

a-half-minute bulletins to be attached to newsreels, and 16-millimeter films for showing in churches, schools, and war plants.

In the magazine field, 548 editors simultaneously used the womanpower theme. Through its news bureau, the OWI placed free stories with every type of newspaper: news items were given to the wire services, human-interest stories to the syndicates, and special articles to the rural press, business press, labor, Negro, women's, and foreign-language press. Cartoonists and editorial artists at OWI's call featured an attractive Wac, Wave, nurse, or factory worker. As for posters, the nation's best artists contributed designs, while the OWI's Boy Scout Distribution Service handed out 750,000 posters bi-monthly, as well as 50,000 car cards a month. The Outdoor Advertisement Association contributed twenty-four different billboard spreads.⁸⁰

All of this united activity had little perceptible effect on public apathy or on the armed forces recruitment of women: the WAC returns merely held steady at slightly below the level set by the All-States Campaign. Recruiters were inclined to believe that, had armed forces and industry earlier

achieved a united front in harmonious publicity, greater results would have been obtained.

Campaign Conclusions

The All-States Campaign, the Station-Job Plan, and the Women-in-War drive had to some extent counteracted the slander campaign and restored recruiting to a level that permitted the Corps' continued operation. Neither they, nor any plan ever used by the naval women's services, could do more. The final lesson for the armed forces, after all the furor of effort and speculation had died, appeared to be merely the same that it had already learned in previous wars: the American public would not, without conscription, furnish the required number of volunteers for military success. In retrospect it became hard to understand why—in a nation that had been obliged to conscript men since the Civil War and in which women's service had never been popularly accepted—it had ever been imagined that women would make a better response to recruiting appeals than had men.

⁸⁰ Memo, Asst Dir Rice for Dir WAC, 12 Jan 44. ASF SPAP 341 WAAC (2-26-43).