

to be discounted. One mother sent to the President a daughter's letter, adding:

It is a terrible thing to have one's child write such a letter, when there is nothing a mother can do but pray. . . . Is it such a terrible thing that girls are in the Armed Forces? It seems they are very much resented.<sup>19</sup>

There existed considerable differences of opinion among conferees as to whether the Army man's thinking could be changed. The vice-president of Young & Rubicam, Mr. Jack Reeder, alleged:

I would want to resign from Young and Rubicam tonight and go into some other kind of business if I agreed that you cannot change the attitude of the Army men in regard to the WAC. I have never seen any public attitude yet which could not be changed if gone about intelligently. Some of the things we have persuaded Americans they would want . . . makes me think that this is not a particularly tough job, especially when the Wacs themselves are doing such a wonderful job of changing the opinion of the men.<sup>20</sup>

Most service commanders, at a conference in Dallas, agreed that there was nothing wrong with the product for sale, and that men's attitude rapidly changed wherever they had actually worked with Wacs. Maj. Gen. David McCoach, Jr., of the Ninth Service Command, added: "There is no question of the popularity of the Wacs in those services which have them. Right in my own headquarters everybody is enthusiastic. . . ." <sup>21</sup> Nevertheless, only a small fraction of enlisted men were ever thus exposed, and even Young & Rubicam's experts admitted that when they started a survey of what men thought about Wacs, "Our first man was arrested and put in jail in Omaha and we were called off."

Commanding generals of service commands generally refused to abandon the

project as completely hopeless. Maj. Gen. J. Lawton Collins stated, "The enthusiasm of the Army can be obtained by the 'center of influence' method." He recommended that senior officers demonstrate to their juniors by concrete action, not speeches, that they approved of the WAC. Maj. Gen. Richard Donovan of the Eighth Service Command called for the ASF to take the lead in "breaking down opposition on the part of the enlisted men" and selling them the idea that "each of them can and must recruit a Wac. . . . We have an Army of seven million men . . . if one out of twenty can induce some woman to apply, we would have 350,000 applications."<sup>22</sup>

In this respect, the most confident of the service commands was the Seventh, which had already developed and tried out an orientation program for male Army personnel, with very encouraging results. This program employed enlisted men and women with professional stage and radio experience in a lively dramatization of the WAC's jobs and mission. At every Army station where the show had been presented, a notable improvement in soldier understanding and friendliness had been reported. Although it was physically impossible for the actors to visit every station in the United States, the Seventh Service Command made available the script and instructions for use by other commands.<sup>23</sup>

Out of these conferences and simultaneous telegraphed instructions to the field,

<sup>19</sup> Incls to Ltr, Air WAC Off to Dir WAC, 6 May 44. WDWAC 330.14.

<sup>20</sup> Min cited n. 10.

<sup>21</sup> Min, Conf of CGs of SvCs, Dallas, Tex., 1944. WDWAC 337.

<sup>22</sup> Min cited ns. 10 and 21. Also Memo, Dir Pers ASF for CofS ASF, 14 May 44. SPAP 210.3.

<sup>23</sup> Memo, TAG for Dir WAC, 31 Mar 44, sub: WAC-Army Orientation Movie. AG 341 WAC (3-31-44) WR-E.