids, nannies, or using the product in a service type of position for someone else. Magazines tried to promote

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41 Ibid., 69.
stability, when there really was no stability of class and race distinctions. This did not mean that there were not African American women, or women of the lower class doing their duty for the war; they were actively involved, but excluded from many magazines as if they were not capable of contributing at the level of white, middle-class women.44

Another popular advertisement style was the “woman power” advertisements. These advertisements assured women that they had what it took to bring their men home, join the military, and hold down jobs while managing their family too. This is the kind of advertisement that women wanted to read; this was reassurance that they could and were doing their parts to win the war. The advertisements of women working would include lines like “Victory in Your Hands” or “Shop Girl Attacks Nazis.”45 Women felt empowered for once, as opposed to being the person in the kitchen putting dinner on the table and doing the laundry. These messages were a way for the government and industries to bring women in these positions fairly easily, because women would feel obligated to help.

Sometimes magazine editors were careful to include advertisements that were not so deep and emotionally loaded. Toward the end of the war magazine editors felt that women were tired of seeing and reading day in and day out about the harshness of war, and the reality of the times. Magazines started to realize that women needed an escape, and their pages could be where women found it. This opinion influenced the editors to include lighter advertisements as well.46

Messages That Advertisements Included

44Walker, Shaping, 72.
45Litoff and Smith, eds., American, 117.
46Patton-Walsh, Our War Too, 111.
All of these messages were affecting women, and causing many of them to take an active role in World War II. The messages of advertisements of the Office of War Information and the War Advertising Council also included messages of how women should be acting at this time. The advertisements were careful to make sure that even though they were encouraging women to go to work, they should not forget their womanly duties to the family, home, and to themselves.

Women were first of all committed to their families, and this was portrayed in many of the advertisements. Many of the advertisements included double messages; for example in one poster done in 1943 by the Office of War Information, the text reads, “We’ll Have Lots to Eat This Winter, Won’t We Mother?” (See Appendix 5)47 Women’s first responsibility was to make sure that their family had enough to eat, by growing Victory Gardens and canning the vegetables to make sure that their food supply would be enough to sustain their family. Women were supposed to look out for their families first before they went to work; even though their work in the factories was still considered work from the home front.

Another message that was portrayed about women through advertising was their sensuality. In the New York Times there was an advertisement for Jergen’s Lotion on May 12, 1943 (See Appendix 6).48 This advertisement for women’s hand lotion includes the emotional aspect of the campaign, but the sensual woman-like qualities too. One of the lines is being spoken from a soldier’s point of view, and he is thinking about his sister whose hands were so delicate, now hard at work. Another line is from another soldier

47 A. Parker, We’ll Have Lots To Eat This Winter Won’t We Mother (Washington: Office of War Information 1943, 121. Posters of World War I and World War II, In The George C. Marshall Research Foundation George C. Marshall Research Foundation Publication, (Charlottesville: The University Press of Virginia, 1979) inventory.
48 Jergen’s Lotion, New York Times, May 12, 1943, 14 L.
who is wounded, and in the care of a nurse whose hand he can smell, which he thinks
smell like his mother’s.

Women in many advertisements were showing more skin and much more of an
emphasis was being made about their clothing. A common theme in the New York Times
was advertisements about women’s clothing, and the importance of looking nice to
impress their men. Women also felt that it was their duty to impress the men in their
lives with their outfits and their delicate looks, because they had been away fighting in a
war and now they deserved someone beautiful to come home to. Hemlines were
shortening, and necklines were dropping for a more seductive look. This concept is
significant because it shows that women were not only expected to work hard, save
money, and run the household while their husbands were gone and once they returned,
but they had to maintain their sexuality and their femininity. This expectation was being
passed on not only by the men, but by the media and advertisers in newspapers, movies,
and posters.

In many advertisements women were being perceived as strong and capable of
working in airplane factories and ammunition factories, and being able to be a soldier
fighting the enemy. On the other hand women were seen as delicate and sexual beings.49
The uniforms that women were wearing made them look beautiful, in full control, and
empowered. The women and young girls who were seeing these advertisements wanted
to be just like the women in the advertisements. A poster done for the U.S. Cadet Nurse
Corps to recruit young women to be nurse’s by offering them an education shows a
beautiful nurse, in her military nurses uniform with younger girls in the background
looking at her admiringly. The title of this poster is A Lifetime Education Free For High

49O’Brien and Parsons, The Home-Front War, 94.
School Graduates Who Qualify, U.S. Cadet Nurse Corps. (See Appendix 7)\textsuperscript{50} Not only is this advertisement attractive to women, because of the promise of getting a lifetime’s worth of education, but because they want to be as beautiful and admirable as the women in the posters.

Another common message that was being sent through advertising during World War II was that even though women were spending time on the war effort or leaving the domestic sphere for the working world, they were not disrupting the lives of their family.\textsuperscript{51} Advertisers were very careful to include this theme, because if women did not feel capable of handling both areas of work and home life then they would ultimately choose their home and family over the war effort. The workforce was depending on the labor that women were providing, and losing them would have a large impact on production. So, advertisements encouraged women and praised them for their sacrifice and dedication to the war effort while maintaining their families. Women felt that the government was depending on them to be permanent fixtures in the military and in the factories; little did they know that their efforts would not be welcomed to continue in many cases once the war ended. Women were expected to return to their kitchens, and they should not expect to exercise their rights like male citizens could.

The messages sent by some magazine advertisements show many different approaches to get as many women involved in the war campaigns as possible. Some of the advertisements included in the magazines showed men climbing over barbed wire


\textsuperscript{51} Maureen Honey, \textit{Creating Rosie the Riveter} (Amherst: The University of Massachusetts Press, 1984), 116.
fences with the sun beating down on them searching for help, or men starving. These advertisements were very powerful, because women could not stand the thought of their loved ones suffering in such ways. They would do their part, no matter what the cost was to bring their loved ones home faster after seeing these advertisements. The men in these posters were doing what they could, they were fighting for their country; women felt responsible for responding to these posters so that they were fulfilling their own personal patriotic duty.

Advertisements for the war were everywhere women went; there was no way to avoid the images. No matter what the message was that the advertisements were sending out, they were causing reactions in the women’s minds. They were forcing women to think the way the advertisers wanted them to, and react the way that they wanted them to. Whether the advertisements were targeting emotions and were loaded with images of hungry and dying soldiers, beautiful feminine war plant workers, cadet nurses, or women surrounded by their families, they all encouraged women to do something. These advertisements encouraged women to be active citizens.

Women were stepping out of their homes, and taking a stand for their loved ones overseas. There were advertisements of women working and making the statement, “Soldiers without Guns,” and including, “Women in the War: We Can’t Win without Them”. These advertisements were plastered everywhere, women young and old were seeing them. The message to women was that the more they did, the faster the war would be over, their loved ones could return home sooner; and the United States would be victorious in World War II. The government was telling women that patriotism was their responsibility, and if they were being active citizens in their country they would do the

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most they could to help the war effort. Patriotism was something that everyone could have now, so it seemed, and women were doing everything in their power to express it.

Women’s Response to Advertisement Messages

Juanita Loveless heard messages of patriotism and it caused her to react in a way that was not unusual for the times. Women were not going to work during the war for pure financial gain, but because they were being patriotic. Juanita Loveless went to work in Los Angeles in 1941, where she took a job at a gas station. She was getting paid well at the gas station even though she was a woman, which is in part because of the shortage of male workers due to the war. While working there she recalls countless job offers, and the endless phrase of “help wanted” splashed everywhere. She was seeing large amounts of war propaganda recruiting women to work at different war factories and plants; and for once they were not gender or race specific. Juanita recalls being bombarded by ads saying “Do Your Part”, “Uncle Sam Needs You”, and “Help the Boys.” So, she quit her job at the gas station and went to work for Vega Aircraft without even knowing how much the job paid or what she would be doing. She, like many other women, was inspired by the messages of the advertisements and propaganda coming from every direction.53

Advertisements encouraged rationing, volunteering, conservation, planting Victory Gardens, and buying and selling War Bonds as part of the war effort. Women were prepared to take on all of these seemingly small, but challenging tasks. Many of these tasks could be done within the home; so they became a large focus of women who remained in the home and did not take a job or join a women’s military branch. One of the most well known campaigns promoted through advertising was rationing. When

Pearl Harbor was bombed on December 7, 1941, women knew that there would be a shortage of products, so they did their best to stock up immediately; but those goods would not last forever. The government needed as much food for the military as possible, and some common goods like sugar were needed in war production. One advertisement featured in the *New York Times* stated, “Save Sugar, Help Win the War!” This advertisement was sending the message through its copy that women were able to save soldiers lives by using as little sugar as possible; women could also receive free recipes that were adapted for using less sugar if they sent in the attached coupon (See Appendix 8). This emphasized the need to ration products, even though people were going to have to make do without the products they were accustomed to having in plenty and had often taken for granted.

Rationing was something that affected just about everyone, but in different ways. Housewives that were used to providing elaborate meals for their families felt the effects of rationing quickly. Food products like sugar and meat were two popular products that were being heavily rationed. Women were now preparing meals that involved as many nutrients as possible that could feed their family without being wasteful. Women were being told that, “Food was a weapon”; they should feed their family but not waste. Women were issued ration points that allowed them to purchase certain items, in certain quantities according to their family size on certain days. There was a poster to encourage women to ration, but not suffer from a lack of food because of their allotted points; it was entitled, “Of Course I Can! I’m patriotic as can be and ration points won’t worry me!”

54 “Save Sugar Help Win the War!” *New York Times*, March 11, 1942, 16 L.
This poster is showing the patriotism of rationing because of the war, and that women can do it well. It also contains the message of canning and preserving foods, rather than buying them.

Another concept of rationing was that there were certain days of the week that the family would go meatless; families would go without meat and instead serve leftovers or bread-based dishes. There were many efforts made to help women prepare nutritious meals for their families that would fill them up, but with a lack of certain key ingredients this was sometimes a challenge. The National Wartime Nutrition Program produced advertisements that encouraged this concept; and to help women out they would include recipes that involved ingredients that were less rationed or tasted similar to products that were. These recipe advertisements were included in magazines and newspapers for women to read and hopefully use. One negative issue that went along with rationing was the use of products being bought on the black market. Women were scorned for doing this, and were seen as unpatriotic; but sometimes women felt that they could not go without a certain rationed product.

To promote a positive image of rationing, the persona of Betty Crocker became very influential during this time. Cookbooks, radio shows, magazine articles, and advertisements were done in her persona to promote rationing and to show how to make successful, nutritious meals during wartime with the rationed goods. Many of these similar positive images were emphasized during World War II through advertising to

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57 Duke University, “Brief History”

58 Yellin, Our Mothers’ War, 23.
promote a lighter side of the war and its effects. Women became quite creative during this time period as well; they did not want to deny their family the foods that they had once enjoyed or lessen the amount of nutrients that they were used to getting and needed.

A concept similar to rationing was conservation; women were encouraged to save anything that they used again from around the house, because it could potentially be used to make something that was needed in the war. Women were urged to participate in salvage campaigns to save tin, paper, rags, bottles, and bones from the meats that they had cooked. Almost every household would have a collection of these items; waiting to be collected, and then redistributed to the appropriate group. Women were very active in coordinating these campaigns, collecting and distributing what was collected. All of these little items together were very useful to various aspects of the war effort.59 Paper was an item that could be recycled, and advertisements strongly encouraged such recycling. Many times all the ways paper could be used were displayed on the advertisement to show that by recycling a difference could be made.60

Another popular action and material that was heavily promoted was to save and recycle waste kitchen fats. "The glycerin in the recycled fats was used in gun powder, sulfa anti-infection drugs, the small pox vaccine, and ammunition."61 When this form of conservation was advertised, it seemed that the designers were claiming that by saving waste kitchen fats you could save a soldier’s life, aid the injured, or be involved with the dropping of a bomb. One poster that was done in 1943 encouraged recycling kitchen

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60 Duke University, “Brief History”
61 Duke University, “Brief History”.
waste fats, “Save waste fats for explosives” (See Appendix 10). In this poster there was a woman’s hand pouring the fats on to explosives. The use of a woman’s hand shows that the advertising agents thought that they should target women, because they are the primary people that would be producing fats or using a frying pan.

The materials that were used to make bombers during World War II were the same materials that went into making phone lines. Therefore during the war, women were encouraged to make fewer phone calls, so that the phone line companies would not have to produce the lines; which in turn meant that all of those materials could go towards the production of bombers. “You can help build this bomber” was the tag line used to promote this particular mode of conservation. Women were the spokespeople often used to promote this concept; it was popular for women to give testimonials about making fewer phone calls. When women see other women promoting a certain message like this, they can relate to them and will be inclined to do likewise. Women can feel for each other not being able to talk on the phone as much, and they all want to bring home their loved ones. Again, women were being told that doing things like rationing, conservation, using the phone lines less, and writing was their patriotic duty; they were seeing these messages everywhere.

Volunteering was another aspect of the advertising campaign that was heavily promoted. Volunteering was a popular response during World War II, and it was particularly popular with the socioeconomic classes that could afford to volunteer their time as opposed to receiving a monetary reward for their work. It was stressed to women

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63 Mary Martha Thomas, Riveting and Rationing in Dixie (Tuscaloosa: The University of Alabama Press, 1987), 82.
that their volunteer work could help bring victory to the United States in the war.\textsuperscript{64} Many upper-class women would volunteer their time and services; middle and lower class women, including African Americans, would volunteer if they could. Many were taking jobs outside the home, and they could not balance a job, their family and extra volunteer work. Many of the lower-class women were already working outside the home, and taking care of their families so they helped the war effort in other ways. This is another example of how advertising also targeted a specific class of people. Advertisers targeted middle to upper-class women with volunteerism, because they were not working already, and did not need to work because of financial reasons. Females as citizens were expected by the government and other groups to give of their time freely, and expect nothing in return; some simply could not afford to do this even though they tried.

Letter writing was another campaign that women could volunteer for. It was heavily advertised for women to write letters to their loved ones overseas in order to keep up their morale and keep them informed about what was happening on the home front. It was felt that if the men’s spirits were up, that it would help them to win the war; so it was another way that women could influence the outcome of the war.\textsuperscript{65} Radio broadcasts, posters and magazines promoted writing letters, but not just once a week; they suggested that women write letters so often that soldiers would have a letter every time the mail came. A popular slogan that was the unofficial slogan of the letter writing campaign was “Be with Him Every Mail Call.” Advertisements portrayed the soldier’s reception of letters as not merely their privilege, but as a necessity for winning the war.\textsuperscript{66}

\textsuperscript{64} Walker, Shaping, 80.
\textsuperscript{65} Litoff and Smith, eds., Since You, 120-121.
\textsuperscript{66} Ibid., 120.
V-Mail was the most popular type of mail that women were encouraged to use, because the paper was thinner and would take up less space when transporting it to the many locations overseas. One poster read, “Reach your boy overseas by V-mail”; it was advertised as the most easy to use, surest, fastest, and most patriotic way of communicating with those fighting abroad. (See Appendix 11) Advertisements promoting V-Mail and any mail in general were generally targeted at women, because stereotypically they were the ones at home, with the time to write letters. These advertisements were flashy, with catchy wording. One poster advertising V-Mail showed a woman blowing a kiss that was a letter with wings reading, “Use V-Mail to be sure, Fly to Him In V-Mail Letters.” Another poster read, “V-Mail Is Speed Mail, You Write He’ll Fight.” (See Appendix 12) Women could not help wanting to be involved in this campaign, since it targeted their emotions and their patriotism. Letter writing was easy and cheap to do; this was one way that women could feel connected to their loved ones, but also allow soldiers abroad to feel close to home and in touch with their former lives.

Women were also encouraged to volunteer to write letters that could be distributed to any soldier to ensure that they were getting mail regularly. Those reading the letters did not even really care if they knew the person writing the letters; it was just the comfort of knowing someone supported their cause. There were also cases where women would spend many hours a day writing to soldiers; Dorothy Heath Clary was one of the most notable examples. In the fall of 1944 the USS Swordfish chose Dorothy Heath Clary, who was seventeen years old, as the “girl next door pin-up”, and her photograph appeared on the front page of the December 8, 1944, issue of the Dallas

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67 Ibid., 121.
68 Ibid., 122.
Morning News. After her picture came out and made headlines Dorothy began to receive mass quantities of letters from servicemen all around the world. She answered every one of the letters that had come to her, which became her letter writing campaign for the war effort. She felt it was her duty to answer all of these letters to the servicemen. This became like a full time job for her, as it did for many of the women who wrote to multiple soldiers on a daily basis, which was just another way to support the war effort.

One of the most heavily advertised and well-known campaigns women were involved in was the war bond campaign. The war bonds were specifically mentioned on almost every advertisement created, because they were a major funding source for the war. The War Finance Committee, which was responsible for the war bond campaign, sold 185.7 billion dollars in loan drives for war bonds; which shows that the advertising for these bonds was successful. Advertising was very expensive for this campaign, but American businesses and agencies donated over 250 million dollars worth of advertising space in the first three years of the war. Over 85 million Americans participated in the campaign, a number never reached before, or since, World War II.

The war bond campaign was a very important campaign, and the government needed the support of everyone, especially women. Women had advantages when selling war bonds, especially when they were selling them to men. Women also had an easier time selling the bonds than men did; both men and women were more responsive to women. One of the reasons that women might have sold more war bonds was because one of the women’s campaigns rewarded men for buying them by giving them a kiss with

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69 Ibid., 133.
70 Duke University, “Brief History”.
Participating in the war bond campaign was a morale booster for those on the home front because they were not only financing the war effort, but they were financing their future. Some of the advertisements targeted women by encouraging them to buy war bonds, and then telling them to just imagine what they could buy after the war was over with the money that they made from them. This concept again targets females as being the primary consumer, and the ones who would be spending all of the money they had saved.

Women were also an easier target to sell war bonds to, because of the messages that the advertisements included about the war bonds. These messages evoked emotion and involved women’s husbands, children, and future. One advertisement that was in the *New York Times* read “Buy War Bonds to Safeguard Your Child’s Future” (See Appendix 13) Women would react to anything involving their families, especially their children. Women wanted to make sure that their children would be protected, and would have a bright future, so they were willing to make sacrifices and buy war bonds. Another common theme among the war bond advertisements were advertisements that told women if they bought the bonds their husbands would come home faster; and, of course women wanted them back home, so they purchased as many as possible.

Many women were inspired to help with the war effort outside of, and along with the usual activities like rationing and volunteering that many other women were doing. Many women decided to go to work outside the home in various jobs. Sixteen percent of the advertisements produced in a three-year period during World War II were specifically to recruit women into the work force. Of these 16% of recruitment advertisements, 55%
of them used half to full-page advertisements, which was prime space in magazines and newspapers. This overwhelming exposure had a major impact on campaigns to recruit women into war jobs.\textsuperscript{73} One poster that was used as an advertisement to recruit women to war jobs was one created by the War Manpower Commission, "You, too, are needed in a War Job!" This advertisement had a picture of a jolly woman working in a food processing plant. (See Appendix 14)\textsuperscript{74}

Many women did take war jobs in large numbers; women went to work in war plants producing aircrafts, weapons, uniforms and ammunition. Women entered occupations other than factories, working in restaurants, offices, and gas stations. Since so many men were being sent overseas, women filled in where there was a shortage of men. Taking a job was a very honorable thing to do, and it was common for women to be praised highly for their sacrifices and for answering the government's urgent plea for workers.\textsuperscript{75} A poster done by the War Manpower Commission in 1942 said, "Women in the war, we can't win without them!" (See Appendix 15)\textsuperscript{76} This poster shows a woman working with ammunition in a war plant and shows the attitude of the government for the contributions to the war effort that women were making. Women relished in the praise by the government, and they assumed that they would be included in these efforts

\textsuperscript{73}Honey, \textit{Creating Rosie}, 109.
\textsuperscript{75} Wise and Christy Wise, \textit{A Mouthful}, 2.
forever. However, these liberations were granted because of the war, which was only temporary.

The women in these advertisements appear happy, as if their jobs were easy. These jobs were advertised as clean and safe, and women would be able to remain dainty and comfortable while working; even though this was far from the case. When women first began to go to work they were truly entering a man’s world. The factories and war plants were dirty, there were no restrooms for women to use sometimes, and they were offered no breaks. In advertisements for war plants the women in the ads are clean, beautiful, smiling, and in some cases even wearing high heels; these images were appealing to women, but normally portrayed an untrue image. Women felt if those women could do these jobs, then they could survive them too. In the beginning of the war the idea was that women were just doing their patriotic duty by filling jobs until the men could come back to work and they could return home, but that changed as women enjoyed their independence and financial freedom.\(^7\)\(^7\) The working conditions were less than desirable, but the women had a patriotic spirit just as they were told to, and worked hard to support their country and the men overseas and to give themselves the satisfaction of being independent.

Patriotism was not the only reason women were rushing out to war plants and other places to take jobs; the new incentive of a paycheck was very attractive to women. Until this point many women had never before had the opportunity to be paid for the work they were doing because they were housewives that received no compensation for their endless work. Working offered financial freedom to women, which offered them more of an opportunity to enjoy the things that they wanted after the war ended. New

consumer goods were being advertised frequently towards the end of the war, and since women had to save so much of their money during war; without splurging because it was unpatriotic, they were ready to buy nice, new things. Women had not been able to update their wardrobes, their houses, or their appliances for a long time because of the Depression, and then with the start of World War II spending was put on hold. Entering the working world was a bold measure by women, but was also a liberating experience for them. The stereotype of females as the household consumer was very apparent with this concept, but women enjoyed the thought of being able to afford conveniences that they could not have during the war. Women were still tied to the concept of consumerism, but this was a welcomed freedom; the ability to purchase and have things that they could only dream of having during the war was welcoming.

Through the efforts of the women joining the workforce and taking over men's jobs, the idea of Rosie the Riveter was born. Rosie was the ideal female worker; she exemplified all of the qualities that the ideal war worker was expected to have. The characteristics that "Rosie the Riveter" showed were loyalty, efficiency, patriotism, compliancy, and beauty. These characteristics were what employers looked for in the women and the women themselves desired to have these qualities. Rosie was government produced, and became the persona for women workers and patriotism.  

Rosie was beautiful and appeared feminine; and in the advertisements that she was included in, her popular muscle was shown, while she was dressed in bib overalls ready to work (See Appendix 16). Advertisers were trying to associate women with heavy labor and strength, but at the same time show them as delicate and alluring women.

78Yellin, Our Mothers' War, 43.
79 War Manpower Commission and Office of War Information, We Can Do It!
Women did not want to give up their attractiveness to work and would be discouraged from joining the workforce, if they would no longer be seen as feminine and attractive to men. Women were aware of the expectations that employers and men had of them, because of the image of Rosie the Riveter, and they felt if they did not do their best to look like her then they would not be accepted. This again is an example of how the nation is dividing the genders, and labeling femininity and masculinity.

An alternative to the work force for women, who were willing to make a large sacrifice for their country, was to join the military. Women were heavily recruited into the military to become part of the newly established Army division, the Women’s Army Auxiliary Corps (WAAC), the Navy division, the Women Accepted for Volunteer Emergency Service (WAVES), and the Air Force division, Women’s Air Force Service Pilots (WASP) by the National Women in the War Campaign. This was a new concept because never before had women been recruited like this to join the military. Being able to join the military was something that only men could do, so women felt equal to men; they were able to take advantage of one of the rights of citizenship that women were supposed to have, but often denied. Women were targeted in advertisements by their educational background and work experience to join the different branches; some of the advertisements promised that they did not need much experience, that they would be trained. The government received an overwhelming response from women, partly because of the heavy advertising that had been done; there was such a response that the military had to limit applications to those that wrote in for them, to help control the flow.

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80 Yellin, *Our Mothers’ War*, 94.
81 Sinha, *Gender and Nationalism*, 23.
of women applying. Unfortunately, as in many campaigns the enthusiasm faded throughout the years of the war, and the supply could not keep up with the demand.

Women were also recruited by the National Nurses Council for War Service to become Cadet Nurses. “The National Nurses Council for War Service, in cooperation with women's magazines tried to locate and retain 100,000 women who had graduated from nursing schools but were no longer in the labor force, and the Red Cross and the Office of Civilian Defense pleaded for another 100,000 volunteers to become aides at their local hospitals.” This was a large number of women to gather up, so they recruited heavily to encourage many more women to attend nursing school and then either go into the military or join the civilian force.

In 1942 the Public Health Service wanted 55,000 new nursing students, in 1943 the number was raised to 65,000, and then by 1944, 66,000 nurses were needed in the military and 300,000 for civilian duty. These numbers were much higher than the number available, by almost 100,000. The advertising campaigns were very important in situations like this. One of the many advertisements produced was a poster done by the U.S. Public Health Service, and it said “Enlist in a Proud Profession! Join the U.S. Cadet Nurse Corps.” It included the popular tag line “A Lifetime Education-Free!” (See Appendix 17) This advertisement shows a very professional, beautiful woman in her Cadet Nurses’ uniform; when women looked at this woman it made them want to be like her. This was one of the driving forces behind the campaign, along with patriotism and wanting to be actively involved in the war effort. These women were also attractive to

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83 Ibid., 33.
84 Ibid., 16.
85 Ibid., 16.
the men that were viewing the posters, which was another benefit because women knew that they were being noticed. At this time women wanted to appeal to men, and they wanted to be noticed for their beauty and for their efforts. Image was so important at this time, and was a major recruiting tool. The feminine appeal was heavily used for the recruitment of women into war jobs and the military because they desired to be admired as those women; it was also very popular in the way of recruiting men.

**Perception of Women in the War Effort**

With all these women leaving their homes to go into the workplace or to join the military, and being the center of attention on billboards and advertisements, what did the men think? There was role change taking place in the United States; women were becoming empowered individuals, and many had jobs for the first time. This meant they had their own paycheck and a will to spend it. Women were still focused on their families because that was their priority; but women were looking outside of the domestic sphere now. Men often disagreed with this new attitude; they were concerned and threatened by the role change and the new power women were receiving. They often times did not feel that women were capable, and should not be offered equal opportunities. The advertising agencies realized that this might hinder women from continuing to take war jobs and join the military, so they devised an advertising strategy to take care of this problem. One of the advertisements that was used showed women in their overalls with their husbands behind them, and an American Flag in the background. This was supposed to show that all of those women had their husbands' support, and
because they supported each other they were being patriotic together. If those women had their husbands’ support then they felt that they could do anything.87

There is an aspect of advertising during World War II that is not heavily discussed, and that is the presence of African American women in the advertisements. African American women were routinely left out of advertisements for World War II as if they did not exist, and were not or could not do anything to help the war effort. African American women were making similar contributions as the white, middle-class women that were typically being portrayed in the advertisements. Women of all races and classes were contributing to the war effort; but were not equally represented.88 African American women were not included in the mass advertisements that went out to the American people, and not asked to help. Yet, most African American women were taking war jobs when they were not discriminated against, and some joined the military when they were allowed.89 African Americans, especially women, were not seen as citizens; instead they were seen just as people that could do a job, and would not require as much recognition or as high pay. The citizens at this time were white, middle to upper class males, and now white middle to upper class women. African Americans, lower class white people and other ethnic groups that were non-white were not perceived as citizens in advertising and in the media.

African American women were also excluded from magazines and Hollywood propaganda pieces. Hollywood suffered from budget cuts, as did most industries during the war; so they took it as an opportunity to cut African Americans out of propaganda

87 Yellin, *Our Mothers’ War*, 46.
pieces that they were making for the silver screen. Hollywood was unsympathetic to the efforts being made to include African Americans in war advertising and information, even though the efforts were generally small.⁹⁰ Magazines were another form of media that African Americans were typically left out of; even in magazines that were done for the African American community. *Ebony*, for example, was an African American magazine that was done in the 1940s. Ironically, though most of the featured advertisements were of women, African American women were in the background. If African American women were seen in them at all, they were typically using the objects or completing the service for someone else, insinuating that they were working for white women.⁹¹

Because World War II required so much labor and participation by anyone that was left on the home front, the War Advertising Council and Office of War Information worked with the Bureau of Campaigns and foreign language boards to reach the rural areas with information about the war. These groups made attempts to reach areas that were not receiving as much information about the war, so they used African American newspapers, magazines, theaters, and radio broadcasts in their areas to get the message out. African Americans often lived in these areas and the government needed their help sometimes too, so they made some attempts to reach them.⁹² This effort was not nearly as large as the effort to reach the white population, but efforts were beginning to be made because the government needed their help in some areas and they were making a difference by contributing to the war effort. However, African Americans and other non-white groups were the last to be hired and the first to be fired. Even though they were not

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⁹⁰ Yellin, *Our Mothers’ War*, 221.
recognized during, or after the war for their efforts, African Americans were sometimes able to do things for the first time that they had not been able to do before; unfortunately, that would come to an end with the end of the war. Discrimination was a major factor for the lack of a presence of African Americans in the workforce and military.

The Result of Women’s Effort in World War II

From the start of World War II to the end of World War II, there were significant changes taking place in the advertising world dealing with the goods that were being advertised, how they were advertised, and for whom. Before World War II advertisements in magazines were designed to target people who were making their own choices; they dealt with women’s individual wants and mobility. After the war began, advertisements began to feature the brand name more often, as opposed to the product because it was unpatriotic to spend money on new goods when you could be supporting the war by purchasing war bonds. If the brands were shown in the advertisements with a message about the war, the thought was that women would remember the brand and buy it once the war was over. If the product was in the advertisement, it was shown being used by the woman, as opposed to just focusing on the product itself.93

“Companies that devoted seventy-five to one hundred percent of their advertising space at various times during the war to the campaign were generally those that no longer produced consumer goods—especially household appliances; or that were directed toward the female clientele.”94 Many companies like Eureka vacuum cleaners, Wayne Gas, Kelly Tires, Maxwell House Coffee, and Canada Dry Ginger Ale all used their advertising space to glorify women’s contributions in the war and at work. Women were

93 Walker, Shaping, 7.
94 O’Brien and Parsons, The Home-Front War, 92.
featured in their advertisements working hard, doing men’s work. Women were showing up in the forefront of advertising. Once an end to the war was in sight, advertisements began to make another shift from glorifying women workers and showing how they could save money, to showing them what domestic goods they could buy with the money they had made and saved from working during the war. Companies once again began to advertise their consumer products instead of the war products they had been producing.95

Towards the end of the war, advertisements were filled with consumer goods that were just starting to be produced again, and those that would be produced once the war was over. Even though goods were still in short supply, and spending was not fully encouraged yet, the advertising industry was priming women to begin their role as the primary consumer once again.96 The image of women being hard at work, conserving and saving money was almost gone since the war was almost over.

With all of the changes that had been taking place during the war with the perception of women, and the role changes taking place, the question to be answered was, what was going to happen at the end of the war? During the war the image of women changed from women being housewives to women that were capable of working. The government advertised, along with the factories, that the women could do the same work as men; so women believed that for once they were being seen as equals. After the war, however, women were expected to retreat back into the house and back into the kitchen. Women were often expected to step down and welcome the men returning from the war back into the jobs that the women had been filling while they were gone. Recruiters felt that women understood that they would return home after the war, so that they could

95 Walker, Shaping, 92.
96 Ibid., 113.
maintain the family ideal after the war ended.\textsuperscript{97} When advertisers targeted women in their war advertisements, they were encouraging them to do actions that were only temporary, because the war was only temporary. Once the war ended there would no longer be a demand for bombs, ammunition, and other war materials, so women should have expected to step out of these roles once the war was over.

In many cases, women stayed in their jobs only as long as they were needed by their employer and then their patriotic duties were complete. Women were often glad to leave the poor working conditions of the factories and plants and return back home. For these women, it was a welcome change, but many women were not happy to leave their jobs.\textsuperscript{98} The dominant image of women was that they would just drop everything they were doing and return home, but this was not the case.\textsuperscript{99} The year 1945 was the end of recruitment advertisements for women to take jobs in factories and other usually male dominated fields. Instead images of women showed them working once again inside the home.\textsuperscript{100}

Women had come so far in the advertisements; they were being perceived as hard working women that could take on any challenge. They were no longer seen as delicate people that had to remain inside the home taking care of the children. They were independent, and had experienced a taste of freedom from their once static life inside the household. Women were used by these groups because of the situation; they received temporary status as citizens, and temporary praise. The old view of women in advertising, which was the view before World War II depicted women in the home;

\textsuperscript{97} Thomas, \textit{Riveting and Rationing}, 29. \\
\textsuperscript{98} Weatherford, \textit{American Women}, 186. \\
\textsuperscript{99} Honey, \textit{Creating Rosie}, 184. \\
\textsuperscript{100} O'Brien and Parsons, \textit{The Home-Front War}, 95.
advertising throughout World War II depicted the same thing, just with a new perception of power. Consumption was still at the forefront of women’s role as well.

Once World War II reached its end, so did the image of Rosie the Riveter. The new image of women was becoming that of Lucille Ball and Marilyn Monroe. Rosie’s strength and courage turned into Lucille Ball and Marilyn Monroe’s sensuality and child-like sexuality.101 This image was insulting to many women; they did not want to be seen as child-like or incapable of being in charge of their own lives.

Some women were reevaluating their roles and decided that they did not want to go back to the home as a housewife; they wanted to remain the factories or workplace. Women liked the money that they had been making; they enjoyed the new people that they had the opportunity to work with, and especially the freedoms that came along with working outside of the home. Going back into the home meant that they would no longer have the financial freedom they had been enjoying and they would not have the same contact with women everyday.102 Once women left their jobs and went back home they were not as likely to experience the same feelings of independence that the war allowed, since they did not have to be patriotic anymore and they were not fighting for a cause. Many feared their lives would go back to the way it was before the war even started, but that is not possible. There was an argument over the lasting effects of the war, and whether women truly were changed by the war.103

I feel that women were changed by the war. Never before had they been allowed such opportunities like the ones that World War II allowed them. But, the privileges and rights given during the war were taken back after the war. Women were changed from

101 Ibid., 83.
102 Weatherford, American Women, 187.
103 Thomas, Riveting and Rationing, 2.
this experience; mentally, physically, and emotionally, and these changes could not be undone. Women were just not allowed to express these changes once the fighting ceased. Women were being paid attention to by all forms of media, they were being targeted in mass quantities in advertisements, and they were being heavily recruited to go to work outside of the home and into the military. Women were taking charge of their own lives, and of the lives of men and women they had never seen before through their efforts of rationing, conservation, volunteering and letter writing. Women were producing bombers that would sometimes be flown by other women, and ammunition that they were making in the factories was going to be used to eventually help win the war. Women were being seen all over the country in advertisements as being the beautiful, strong, courageous women that they were. The women could not help but be changed under the circumstances that they were in. But, the jobs for which women were being recognized were only temporary roles in factories and in the military. Women were not expected by anyone when the war began to remain in these positions once the war ended. Even though the advertisements portrayed women doing new tasks that were typically men’s jobs, they were still perceived as being feminine and delicate which was not a change. The government and the advertising industry had set the stereotype for femininity, which no one, especially the men who predominantly filled these jobs can set the standards and ideas of femininity.

Before the war women were perceived as mothers and wives before they were seen as workers. The older kinds of images of women never disappeared in advertisements throughout or after World War II. Women remained in the stereotypical roles that they were always seen in; during the war though, they were being seen as
stronger and more able because they were doing it for the war effort. For example, women were now alluring in the advertisements, they were finally being seen as beautiful; but it was for the purpose of selling war bonds. Also women were now working in media outlets and being seen as beautiful and feminine, but that was because their beauty was effective for selling and advertising. Women were in the work force, which was significant, but they could not be released from their responsibilities to the home. Women could not break out of the original stereotype, even though it was empowering to see them displayed in every form of media as beautiful heroes.

The government created entire agencies to handle the promotion and advertising that would take place during the war. The Office of War Information along with the War Advertising Council was a very important means of creating and sending out the message of women's importance to the war effort. Advertisements were produced the same during the war, as they were before the war though; the only difference was the addition of the war efforts. Women were still seen in the home, cooking, cleaning, and taking care of the house but this time with a greater purpose. The government generated this feeling of eligibility, but in many cases women felt like they took it away from them at the end of the war when their services were no longer needed. Even the few new opportunities and advancements that African Americans made were taken away; and they were back to their status as it was before the war. The government and the advertising agencies built up women, only to take that away once the war was over. When the efforts of women were no longer needed, they were no longer being treated as great contributors to the war anymore. Women, however, used their newly gained confidence as a catalyst to fight for
change in the way they were perceived by the government and men, and for the rights that they had.

The government’s reliance on advertising and propaganda as a means of getting women to support the war was very successful; advertising had an overwhelming effect on women. Women saw these carefully produced images and wanted to be just like the beautiful nurses in uniform, or be just like Rosie the Riveter in the factory. All types of women were contributing to the war effort; it was not just white, middle class women like many advertisements showed, but all women as much as they were allowed. African American women were frequently left out of advertisements, and if they were included they were doing something for someone else. African Americans were heavily discriminated against during this time period, so they did what they could for the war effort, but there was no real recognition, because no one was seeing it. The government and media outlets did not include them in the advertisements or reports.

Women as a group were inspired by advertisements to contribute to the war effort, and through their tireless efforts the United States was closer to winning the war because of all of their contributions. The women that lived during World War II did feel the effects of World War II in one way or another; no one was unscathed from the war. But as a result of the war, women now learned of their strengths and showed them off; they could be beautiful, delicate, strong, and committed just as the advertisements said they could. Many women did go back to their homes after the war, and some did not, but no matter what, women’s lives would be changed for the better from that time on. The government, factory owners, and advertisers could not fully take away the experiences that women had and shared with other women during the war. World War II and the
impact of advertisements would have a lasting impact on women; and would be a catalyst for change in the future. I feel that World War II was liberatory in the respect that women were given a new confidence, and they showed the government that they were fully capable of making decisions. They were able to survive without men telling them what to do. I feel that World War II was not as liberatory in the respect of changing the image of women as belonging in the kitchen, taking care of the household, being the primary consumer, nor did it change the image of women as feminine, delicate and beautiful. This was not liberatory, but just the opposite; until women could rise above once more and show the government and the men what they were capable of doing.
Appendix 1
I need you on the job full time...
DON'T GET HURT
Appendix 2
LETTERS TO THE EDITORS

In the June 24 edition of LIFE Magazine, which I bought at a newsstand, I came across a picture of a nude woman lying on the ground, and a caption that read, "In this position, the woman is said to be in a state of 'liberation.'" I was shocked and disturbed. As a member of the community, I feel it is important to raise awareness about this issue.

Sincerely,

[Signature]

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STAY DAINTRY EACH DAY...

with Cashmere Bouquet

THE SOAP WITH THE FRAGRANCE MEN LOVE

THE GIRL: I've always wondered what the soap with the fragrance for men is like.

THE MAN: Cashmere Bouquet. It's a soap that has a special scent that men love.

THE GIRL: Oh, I see. That sounds interesting. I'll have to try it next time I'm in the store.

THE MAN: Yes, it's definitely worth trying. It's a great way to keep your skin feeling fresh and clean.

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FLOODS

Scanning the map of the United States, one can see the impact of recent flooding. The Mississippi River has already surpassed its banks and continues to rise, threatening the safety of millions of people in the region. In the western part of the country, the Colorado River and its tributaries have also reached record levels, leading to flooding and property damage. The situation is expected to worsen as the rainy season progresses.

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GUN AND THE ARTS

Playing the guitar and painting are two activities that I enjoy doing in my free time. I find that they help me to relax and express myself creatively. It's interesting to see how different people use art to explore their thoughts and feelings.

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RECEIVED:

- A new pair of sunglasses
- A gift card for a local restaurant
- A handmade notebook

I appreciate the kindness of those who have sent gifts. It's always nice to receive something thoughtful and unexpected.

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UNDERSTANDING ANXIETY

Anxiety is a common feeling that many people experience. It can be caused by a variety of factors, including stress, trauma, or underlying medical conditions. It's important to recognize the signs of anxiety and seek help if you're feeling overwhelmed. There are many resources available, such as therapy, support groups, and self-help books, that can help you manage your anxiety.

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TRAVELING

I recently traveled to Europe and had a wonderful time exploring new cities and experiencing different cultures. It was a great opportunity to broaden my horizons and make new friends.

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BOOKS

I've been reading a new book that I found truly engaging. The author has a unique writing style that keeps you on the edge of your seat. I highly recommend it to anyone who enjoys a good story.

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MOVIES

I watched a new movie this weekend that I really enjoyed. The acting was excellent, and the storyline was well-crafted. I think it will appeal to a wide range of audiences.

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SCHOOL LIFE

At school, I'm currently studying history and science. I find both subjects fascinating, and I'm looking forward to learning more about the world and the natural world around us.
Appendix 3
In Style Everywhere!

Patriotic ladies, you're an inspiration for the nation, in your trim, pretty Kay-Whitney Frocks! Sewn, even in checks and stripes. No ironing—just wash 'em and wear 'em! Tailored by Kay Whitney. Sold by dealers everywhere as low as $5.00.

RELIANCE MANUFACTURING CO.
312 W. Wabash Ave., Chicago, Ill.

RELIABLE BANDAGE & GAUZE

In Style Everywhere!
Appendix 4
RIGHT HERE in New York City there must be hundreds of young women who have always wanted to know more about nutrition and the intelligent preparation and service of food, and who are wondering if this isn't the time to do something about it.

In war times, as well as peace, the job of feeding our vast civilian population is a tremendously important one. Good food, served in attractive surroundings, is essential to workers in any field—and mighty morale building as well.

Speaking directly of you and Schrafft's—we have many openings for women, either inexperienced or already trained, part time or full time. Our employment records are filled with the names of women who, though they may have started as sandwich girls or waitresses, today hold important positions as heads of departments or store managers—jobs that pay well in both money and satisfaction.

If you're interested in "a job with a future" or even if you can spare only a few hours a day from home or school, apply at Schrafft's.

We have openings for Bakers, Carvers, Checkers, Cooks, Pantry Worker, Salesgirls, Sandwich and Salad Makers, Soda Fountain Attendants, Stock Room Girls, Waitresses, Cashiers and Office Workers. QUICK ADVANCEMENT!
Appendix 5
"We'll have lots to eat this winter, won't we Mother?"

Grow your own
Can your own
Appendix 6
That Took a Boy back Home

There's something about a woman's hands...

I haven't even seen the nurse's face yet, but I know by her hands she's wonderful... like Mom, like Sis... like Peggy...

* * *

I asked Peggy to the movies. Knew she was the girl for me when our hands touched in the darkness. I didn't breathe for fear she'd move her hand away...

Her hand so tiny in mine... so soft. Yet she plays a man's game of tennis. And she gave me a man's handclasp, quick and hard...

I stepped on the train with the

* * *

Wonder how Sis is getting along out West. Funny to think of her handling press. I'll never forget her taking my hand and leading me to school. My first in hers... so reassuring... so safe...

* * *

Guess I'll sleep now. Nurse... Your hands... just like Mom's... So

pire and serve a nation at war

... a tribute from the makers of JERGENS LOTION
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 99, NEW YORK 4, N.Y.
Appendix 8
feminine.

Belief that women will wear street-length dresses to evening functions has led the designer to emphasize a shorter length gown for dinner wear. Insets of black lace edging the skirt and bodice gave elegance to a simple black frock of the new order.

Coat dresses, fitted for speedy dressing, were presented. The classic suit appeared in a pin-stripe English woolen in army blue, while a dressmaker version was seen in a chamois-colored suit with bows of the material used in place of buttons and buttonholes.

Subtle touches complemented basic dresses. Grosgrain ribbons formed squares appliqued on a navy blue dress. Grosgrain again was used, this time pleated, to outline the curve in the hemline of a navy blue skirt and the matching waistline cape.

The harem skirt added the atmosphere of the Far East and was seen in a powdery-blue evening dress with a bladed yoke. Another evening dress possessed delicacy of color in the use of cinnamon colored lace worn over a magenta slip. Ostrich feathers flaring around the skirt and on the shoulders carried out the color combination.

This was the first showing in the new salon at 647 Fifth Avenue.

Carrie Munn

Dramatic evening dresses and bright prints for daytime wear marked the Spring collection shown yesterday by Carrie Munn.

Unusual touches on street dresses also provided notes of news. The hemline of a green faille was cut out in squared, geometric Grecian pattern. The beige bolero worn with a black dress came to a point in back and front. Navy braid looped decoratively over the skirt and bodice of a navy dress and matching coat.

Leaves were also used in the collection. Black ones fell, apron-style, from the lavender belt of a black frock. Pink ones cascaded over the shoulders and in double rows down the front and back full skirt of a black tulle evening dress.

Gayly colored hatboxes were imprinted on a black background. Lace ruffles added an extra-feminine touch, trimming the collar, elbow-length sleeves and forming a panel on the front of the skirt.

Evening dresses were voluminous. Skirts were full, and in several instances hooped. "Spider and the Fly" was the name bestowed on one white frock, the surface of which was webbed with tiny rhinestones. Two glittering red spiders and two small blue brilliant flies were caught in the glistening pattern.

Laces Added Daintiness

White lace formed the pinafare of a black taffeta that had a tar-

Make desserts without SUGAR
FREE RECIPE BOOK TELLS HOW!

new ways to make desserts without using Sugar

SAVE SUGAR AND HELP WIN THE WAR! Be prepared to do your part when sugar rationing comes. Get this free sugar saving recipe book now. Tells how to make 23 favorite desserts without using any sugar — puddings, custards, ice box desserts — they're all there. Also 23 other sugar saving suggestions. Just send the coupon below for your free copy.

And DON'T FORGET ROYAL SCARLET JELLY

Your independent grocer is featuring this new jelly this week. Try our famous Black Raspberry Jelly first of all — you'll never forget its distinctive flavor. Your grocer has Royal Scarlet Jelly in six other delicious flavors too. Try them all. And have you tried Royal Scarlet Coffee yet? It's a rich, mellow blend that starts the day with a smile.

SEND A POST CARD OR THIS COUPON TODAY!
Appendix 9
OF COURSE I CAN!
I'm patriotic as can be—
And ration points won't worry me!"
Appendix 10
Save waste fats for explosives

TAKE THEM TO YOUR MEAT DEALER
Appendix 11
Reach Your Boy
OVERSEAS
by
mail

the letters
that travel on film

EASY TO USE
SUREST—
FASTEST—
and MOST
PATRIOTIC

MAIL LETTER FORMS
V-Mail film was flown overseas where it was developed and the letter was delivered to the recipient in the form of a 4 by 5½ inch photograph. Letters with a bulk weight of 2,575 pounds could be reduced to a mere 45 pounds when processed in this manner. (NATIONAL ARCHIVES)

The amount of mail sent overseas increased by 513 percent during the war years. V-Mail facilitated the handling of this huge increase in the volume of the mail. (NATIONAL ARCHIVES)
Appendix 13
slooped. Officers who re-
ion from that operation.
nder the command of
Charles A. Pownall,
appointment that no
fleet units were encoun-
they felt that in such a
superiority would have
nable.
operation of Sept. 17-
ened to indicate that
Nimitz is prepared to
Japanese out of the cen-
and, in conjunction
Douglas MacArthur's
Pacific forces, push them
Truk. This accomplish-
the Allied supply
Hawaii to Australia
great except from en-
airlines and would confine
use to a shortened inner
eter.
the occasional bomb-
and Tarawa in recent
the central Pacific theatre
quiet. A task force under
William F. Halsey Jr. at-
ltered bases in the Mar-
ted chains from air-
early in 1942.
g. 17, 1942, a Marine
nder, Lieut. Col. (now
C. Carlson, with Maj.
Col.) James Roose-
command, landed
destroyed radio in-
stores, two small
planes in the
hat was no mention at
an air base on Makin.

O'S REACH HAWAII

Military Installa-
Oahu on Way Home

THE NEW YORK TIMES.
U. S. Sept. -22-Four
lates Senators were in-
Oahu military installa-
the last stage of
around the
ents.
party included Senators
Brewster, Republican, of
ch: B. Chandler, Demo-
icy; James M. Mead,
New York, and Rich-
sell, Democrat, of Geo-
Gen. George F. Schul-
1 Rankin and Capt.

TAILOR-WOMAN

THE ATTACK

with

BONDS!

Axis Pay-Day
your share to
them off!

red Woman

Copyright, Best & Co., Inc., 1943
Appendix 14
You, too, are needed in a WAR JOB!

WORK IN A FOOD PROCESSING PLANT
(FULL OR PART TIME)
U.S. EMPLOYMENT SERVICE
WAR MANPOWER COMMISSION
Women in the war

WE CAN'T WIN
WITHOUT THEM
We Can Do It!
Appendix 17
Enlist in a Proud Profession!
JOIN THE
U.S. CADET NURSE CORPS

A Lifetime Education-
FREE!
IF YOU CAN QUALIFY

FOR INFORMATION
GO TO YOUR LOCAL HOSPITAL

OR WRITE U.S. CADET NURSE CORPS. BOX 88, NEW YORK, N.Y.
Annotated Bibliography

Primary Sources


*Life Magazine*, 1940-1945.

Secondary Sources


This book deals with the impact of World War II on women, and how their role was changed at home, at work, and in the economy. This book shows the changes in the consumption and involvement patterns of women and status of women in a world that is changing quickly in some areas, but not quickly in others, specifically in the household. This book is useful because it deals with the issue of consumption patterns, and the roles of women.


This book deals with the issues that Southern women dealt with, and includes a chapter about War II. This book includes in the chapter information about the role of the Office of War Information in depicting a happy image of war to the women in the South, but this chapter tells the true story of discrimination, domestic discontent, and home front cooperation in all races, and classes.


This book is a great source about the role of advertising on food purchase in consumption during World War II. This book will be very useful for the thesis because it discusses the way women were targeted to take care of their families, and their boys overseas by rationing their food. It mentions many different advertising slogans and campaigns.
This article is very interesting, and contains information about the advertising that the government used to get women to ration their food, save their grease and fats, and also to recycle. This article talks about the patriotism of women, and shows that through emotional appeal women were more inclined to participate in these campaigns, which is one of the points I am trying to prove.


This book is a very important book about the 1940’s and the events that happened during it. This book contains chapters on many relevant subjects that will benefit my thesis, such as the role of women, American propaganda, the role of African Americans in the war, rationing and information campaigns.


This book deals with the history of women and their roles in fundraising and bazaars over the course of the last couple hundred years. However, the book contains a specific chapter on women’s roles in fundraising during World War II, what groups were involved, and why. The author discusses the women’s need to help with the war effort through raising money, and supplies.


This book will be very useful in my thesis because it deals with the discrimination that African American women felt during World War II, when they were normally left out of advertisements, recruitment campaigns, and posters. This book deals with the issue that most of the advertising campaigns being done to get women involved in World War II home front efforts portrayed predominantly white women as the contributors. Though African American women were equally contributing and making sacrifices, many were joining the military and taking on jobs.


This book contains a great deal of information specifically on advertising, the images that it portrayed, and the effects that it hoped to have on women on the home front. The author included a history on the Office of War Information and the War Advertising Council, which is very helpful in explaining my topic. The issue of class and gender in advertising is dealt with as well.

This book was written about the impact and reaction that World War II had on the industry in Hollywood. The book includes information on propaganda, and the influence of opinions that the various aspects of Hollywood had on the American people during World War II. Specific information on the Office of War Information is included, as well as names of people involved in these campaigns.


This journal discusses the role of advertising on the opinions of people living on the home front during World War II. This journal will be useful because it discusses the use of guilt and other emotions to encourage people to act, and do things a certain way to support the war effort and the men abroad. In the article there is also information on the War Advertising Council, which will be very helpful with my thesis.


This book is a culmination of works written by or for women on World War II that deal with gender, class, and race. This book addresses many aspects of World War II, but includes information on women specifically on the home front, and how the role of advertising affected their contributions and involvement. It also deals with the well-known propaganda pieces, such as Rosie the Riveter.


This book will be very important to my thesis, because it includes an entire chapter on advertising images of women on World War II. This chapter of the book deals with the changing image and roles of women during this decade by looking at advertisements in the media and propaganda pieces. This book also discusses how women’s images have changed through advertising during and after World War II, and whether it was a positive or negative change.


This book is particularly useful to my thesis because it includes information about the women’s involvement in the war, and their role in publicity, recruiting, and fundraising. Many of the various forms of media used to target women through advertising were included in this book, such as *Red Book, Ladies*
Home Journal, and the New York Post and Times. This book also contained an extensive bibliography that included many useful sources for my topic.


This book contained several different subject areas that deal with my topic, including the role of women in advertising, female role models used and how these women encouraged volunteerism. This book discusses the efforts of women on the home front, and how their roles and lives changed throughout the course of the war, and then afterwards.


This journal article contains in depth information on war bonds, and the campaigns used to sell them. Included is the history of them, their use, and the American public opinion concerning them.


This book contains information on the recruitment of women into various “jobs” on the home front, through advertisements that played on their emotions. This book deals with the theme of women asking themselves what they can do for the war effort, as a response to the advertisements that they are seeing pleading for their help.


This book is going to be a very important book to my thesis, as it contains a multitude of useful information about women’s magazines in the 1940’s. This is significant because the author delves into the role of magazines and advertisements, and how they were projected to different classes and races. This book also deals with the messages that the magazines were trying to deliver, and the roles that women were supposed to take on during World War II.


This book is a detailed book discussing the many aspects of the role of women’s magazines between the years of 1940 and 1960. There is information included on the advertisements, editorials and articles that were in the different magazines of this time. There is useful information to my thesis included this book, about the portrayal of
the roles that women were assumed to have, and how they changed. Also included is information on the products being advertised in the time of World War II.


This book deals with the recruitment of women, and their efforts to support the war efforts through victory gardens to support the food supply or war bonds to support the money side. This book discusses the many different types of media and how it affected women, encouraging them to be involved. Also, this book describes the roles of women, and their changes throughout the war. I think that this book will be very helpful in providing information about recruitment campaigns, and different forms of advertising used to recruit with.


This book highlights the changes in the roles of women during World War II, and how they were able to achieve these changes. The subject of discrimination is dealt with and how the status of women was perceived. This book deals mainly with women at work in the factories, their recruitment and problems there, but also deals with their lives on the home front, which is more focused around my topic.


This book is very helpful because it includes information on radio advertisements, and the role of the radio in propaganda. Included in this book is also information on different advertising campaigns, Rosie the Riveter, rationing, and the opinions of men whose wives are leaving the home to get a war job, and how the advertisers helped encourage this practice. This book will be very useful as a resource on many different aspects of World War II.