

after the WAAC was placed in the Army and The Adjutant General resumed operation, the figure jumped from 6 percent to 20 percent, which was to remain its average for the rest of the WAC's existence. The number of women with less than high school education fell from 36 percent in April to 20 percent in July.⁶²

The expansion program had not so much collapsed as never begun. Numbers obtained monthly were now approximately the same as before the campaign began. The influx of the unqualified had lasted only a brief two months and had been checked before it lowered the Corps' average standards too far, but it was clear that the expansion program could not continue unless a real recruiting campaign could be devised that would increase numbers without lowering standards.⁶³

The Advertising Contract

General Ulio was also overruled in the matter of the advertising contract, for which he favored the current contractor, N. W. Ayer & Son. This agency had adopted the campaign slogan, "Release A Man For Combat," and had given it wide publicity. The slogan had proved unfortunate in several ways. In view of the prevalence of punsters in the population, it was discovered that it would be wiser to use the expression "Replace A Man" instead of "Release" or "Relieve." Worse, as the "phony war" vanished and combat became more real to the American public, the slogan appealed to no one: Army men in clerical jobs did not particularly appreciate being replaced for combat; mothers did not wish a daughter to enlist if this would send a son to his death; and a woman whose husband or sweetheart was killed overseas did not like to think that

but for her or some other woman he would have been safe in a desk job.

Also, the advertising agency, in handling the WAAC account as part of the Army account, had not given particular consideration to women's psychology in the matter of advertising appeal, location of recruiting stations, training of recruiters, or other matters.

General Somervell's Control Division, after investigation, therefore recommended that the account be canceled because of a decision to revise the entire campaign and not for any particular fault. Accordingly, eleven of the nation's leading advertising agencies were invited to a meeting and asked to suggest campaign plans. On the basis of results, Control Division, ASF, and Control Division, Adjutant General's Office, awarded the contract to Young & Rubicam, called "the largest advertising agency in the country," and one which handled campaigns for many women's products and also had an unusually large number of women writers on its staff.⁶⁴ Young & Rubicam immediately began to make surveys, for which they employed Dr. George Gallup and a staff of female investigators, to determine the correct psychological approach. Every effort was made to suppress the theme of "Release A Man For Combat," but it was found that the slogan had sunk deep into the public mind and was by this time so widespread that for months every new re-

⁶² (1) Memo, Capt Edlund for TAG, 7 Apr 43; (2) Memo, Dir Hobby for DCoFS for SvCs, 6 Jun 43; (3) Memo, Lies, Special Consultant, for Dir WAC, 8 Jul 43. SPWA 341. (4) Tables III, IV, V, ASF Hist of WAC Tng, Des Moines figures only. (5) See Table 2, Appendix A.

⁶³ For a description of the average Waac, see Ch. XI, pp. 192-93, below.

⁶⁴ Rpt, Lt Col Paul V. Betters and Maj McGovern, Contl Div ASF; see Weekly Rpt, WAAC Hq to CofAdm Serv, 7-13 Mar 43 SPWA 319.12.