



RECRUITING OFFICERS OF SIXTH SERVICE COMMAND at a meeting to help promote enrollment in the WAAC, December 1942.

Danger Signals

When the expansion program required a tenfold increase in quotas, The Adjutant General's Office began to put more pressure on its Recruiting Service. A booklet was circulated entitled *A Plan for Increasing the Rate of Enrollment in the WAAC*. In order not to disturb Army command prerogatives, the actual conduct of recruiting was left to the service commands, of which Captain Edlund observed, "In the Service Commands we had nine separate recruiting campaigns."⁷ In January of 1943 all service commands received a visit from a liaison party consisting of representatives of The Adjutant General and WAAC Headquarters, accompanied by advertising experts from N. W. Ayer & Son, the advertising agency that held the

contract for WAAC recruiting. Advertising matter was placed in seven magazines and in many newspapers; several WAAC posters were printed and distributed by The Adjutant General's Recruiting Publicity Bureau in New York City; information pamphlets of several types were also provided. Through the Office of War Information, a radio campaign was obtained.⁸

In spite of these efforts, certain danger signals began to be apparent. One was the adverse attitude of the men of the armed forces. In early January of 1943 the unfavorable nature of soldier opinion had become so unmistakable that Director Hobby

⁷ Memo cited n. 3.

⁸ (1) Memo cited n. 4. (2) Memo, Col Charles A. Easterbrook for Dir WAAC, 1 Feb 43. SPWA 334.8 Rctg (12-28-42) 1942.