

tion we formerly held in relation to this medium can never be fully regained.³⁶

The national situation had not improved, with even military authorities implying that the war was over. Colonel Johns reported:

Continued adverse publicity has had a very detrimental effect. . . . It is doubtful if we will exceed our quota . . . , because of headlines and statements such as ARMY IS ALREADY OVERSTRENGTH, OR MORE THAN A MILLION MEN HAVE BEEN DISCHARGED, OR MEN BEYOND 26 YEARS OF AGE ARE NOT NEEDED, and numerous other negative pronouncements by Army and Government officials.³⁷

Achievements of the WAC Recruiting Service

In the face of these difficulties, the new and separate WAC Recruiting Service nevertheless accomplished what, in the first months of the year, had seemed unlikely: the maintenance of recruiting for the rest of the war at a level not too far below that set earlier by the All-States Campaign, with an actual rise in recruits in the summer of 1944 in spite of the optimism engendered by the Normandy invasion.

Even more remarkable was the WAC Recruiting Service's success in preventing enlistment of unqualified women. Records of training centers indicated that discharges for erroneous enlistment, minority, and dependency were wiped out by the new system; the Army thus saved thousands of dollars in terminal bonuses alone, as well as in clothing, transportation, and training costs. Discharges for undesirable traits and for fraudulent enlistments were almost eliminated. At the same time there was a reduction of 35 percent in the number of women who had to be sent to the Special Training Unit.³⁸

Also, after six months of the new system, Director Hobby was able to recommend the abolition of paid advertising, since the Army now, like the Navy, had a specialist group with centralized control. The Planning Branch estimated that, in the last nine months of 1944, the value of free sponsored advertising obtained by the WAC exceeded \$15,000,000. As a result, the WAC was able to turn back unspent some \$200,000 of the earlier appropriation for paid advertising. Had the Planning Branch and a separate WAC recruiting service operated from the beginning of the war, it was estimated that the economy would have been even greater, to the sum of several million dollars.³⁹

Last Days of WAC Recruiting

Cessation of recruiting began gradually in the fall of 1944 by the simplification of mechanics. It was at the time hoped that a need for lesser numbers would permit abandonment of the various special inducement systems such as branch or station-and-job recruiting. There were two major objections to these systems. The ASF and AGF objected to them on the grounds that the AAF continued, by means of them, to get the majority of recruits; the majority of women in the top AGCT brackets also chose the AAF.⁴⁰ The ASF also objected on the grounds that ASF training centers could not classify

³⁶ *Ibid.* Incl is OWI Ltr, Chief, Station Relations Br to all radio stations, 15 Jul 44.

³⁷ Rpt, Plng Br for WAC Rctg to Plng Bd for WAC Rctg, 26 Apr 44, and incls. WDWAC 341.

³⁸ (1) Memo, Maj Katherine K. Johnson for Dir WAC, 23 Feb 45. WDWAC 220.8. (2) Rpt, Plng Br to Plng Br, 23 Oct 44. WDWAC 341.

³⁹ (1) *Ibid.* (2) Memo, Dep Dir WAC to Col Coursey, G-1 Div, 20 Oct 44. WDWAC 341.

⁴⁰ D/F, Classif and Repl Br AGO for MPD AGO, 17 Jun 44. WDWAC 319.1.