

which if not successful might well be the last. Dr. Gallup advocated an appeal to a woman's self-interest, with emphasis on the advantages of military status, the value of WAC training, and free clothes, food, and medical care. Colonel Hobby disliked such an approach, and held out for the straight patriotic appeal. Her favorite advertisement was a "shocker" which showed a wounded soldier dying on the battlefield while women played bridge, with the caption, MEN ARE DYING ON THE BATTLELINE—CAN YOU LIVE WITH YOURSELF ON THE SIDELINE?

This approach was vetoed by Generals White and Dalton, who were obliged to inform Colonel Hobby that the censors forbade showing dead American soldiers to the American public. Colonel Hobby next produced an advertisement showing soldiers' graves, with the caption, THEY CAN'T DO ANY MORE—BUT YOU CAN. She argued, "Something like this is needed to drive home a sense of shame to women not doing anything." Results would be better, she said, "the more difficult this job was painted to a woman, the more of a challenge it was to her . . . telling how hard, how drab, how routine it is. . . . Has she the courage to do the commonplace as against the courage of the spectacular?" Dr. Gallup disagreed with her, saying:

When you take into account all groups, I am afraid that would not be as good as some other appeal. There is too much competition from other things; there are too many ways by which people can rationalize their own situation. Almost every person has, in his own mind, become important, even though only growing a couple of cabbage heads.

Representatives of Young & Rubicam pointed out also that "what appeals to the manufacturer seldom appeals to the con-

sumer," and finally decided to run only one advertisement of the shocker type to see if it "made the women mad." Colonel Hobby replied that, as far as she was concerned, they could be made as mad as hatters if it only drove them to the recruiting station.³

As a matter of record, when the soldiers'-graves advertisement was used in October, it was banned in Boston newspapers because it was "too gruesome" and might have caused "sad week ends" to sensitive citizens. Most later advertisements therefore emphasized the WAC's attractive jobs and its material advantages.

It was decided that advertising emphasis would be put on, first, the hundreds of types of Army work now open to Wacs, and second, WAC benefits, which now offered the greater advantage of full military status. It was noteworthy that the same decision concerning "glamorization" was also deemed essential, at different times, by both British and WAVES recruiters, in both cases over the objections of women directors.⁴

The Manpower Theme

Colonel Hobby took the occasion of her oath of office to launch another theme more congenial to the American public than the ill-fated "Release a Man" slogan; this was the WAC as the preserver of the American home. Pointing out that every

³ All comments from min of conf, WAAC Daily Journal, Vol. I, 13 Jul 43.

⁴ (1) Ltr, C. W. Rogers, Advt Dir, Boston Post, to Mr. Jim Mullins, Kelly-Smith Co., New York, 29 Oct 43. SPWA 000.7. (2) Draft, 2 Jul 43, sub: Notes for Publicity re WAAC Becoming Part of Army. Folder, WAAC to WAC, WAAC Planning files. (3) WAVES Hist; also *Conditions in the Three Women's Services*.