

Half the women believed that a Waac could not marry an Army man; many others believed that a Waac was not allowed to marry at all, or to have dates, or to use cosmetics.

The new campaign was shaped by these discoveries. If apathy was the trouble, the war must be made real to women. If women feared a strange new life, every detail of the life must be publicized so that it was familiar and not frightening. If they had mistaken ideas about the Corps, these must be corrected: they must be told that Waacs did interesting work as well as menial, that Waacs dated, married, and used cosmetics. If families and Army men disapproved, some approach must be found to change their attitude. The keynote of the campaign, in short, would be to make familiar to everyone the life and work of a Waac, and especially the good side of that life.

Accordingly, Young & Rubicam hastily prepared advertisements that pictured the interesting jobs Waacs did; they devised quizzes with many small pictures and questions; and, believing that women were inveterate coupon clippers, they inserted small coupons that could be mailed to recruiting stations for free literature. At the same time there was assembled an array of supporting talent that dwarfed previous efforts. Among others, the Writers' War Board pledged co-operation—Rex Stout, Clifton Fadiman, Paul Gallico, Margaret Lee Runbeck, Sarah Elizabeth Rodgers, Katherine Brush, Laura Z. Hobson—each to write articles to reach a different type of national magazine and audience. Ten writers of this board were flown to Fort Oglethorpe and other stations to gather material.

Famous photographers were asked to take pictures for picture magazines. In

addition to stories, many magazines agreed to use a WAAC cover girl—the July *American*, the August *Cosmopolitan* and others. The May *Reader's Digest* had a story; *Life* used pictures sent from North Africa; the August *Harper's Bazaar* showed WAAC physical training in its least terrifying aspects; a June *Saturday Evening Post* began a five-part serial. Through the co-operation of the Office of War Information, radio time was obtained, including plugs on shows by Bob Hope, Kate Smith, and others. Daily papers got news stories and pictures, and Sunday papers carried paid advertisements. Motion pictures also were contributed, by both Hollywood and the Signal Corps. All of these various media were co-ordinated through WAAC Headquarters in order to maintain the same theme throughout.⁶⁸

To co-ordinate recruiters' efforts with the advertising campaign, there set out from Washington a flying task force which, traveling by plane, train, and subway, achieved the apparently impossible feat of a two-day conference with each of the nine Service Commands in sixteen days.⁶⁹ These included representatives of Young & Rubicam to describe the campaign, of General Motors to initiate expert sales training methods, and of The Adjutant General's Recruiting Publicity Bureau to display their newest wares of posters and booklets.

The conferences were generally well received, although, said Major Edlund, "The Army Personnel connected with recruiting didn't quite understand what this was all about and perhaps resented it a little

⁶⁸ (1) Ltr, Hq 2d SvC to Dir WAAC, 15 May 43. SPWA 334 with Min of mtg. Also, Min cited n. 41.

⁶⁹ The First, Second, and Third Service Commands met together in New York. Exhibit A to Memo, WAAC Hq for CofAdm Serv, 24 Apr 43. SPWA 341 (4-5-43).