

and applied for discharge from the WAAC to get defense jobs in California. For these tribulations, her only reward was a letter of reprimand from WAAC headquarters concerning the winning poster, which had been in such poor taste as to come to national attention.¹⁶

The burst of energy demanded by a new recruiting drive therefore presented a particular problem. Colonel Hobby wrote to the discouraged recruiters:

I know the difficulties, the loneliness, the heartbreaking apathy you have faced. I know how hard it is, after weeks and months of discouragement, to dip deep into inner resources and start again with fresh enthusiasm. But I know, too, that you have such inner resources. . . . If you can give fully of your own strength, your own conviction, your own faith and heartfelt patriotism, we will not fail now.¹⁷

For the success of the campaign, the WAC leaders depended frankly, as always in the Corps' history, upon these "inner resources," and upon motives which were matters of ideals and spirit. Major Rice took charge of the hundreds of conferences and interviews required by the All-States Campaign, quoting freely from Tom Paine concerning "summer soldiers and sunshine patriots," and using a modern quotation also favored by Colonel Hobby as typifying the Corps' present slim chances of success:

God of the hidden purpose
Let our embarking be
The prayer of proud men asking
Not to be safe, but free.¹⁸

As the Corps poised upon the threshold of this crucial effort to restore itself, Major Rice informed a conference of service command recruiters:

We know that there are millions of women who will join us now, if we can touch that

spring of inner compulsion that causes people to forget self and fear of the unknown and strike out along the path that leads to their ideals.¹⁹

Sources of Assistance

The campaign's organization was nevertheless highly practical, and was to stand as a model for all future efforts. To avoid misunderstandings, Army recruiting and induction officers from each service command and their WAC assistants were thoroughly briefed in a Washington conference on the entire plan. At the same time, the Army's Recruiting Publicity Bureau, in New York City, set its presses rolling to produce, in an unprecedentedly short time, portfolios of instructions for recruiters, with brightly colored and attractive posters, window cards, stickers, manuals, envelope stuffers, clip sheets, mats, and advertisements of all sizes.²⁰

Also, the War Advertising Council was approached and agreed to arrange free sponsored national advertising for the WAC as it was doing for other agencies. Recruiters were also instructed in how to get free advertising on a local level; many firms were found to be willing to aid the war effort by contributing advertising space, or by including a Wac in their usual advertisements. Many posters and other aids were also sponsored by various business groups. For example, the Stand-

¹⁶ Ltr, WAC Hq to Rctg Off, Ft Bragg, N. C., 2 Aug 43, incl rpt of Lt Mary J. Norton, 22 Jun-20 Jul 43. SPWA 415.

¹⁷ Ltr, Col Hobby to all WAC recruiters, 20 Sep 43. SPWA 341 (8-6-43) sec 1b.

¹⁸ Henry Morton Robinson, "Litany for a New AEF," reprinted in *WAC Newsletter*, Vol. I, No. 8, 15 Jan 44.

¹⁹ Speech. Min cited n. 14.

²⁰ Office Memo, "F" for "R" [Capt Ruth F. Fowler for Maj Rice, both of WAC Rctg Sec], 21 Sep 43. SPWA 341 (8-6-43) sec 1b.