

ard Oil Company of Indiana sent its dealers 19,000 posters, "The Girl With the Star-Spangled Heart," to replace the previous "Drain Old Oil Now."²¹

National civic and business organizations by the dozen were approached by Colonel Hobby's staff, and agreed to mention the WAC in their trade publications and bulletins: the American Retail Association, the National Dry Goods Association, the National Association of Theater Owners, five press associations, most magazine publishing firms, several film companies, the Mayor's Conference, the National Association of Broadcasters, the U.S. Chamber of Commerce, and others as varied.²²

Organized clubwomen of thirty-six national organizations announced their support after visits of their representatives to Des Moines.

The Executive Committee of the Governors' Conference also gave a preliminary indorsement which assured the Army that state governors would respond when officially called upon.²³

Paid advertising was also authorized to supplement all the free publicity that the above agencies could contribute. Colonel Hobby asked that the Army allot \$10.00 per needed recruit for this purpose, chiefly for systematic coverage of Sunday newspapers. General Dalton disapproved this on the grounds that "no business which is forced to operate at a profit would consider such an appropriation," but he was overruled by General Somervell, who considered that the situation merited the expenditure. As a matter of fact, the sum was somewhat less than that later used in postwar Army advertising to get comparable numbers of male recruits.²⁴

As an added precaution Director Hobby in two different meetings with high

War Manpower Commission officials cleared the All-States Plan. She was informed that, from 27 September to 7 December, recruiting was authorized even in Class I and II areas, provided that no woman was taken from essential industry. A representative of WMC likewise stated this fact in a speech to the recruiters conference, and the Army published it to recruiters. In return the Army agreed to urge rejected WAC applicants to accept factory work.²⁵

The Air-WAC Plan

Because the WAC's continued existence was virtually staked on this one campaign, the War Department decided to accept assistance from a source that it had previously rejected—the Army Air Forces. The AAF had for months begged to be allowed to send out its own personnel to assist regular recruiters, the only proviso being that recruits so obtained could be promised assignment to the Air Forces. Such special-promise recruiting was not unknown to the Army; the Air Forces' recruiting teams, in a recent campaign to get 57,000 male aviation specialists, had

²¹ (1) Memo, Dir WAC for Dir Pers ASF, 28 Aug 43. SPWA 000.7 E, in ASF SPAP 341 WAAC (2-26-43). (2) Ltr, WAC Rctg Off, Chicago, to Dir WAC, 27 Oct 43. SPWA 415.

²² Memo, Capt Fowler for Maj Rice, 21 Sep 43. SPWA 341 (8-6-43) sec 1b.

²³ (1) WDBPR Press Release, 20 Sep 43. (2) Min cited n. 14.

²⁴ (1) Memo, WAC Hq for CG ASF, 2 Aug 43: (2) Memo, Dir WAC for Gen Dalton, 25 Aug 43. SPWA 000.7 (8-25-43). (3) History: Office of the Director of Personnel, Army Service Forces 20 Jul 42-1 Sep 45. OCMH. Hereafter cited as ASF Pers Hist. (4) For army postwar advertising contract, see *Washington Post*, February 18, 1949.

²⁵ (1) Memos, Dir WAC for G-1, 16 Oct 43. 24 Aug 43, and 30 Sep 43. SPWA 000.77 (1-4-43). (2) Speech of Mr. Stephen W. Wood. WMC. Min cited n. 14. (3) Ltr, TAG to all SvCs, 12 Sep 43. AG 341 PR-I-E.