Her duty to be beautiful: feminine ideals in magazine advertising during World War II

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Her Duty to be Beautiful: Feminine Ideals in Magazine Advertising during World War II

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Her Duty to be Beautiful:
Feminine Ideals in Magazine Advertising During World War II

by

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World War II is often seen as a watershed period for the expansion of women's roles. Specifically, historians have argued that work outside the home created new perceptions about what women could do. This thesis argues that although women took on new roles during WWII, feminine ideals remained constant throughout the war period and for many years afterward. Wartime middlebrow magazine advertising contains four main themes: 1) women would remain feminine no matter what new roles they took on; 2) men's efforts in war technology would also have household implications, luring women back to the home with new appliances and less burdensome housework after the war; 3) women were "ninnies," that is, inept and incompetent for any long-term roles outside the home; and 4) women's most important duty during the war was to be beautiful.
Hilda Holder is a riveter honoring her patriotic duty to America during World War II. And she's probably the most beautiful riveter you've ever seen: sparkling eyes set off by eyeliner and plenty of mascara, perfectly tweezed eyebrows, a bright red manicure on creamy white hands, and a clear complexion unmarred by even a bit of grease, grime, or sweat. Hilda is the star of a 1944 Pond's Cold Cream magazine advertisement, and she's perfect for the company's message: "She's Engaged! She's Lovely! She uses Pond's!" (figure 1). Pond's series of ads linking cold cream to diamond rings emphasizes that beauty is women's most important asset to the war effort. In fact, wartime magazine advertising as a whole suggested that a woman's true duty is to maintain her femininity no matter what new jobs she may take.

Much was at stake in the definition of gender roles, especially during the crises of the Depression and WWII. Wartime advertisers, cooperating with government and industry, developed campaigns to draw women into the workplace during the war and to send them back to the home when the war ended. To accomplish this, advertisers stressed that traditional values remained stable, even if women's roles had become more fluid during the war. Thus, while advertisements showed women in new work roles—perhaps easing that transition into traditionally male spheres of labor—these same print ads put forward traditional ideals of American femininity. Wartime advertisers made no attempt to abandon these ideals, even as they encouraged women to take on new roles in the workforce.


2For more information on these magazines and the method used in this study, see Appendix 1. For this study, I define roles as social positions, or specific tasks, undertaken by women. Ideals are culturally created representations of identity, or the essence of women.
to hide their motives for women. Most advertising clearly portrayed a feminine ideal that was incongruous with postwar careers for women.

While many historians point out that women’s wartime roles were not all that revolutionary, none have illustrated the specific feminine ideals maintained by advertising throughout the war period. It has been established that women’s war work was meant to be temporary, but how did advertisers contribute to this expectation? They consistently showed women as overwhelmingly feminine in all their endeavors; even in welding, riveting, and repairing machinery, women did not sweat, get dirty, or gain muscle. They praised technologies that would make postwar housework more desirable, and the sacrifices women made while their men were away. They hearkened back to a prewar ideal in which men worked outside the home and women worked inside the home. They showed women as “ninnies”—inept, incompetent, unfit for life outside the home (even as they worked in factories). Women were passive creatures whose main goal was to find a man and settle down into postwar affluence and consumerism.

After placing this thesis in the historiography of women’s wartime roles, I will focus on several themes that cropped up in advertising regarding feminine ideals. The thesis will then relate feminine ideals during the war to the periods before and after the war.
Although some historians suggest that World War II created lasting changes in women's roles, an argument for their continuity makes more sense. Society had become mired in turmoil, and advertisements of the period reflect a search for a return to order. Many Americans during the war feared the country would lapse back into economic depression once the war machine was dismantled. In addition, gender relationships were upset by the 1930s unemployment crisis. The traditional male provider role was undermined as many women took jobs outside the home and sometimes became the family breadwinner. Ensuring traditional gender roles after the war would perhaps prevent another depression or at least normalize gender relations. Many believed the unemployment problem would be solved if men earned the "living wage" while women cared for the family at home.

Several historians have studied women's status during World War II, and a few have focused on feminine roles in advertising. Most of the scholarship so far has emphasized the temporary nature of women's roles during the war rather than the static nature of feminine ideals. However, these two concepts are closely related. Maureen Honey studies women's wartime roles in magazine advertising and fiction. She finds that the media was easily able to revert to traditional portrayals of women after 1945 because women's work throughout the war was shown as being temporary. Charles Lewis and John Neville explore wartime magazine advertising and the change in the portrayal of

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women’s roles during the war. Rupp, in a similar vein, compares German and American government propaganda designed to encourage women to work outside the home during WWII. She finds that propagandists in both countries wanted women to work temporarily and sold their ideas on that premise. Women who were employed before the war were ignored, as propaganda focused on recruiting those who had never before worked outside the home. Rupp also argues that images focused on glamour and women’s ability to maintain their femininity while working, and that women in propaganda did not work for economic necessity but for personal reasons (such as helping to bring loved ones home through their efforts). Susan M. Hartmann explores prescriptive literature and discovers that the war strengthened traditional gender roles. She focuses on books, articles, pamphlets, and fiction to look at the ways women were advised to treat returning soldiers. Wives played the crucial part of helping soldiers readjust to postwar society. They were bombarded by messages to pamper men, cater to their wishes, and put them first. Hartmann finds great concern in this literature that women had become too independent during the war and that returning men faced “diminished ego capacity” and should be encouraged to head the household once again.

The adjustment of gender roles to wartime conditions played itself out in wartime


Rupp, Mobilizing Women for War.

advertising. Advertisers during WWII had an agenda—they hoped to use the war to
regain lost respectability from the public and the government. To do so, they promoted
patriotism, which was a matter of influencing gender roles to suit both short-term goals
and traditional American values. By the 1930s, the advertising industry faced the threat of
government regulation due to demands from consumer groups for higher standards in
advertising. Ads during the Depression had degenerated to outrageous attempts to sell
goods at a time when no one was buying. The prestige of advertising was so lifted by the
war that ad agencies were even able to wrest away the government’s control over wartime
propaganda. “So completely, in fact, did advertising take over the OWI [Office of War
Information],” Frank W. Fox finds, “and so increasingly did the latter’s operations come
to resemble the work of the Advertising Council, that the concept of government war
information lost all coherence.” The OWI disbanded in 1943 due to lack of
Congressional support, leaving government viewpoints to be filtered through the War
Advertising Council. Thus, during the war years, advertisers became the key image-
makers for the American public. Besides the fact that government messages were
subsumed by advertising, President Franklin Roosevelt did not express interest in a major
propaganda campaign such as the one that had been so instrumental during World War I.

7Frank W. Fox, Madison Avenue Goes to War: The Strange Military Career of
American Advertising, 1941-45, Charles E. Merrill Monograph Series in the Humanities
and Social Sciences, vol. 4, no. 1 (Provo, Utah: Brigham Young University Press, 1975),
17-18, 54-55.

8Fox, 53.

9John Morton Blum, V Was for Victory: Politics and American Culture During
Although advertising professionals most likely had selfish intentions of gaining power and prestige through their campaigns, they also saw themselves as educators of the American public.\textsuperscript{10} Part of that education was teaching Americans their proper social roles. Even if women did not consciously make decisions based on advertising, they may have felt uncomfortable about not conforming to the ideals they saw in wartime ads. Leila Rupp argues that it is important to study ideals, whether women live up to them or not, because they know they are either conforming or defying these prescribed roles.\textsuperscript{11}

Wartime advertising represented middle class values and ideals. The middle class ideal existed even when women were shown in traditionally working class jobs—advertisers portrayed the assumption that women could afford to return to the home after the war. In addition, the ideals found in the advertising of these magazines most likely extended beyond the middle class audience, disseminating normative messages to a much wider group of Americans about how to behave. For this thesis, I examined advertising in five middlebrow magazines with diverse readerships. Magazine advertising in the war period was at the height of its cultural dominance. Television was not yet available to the masses, and radio advertisers could not combine the power of images and text in the creative, and often subtle, ways that magazine advertisers could.

\textsuperscript{10}A good discussion of the mindset of advertising men appears in Roland Marchand, \textit{Advertising the American Dream: Making Way for Modernity, 1920-1940} (Berkeley: University of California Press, 1985), xix.

\textsuperscript{11}Leila J. Rupp, \textit{Mobilizing Women for War: German and American Propaganda},
Four major themes of femininity emerge from the magazine advertising of the war era: 1) women would always be feminine no matter what they were doing; 2) men's efforts in war technology would have implications for modernizing housework, thus making it the most desirable place for women to be; 3) in what could be called the "ninny theme," women were still basically inept, incompetent, and unfit for anything outside the home; and 4) women's most important duty was to be beautiful so they could catch men (preferably military officers). The first theme encompassed the other three, which are really sub-themes of this overarching message to women. Fears that women would lose their femininity by taking war jobs concerned advertisers both in ads and in their discussions about advertising. Jean Austin, a women's magazine editor, wrote an article for the advertising trade magazine *Printer's Ink* claiming that even though women worked outside the home during the war, they had not been "defeminized." Citing a renewed appreciation for homemade crafts, Austin claims that women longed to return to the home: "We use new jargon, we face new problems of reading women—but the basic appeal remains unchanged—a woman doing war work in slacks is a woman who is right now dreaming of going back to her life as a woman at home!"12

*She's always a woman, even when she's manning it*

Women in war ads are not muscular and they do not sweat, even if they are

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12Jean Austin, “Women People?” *Printer's Ink* 201 (Oct. 23, 1942), 22.
“manning a production line.” Countless manifestations of the femininity theme appear during the war years. One is the notion that women needed more hygiene in the workplace than men. Bradley Wash Fountains has the ideal solution “For The Women Who Are Taking ‘Their’ Places” (figure 2). The employer need only install these fountains, because “Women will enlist more willingly at your plant if you can show them Modern Bradley-equipped washrooms.” An ad for the Gerson-Stewart Corporation shows a woman at a drill press with a vase of flowers on one side of her and a lamp with a frilly shade on the other (figure 3). “As more and more women go into factory work, plant cleanliness is bound to become an ever-increasing factor in personnel relations. Perhaps it won’t go as far as our illustration, but you can be sure that a clean, sanitary plant will help you keep your women employees happier.” Many ads show that women would be more willing to enter the workforce if they knew sanitary facilities would be available. Also, they are happier in an environment that approximates home—clean and comfortable, with touches of femininity, such as a vase of flowers.

“Soft hands,”—perhaps more than any other image or theme—symbolizes a woman’s femininity and her capacity to maintain it even when working outside the home. A woman in a Jergens lotion ad says, “My hands work hard to help win this war. But what if the work does take the natural softeners from my skin? I use Jergens to help keep

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\(^{13}\) *Fortune* (July 1942), 170.

\(^{14}\) *Fortune* (July 1943), 205.
my hands nice and soft, dear, for you to come home to” \(^{15}\) (figure 4). A Trushay lotion ad elaborates on this theme: “In your heart ... a love song. In your hands ... smooth feminine magic. Keep them lovely, all through these busier days” \(^{16}\) (figure 5). Similarly, a Pacquin’s hand cream ad says, “What price patriotism! I make bullets and my hands were shot!” \(^{17}\) (figure 6). The fact that women can maintain feminine hands despite their work suggests that women are not intrinsically changed (i.e., callused) by their new working experiences.

Sometimes femininity could even give women the confidence they need to pursue war work. In an ad for Linit Laundry Starch, a young apple-picker is boosted by her choice of fashion: “Ready for Action. The battle on the food front means hard work and long hours. But a woman can do anything if she knows she looks beautiful doing it” \(^{18}\) (figure 7). In projecting a fantasy about women’s war work, ads like these trivialize the work by emphasizing unimportant factors like fashion and hairstyles. They never acknowledge important concerns like child care or plant safety.

Another way ads emphasize femininity is to show that women are only working temporarily. Women in war work are invariably “manning” the production line. This word suggests that it is not within a woman’s normal realm to be on a production line, and that even when she is there, she has to “man” it to do it right. In a DuBarry Beauty

\(^{15}\)\textit{Life} (Nov. 6, 1944), 8.

\(^{16}\)\textit{Life} (Nov. 6, 1944), 49.

\(^{17}\)\textit{Life} (Nov. 1, 1943), 57.

\(^{18}\)\textit{Ladies’ Home Journal} (July 1943), 56.
Preparations ad, a woman news director who has replaced a man at war has taken on a "man-sized job"\(^{19}\) (figure 8). But although women's actions may be masculine, the women still look feminine, even in heavy industry jobs. An ad for the Monsanto Chemical company provides a good example of the combination of masculine work and feminine traits—a woman war worker under the heading "Snapshot of a Victory Lunch" is about to eat a huge meal\(^{20}\) (figure 9). What's interesting about this image is the disjuncture between a woman eating a "man-sized" lunch and her femininity. She certainly hasn't grown muscular or even plump from all that Victory work and her newly discovered large appetite.

In another variation of the temporary nature of women's war work, ads stress the sacrifice made by both women and their families. In an ad for Smith-Corona typewriters, a middle-aged Mrs. Jones strides purposefully wearing a tag that says "Loaned by John J. Jones and family"\(^{21}\) (figure 10). Mrs. Jones was loaned—temporarily—making one wonder if she had any choice in the matter when she is tagged like a library book belonging to John J. Jones and family. The text of the ad reads:

Good for you, Mrs. Jones... and good for all your family! You're good Americans! Back before she got married, twenty-odd years ago, Mrs. Jones was a crack stenographer and typist; and she's still mighty good. So with Army and Navy and war factories draining the young folks from office work, she heard the call. She's back at a typewriter—back at a good old L.C. Smith—and honestly getting a kick out of it. It isn't easy... for her or for her family. But it's truly

\(^{19}\)Life (July 3, 1944), 63.

\(^{20}\)Fortune (April 1943), 6.

\(^{21}\)Fortune (October 1943), 229.
patriotic... and it’s smart. She’s doing work she knows how to do... using a skill already acquired... and putting the surplus income into additional War Bonds. Mrs. Jones, we salute you! And we hope thousands of sister secretaries will follow in your footsteps!

Besides emphasizing that Mrs. Jones is taking on an extraordinary role and inconveniencing her family, this ad clearly reveals its aim to recruit women into the temporary wartime workforce. Although no one ad represents all the feminine ideals advertisers portrayed during WWII, Mrs. Jones highlights several of the most important. First and foremost, she is a traditional woman—a mother and housewife. Second, the loss of Mrs. Jones in the household is a major sacrifice for her family, and one to be endured only temporarily.

Other ads showing women working say plainly that women are “taking men’s places.” An ad for Milwaukee Machine Tools shows a woman sitting at a lathe (figure 11). She says:

I’m doing this for Bill! I’m one of America’s women war workers... Millions of other American women like me have taken their places at machines—on assembly and testing lines—voluntarily—to release ‘Bill’ and men like him for work only men can do. ‘Bill’ is fighting somewhere overseas—fighting to meet the challenge to our country’s freedom as well as to keep this the kind of a world we want for our home—our children—our future together. I believe every woman working with me realizes that the machines and tools we operate help to hasten the day of Victory—help ‘Bill’ and his kind to finish the job ‘they’ set out to do.

Many ads emphasize women taking jobs to “release” men for more important work.

These ads equate women’s war work with men’s—the work of both men and women is out of the ordinary—but when the war ends, Americans will go back to their prewar roles.

Honey argues that presenting female war work on a level with what soldiers were doing
just added to the belief that what women did was only temporary—a wartime measure.

Just as soldiers belonged at home protecting and providing for the family during peacetime, women’s real place was in the home as housewife. \(^{23}\) An ad for Campbell’s Soup outlines this essential role for women: “Hectic days for Mother! It’s hard to get a time for meals, for the menfolk’s jobs come first and any day they’re liable to be kept later than they expect. How to keep step with her own war work and yet ‘Keep a good table,’ too—that’s the worrisome problem”\(^{24}\) (figure 12). This is indeed worrisome for advertisers. How can they promote wives and mothers working outside the home while maintaining the idea that women will also fulfill their household duties? Advertisers had to show that women were temporarily doing double duty.

Although women in wartime ads work outside the home, their expertise is based on their knowledge of housework. Even women’s magazines comment on the nature of women’s work. A *Ladies’ Home Journal* ad reads, “EVERYBODY seems to be saying it for us: *that women are still women in whatever new environment or occupation they find themselves.* Which is why, in every war industry area, the demand has increased steadily for *Ladies’ Home Journal* \(^{25}\) (figure 13). An ad for “Sanforized” shirts shows a woman war worker criticizing a man for buying shirts that shrink \(^{26}\) (figure 14). Even on the job, a

\(^{22}\) *Fortune* (April 1943), 63.

\(^{23}\) Honey, 54.

\(^{24}\) *Life* (July 6, 1942), 37.

\(^{25}\) *Newsweek* (July 5, 1943), 41.

\(^{26}\) *Life* (April 5, 1943), 5.
woman can maintain her expertise in domestic matters. A Camel cigarettes ad claims it can actually be unhealthy to do too much men’s work\textsuperscript{27} (figure 15). “Morale experts say that it’s a good idea for women in the war to be ‘just women’ every once in a while.” One wonders what the women are when they’re not “just women.”

Sometimes ads even portray women as being “out of their mind” during the war. One such ad shows a woman doing war work over the caption “Jap-Killing Machine”\textsuperscript{28} (figure 16). The copy notes that this particular woman “doesn’t look like a very belligerent person and she actually isn’t one either.” But she is making Timken Tapered Roller Bearings at 20 percent above average production because her husband is at war. This ad suggests that women are not naturally aggressive, but that they will do anything they have to in order to protect their homes. This woman would not normally be thinking about killing anyone, but the circumstances of war have temporarily altered her personality. Another ad depicting women’s natural dislike of war shows a woman in uniform looking wistfully at a hat in a shop window\textsuperscript{29} (figure 17). The copy in this ad for Bardco Manufacturing and Sales Company reads, “There is no glory in war for a woman. She does her part—today in uniform—to end the blood and tyranny that threaten her home and future. Off duty, she dreams of the woman’s world she’s put aside for the duration—nylon hose, alluring hats, a home with every modern convenience.” This ad suggests that women are wishing for material goods even more so than peace. Most

\textsuperscript{27}Life (Nov. 2, 1942), 122.

\textsuperscript{28}Newsweek (July 5, 1943), 39.

\textsuperscript{29}Fortune (January 1944), 212.
advertisements found a way to work in the idea that material things were the real rewards of peace for both men and women.

Making the house a home for women

As the war ended, advertisers assumed that men would provide the “living wage” while women would do the shopping and housework. This theme is most often brought out through the idea that men were improving women’s world. Men during the war were busy developing machines to defeat the enemy, but ads invariably show that these inventions also had peacetime use for women. Advertising also plays on gender roles by repeating countless times the theme that men produce and women consume. Although this dichotomy originated before the war, it has special wartime implications. One ad for Cannon Sheets articulates the idea: “The old family budget is going on a Mr. and Mrs. basis again” \(^{30}\) (figure 18).

Ads often show how men created the appliances that make women’s housework easier. One especially interesting General Electric ad shows a girl around ten years old in a dialogue with the unseen men of GE: “When I’m a Grown-Up Lady . . . I’ll have a beautiful house . . . I’ll have a big, shiny automobile . . . I’ll have lots of money . . . And—and—and I’ll always be happy, like you!” General Electric answers: “Your dreams are coming true because so many men in companies like General Electric believe that the world of tomorrow will be better than the world of today. And they are working to make

\(^{30}\)Life (Nov. 5, 1945), 19.
it so”\textsuperscript{31} (figure 19). The message here seems to be not only that men are improving women’s world, but that women are extremely materialistic creatures.

Many ads claim that certain products will not only improve life for housewives, but for all Americans. The Interchemical Corporation makes chemicals that supposedly bring freedom to all aspects of life\textsuperscript{32} (figure 20). A woman, frowning in concentration, scrubs clothes on a washboard under the heading, “Slavery!”; but Interchemical makes protective and decorative coatings for appliances, thereby liberating women from their plight.

“Freedom from drudgery has been one of the great gains of our American way of life,” the ad says. “Inventive genius and mass production have developed labor-saving devices to free American women from household slavery.” This ad sums up most of what advertisers thought was important about the United States during this period—the perfect combination of individualism and industry that made up the American “way of life.” In fact, most ads speak either directly or indirectly about way of life. Ads showed that American values would not change during or after the war—on the contrary, technology would advance these ideals after victory in the battlefield. Advertisers had no revolutionary ideas about men’s and women’s roles. Many ads paint leading-edge technology into a portrait of prewar social values. The search for order (especially in gender roles) that characterized the 1950s certainly began during the war with ideas about “way of life.” One ad in particular sums up the advertisers’ view on gender roles. The

\textsuperscript{31}\textit{Fortune} (April 1942), 6.

\textsuperscript{32}\textit{Fortune} (April 1942), 22.
only words in this Coty ad are, “His duty to serve— Hers to inspire”33 (figure 21). In a similar “way of life” argument, historian Robert Westbrook writes that men’s fascination with pin-up girls during the war indicates that they felt obligated to fight in order to protect women at home.

This argument leads one to expect that liberal states, bereft of a compelling argument for political obligation, will attempt to exploit private obligations in order to convince its citizens to serve its defense. Indeed, it was precisely these sorts of private obligations—to families, to children, to parents, to buddies, and generally, to an ‘American Way of Life’ defined as a rich (and richly commodified) private experience—that formed a crucial element in the campaign to mobilize Americans for World War II. Yet few private obligations were more apparent in pronouncements about ‘why we fight’ than those binding men and women.34

An ad supporting Westbrook’s argument shows a scene of soldiers fighting with visions of family in their heads35 (figure 22). This ad for the Blaw-Knox Company says, “The fighter must have something to fight for as well as something to fight with.” Although Westbrook studies pin-up posters rather than advertisements, this particular picture shows men clearly fighting for the American way of life, and more specifically, for their future families.

This search for order in traditional gender roles is brought out clearly in an ad for the Midland Steel Products Company36 (figure 23). A woman hugs a returning soldier and

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33*Life* (July 6, 1942), 79.


35*Fortune* (October 1944), 52.

36*Fortune* (April 1944), 70.
the ad says, “When it’s over, over there... What a wonderful day it will be when the boys come home to stay. The lid will blow off everything. Then quickly, we’ll begin seriously to look around, to put our house in order for new conditions, new demands, new horizons.” In other words, when the boys come home, women will go back to their traditional housewife roles, aided by modern appliances.

Many ads predict the future for women’s roles. The heading of an ad for Revere Copper and Brass Incorporated reads, “The shape of things to come is no secret,” under which a woman holds a tiny refrigerator in the palm of her hand (figure 24). This seems to indicate that after the war, a woman’s housework will be completely in her control. (Isn’t it funny that the ubiquitous symbol of the home is a refrigerator? It is the appliance of choice for wartime ads—perhaps functioning as a symbol of plenty.) The copy says:

The humming noise you hear is industry at war. When peace comes, that sound need scarcely change its pitch. For in business offices, on assembly lines, in civilian defense centers, and at home, American women are already wishing up new things for industry to make. They want us to help them keep house, to supply new equipment for it on a scale that makes past performances seem like only practice. Home laundries that ‘do’ everything from tablecloths to negligees. Ranges complete with pressure cookers and unbreakable transparent ovens. Refrigerators with compartments that hold each food, from frozen meats to lettuce, at the ideal temperature and humidity. Whatever makes housekeeping easier and more economical, women will be waiting for industry to supply.

War advertising shows that American male inventiveness will play a large part in women’s postwar roles. One of men’s jobs was to simplify housework for women, to liberate women into their homes. A good example of this type of ad is from Durez Plastics &

37 Fortune (April 1943), 33.
Chemicals Inc\textsuperscript{38} (figure 25). The ad shows a picture of an electric mixer and asks, "Mister, have you any idea of the elbow-grease that goes into that mysterious operation, known in kitchen parlance as 'whipping up a cake'?" It takes two good hands and lots of family devotion, today. But after the war, Mother will merely toss the ingredients into that bowl up there and shift into high." This ad gives a good indication of why women were so unhappy in the 1950s. If all the mystery and "family devotion" is taken out of housework, it seems like drudgery indeed. While wartime women did the same amount of housework as the preceding generation, they were given less credit for it, especially in advertising. In fact, women who did not work outside the home at this time did as much housework as women of the 1920s, when none of these so-called time and labor-saving appliances existed. The amount of time per week non-employed women spent in housework form the 1920s to the 1960s was very stable, according to a study by Joann Vanek.\textsuperscript{39} Non-employed women generally spent about twice as many hours per week in housework as employed women. This was not because employed women had hired help or more help from family members.\textsuperscript{40} Vanek characterizes the difference as being one that results from non-employed women feeling an inequity in their economic contribution to the family.

This kind of imbalance was not always embedded in marriage. In the farm household of earlier decades there was little separation of domestic and productive

\textsuperscript{38}Fortune (April 1943), 41.


\textsuperscript{40}Vanek, 118.
roles. Both the husband and the wife contributed to the family's production, and their contributions were probably regarded as being equal. It seems unlikely that anyone would regard the bread, butter and clothing made by the woman as any less valuable than the man's work in the fields. In modern society the homemaker's contribution to the family economy is less clear. Although cooking, cleaning and shopping for bargains are important to the family, once cannot find much evidence that they are regarded as contributions equal to the wage earner's.  

Vanek finds that non-employed women also do more housework than employed women on weekend days, suggesting that "non-employed women schedule work so that it is visible to others as well as to themselves."  

Advertisers created an uneasy paradox in claiming that housework was no work at all while also showing women that the most important place they could be was in the home. Even the pride women had in housework was taken away by modern consumption. Women no longer made much clothing, food, or other essential items for the household. Stewart Ewen writes that, "Judgment and knowledge had been removed as all but a ceremonial or 'fanciful' aspect of women's home activity." In the same way that skilled workers lost their sense of craftsmanship during the age of mass production, women too gave up their special skills for mass-produced goods. Even women's traditional areas of expertise were undermined by the new surge of "experts," who instructed women on everything from finding bargains to raising children.  

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41 Vanek, 119-20.  
42 Vanek, 120.  
While men made life “easy” for women, advertisers portrayed women as ninnies. In one ad, American Cyanamid shows us the promising image of a college girl with an armload of books\(^\text{44}\) (figure 26). The heading says “Most Likely to Succeed.” This is pretty inspiring, until one reads the copy: “Getting an education is serious business, of course. But some subjects are more interesting than others. Color, for instance, is a subject of life-long study for most women, and one in which they are most likely to succeed. Which color, or combination of colors, shall I use for a hat, a dress, a curtain, a carpet, baby’s bonnet? What shade or tint for this or that? Yes, color is important to every woman . . . and to us all, particularly in these trying times.” Although it was exceptional for women in the 1940s to attend college, it is ridiculous to think that the foremost thought on the minds of those who did was color. In another school theme ad, glass manufacturer Libbey-Owens-Ford shows a young woman miserably failing at a chemistry experiment.\(^\text{45}\) (figure 27). Their glass is so tough that it can even take the abuse of a ninny who doesn’t know how to handle a beaker.

The War Advertising Council produced some of the most condescending ads about women. In one ad about preventing inflation, a woman holding a purse asks, “Why shouldn’t I buy it? I’ve got the money!”\(^\text{46}\) (figure 28). Many ads portray women as impulsive shoppers whose instincts had to be controlled by a guiding influence. This

\(^{44}\text{Fortune}\) (April 1942), 23.

\(^{45}\text{Fortune}\) (April 1944), 73.

\(^{46}\text{Newsweek, (January 3, 1944), 75.}\)
woman is chastised for not knowing better: “It isn’t yours to spend as you like. None of us can spend as we like today. Not if we want prices to stay down. There just aren’t as many things to buy as there are dollars to spend. If we all start scrambling to buy everything in sight, prices can kite to hell-n’-gone.” Other WAC ads show women who need to be taught to avoid the black market. The tone of these ads speaks to women as though they don’t know what’s happening on the homefront. They seem to forget that women were the group most affected by rationing and other wartime measures. Another WAC ad says, “We asked 5 foolish women why they don’t check ceiling prices” (figure 29). One gives the excuse that she just doesn’t feel like making the effort. The ad answers, “No—and our boys don’t want to fight! But they’re doing it—magnificently! It’s up to you on the home front to do your part to head off rising prices and inflation, help prevent producing a depression for our boys to come home to. Don’t be a SABOTEUR on the home front!”

Some ads intimate even more clearly that women are not only ninnies, but also thoughtless and unpatriotic. An ad for the Tobe company, which manufactures capacitors, portrays a woman in this manner (figure 30). The ad shows a guilty looking, frowning woman carrying a large package under her arm as she walks away from an overweight, shabbily dressed butcher counting his money. He is standing behind a table with a meat cleaver jammed into the top and blood dripping down the side. The message of the ad is that unpatriotic citizens buy meat on the black market. This ad also illustrates just how far

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Fortune (July 1944), 58.

Fortune (January 1944), 26.
a company could deviate from advertising its products.

Women are also shown as technically inept. They are drawn by the color and appearance of goods, but unable to judge quality based on performance. An ad for the Mallory company shows Mrs. Jones wishing for a new refrigerator\(^49\) (figure 31). “But though she never gets the hang of the mechanism, at least she can know that where Mallory precision parts are used, there she is assured of quality and long life.” The heading for this ad asks, “Must modern prophets live in the clouds?” and depicts several groups of men in conference. This brings up the point again that men are creating these wonderful things for women, even though women are too dumb to really understand the mechanical genius behind them.

Several Johnson & Johnson ads, portraying a giant baby with a tiny mother, also make women look like ninnies. In one, a mother sits in a crib while the baby says, “Now go to sleep, like a nice mother!”\(^50\) (figure 32). The baby criticizes his mother for not knowing she should use Johnson & Johnson products. In this case, even a baby has more sense than an adult woman. Several historians, including Marchand and Honey, have linked this subservience of women to babies to the postwar American obsession with child raising.

One advertising agency shows that its ad men are stars because they’re not feminine:\(^51\) (figure 33)

\(^{49}\) *Fortune* (April 1944), 187.

\(^{50}\) *Life* (Nov. 6, 1944), 58.

\(^{51}\) *Fortune* (January 1942), 81.
Young & Rubicam, Inc. Advertising is UNFAIR to prima donnas. Young & Rubicam has no objection to 'star' advertising men; in fact, we believe we have a sizeable collection of them here. But individuals who insist on having all the ideas themselves do not thrive in this atmosphere. Our men are trained to think for themselves, but they are also trained to welcome good thinking by others as if it were their own.

The photo shows a hefty female opera singer and the ad seems to be saying, "Our men don’t act like women!" If these "star" advertising men acted like the prima donna shown in the picture, they would be selfish and too stubborn to accept new ideas.

Insurance ads invariably pose the argument that men better buy life insurance because their wives would be completely helpless at handling money on their own. The Prudential Insurance Company of America assures men that "Your beneficiary need never face the risks and difficulties of handling a large sum of money"\textsuperscript{52} (figure 34). Most women probably would have had to adjust to becoming solely responsible for the family finances, but the ad assumes that they cannot handle money at all, when in reality, women made most of the family buying decisions.

**Catching a man for the postwar dream**

In another manifestation of women’s reliance on men, women become seductive, passive beauties who capture men with their looks alone. This is not a symbol of women’s power, however, but of their neediness. This theme is often intertwined with the idea that women’s primary wartime duty is to be beautiful. Advertisers had ways of making women appear sexually attractive despite their war work—an ad for DuBarry Beauty Preparations

\textsuperscript{52}Fortune (April 1942), 172.
shows a woman airport worker (a ramp agent) under the heading “Pilots love pretty noses”\textsuperscript{53} (figure 35). The word play is obvious here. Sometimes ads even emphasize the fact that a woman’s appearance, rather than her actions, won her a man. An ad for Woodbury Facial Soap shows a woman marrying a military officer and claims that “Obviously, the Officers’ Service Committee is Ginny’s pet war activity... it was at a committee party that Bill went overboard for her lovely, radiant complexion!”\textsuperscript{54} (figure 36). Several ads stress that women’s most important war duty is looking good, making even war work secondary to this priority. Avon cosmetics is not the least bit subtle about the importance of women’s appearances. Being pretty is the most patriotic thing a woman can do during the war. A series of Avon ads in the \textit{Ladies’ Home Journal} links wartime women with heroines of the American Revolution. In one of these ads, modern women are compared with Deborah Sampson Gannett, who dressed as a man in order to fight during the Revolution. “Today, everything possible is done so that women may readily join the armed services,” the ad says. “They are welcome because they are women, and as such, are lending loveliness and graciousness as well as courage and competence to each job they undertake. The courage of Deborah Gannett is symbolized by every one of these women in the armed forces and on the home front who desires to be useful to her country, and is determined to be lovely at the same time”\textsuperscript{55} (figure 37). This ad captures neatly the change in women’s war roles from the past, where a heroine actually fought in the war, to

\textsuperscript{53}\textit{Life} (Jan. 3, 1944), 35.

\textsuperscript{54}\textit{Life} (Oct. 1, 1945), 77.

\textsuperscript{55}\textit{Ladies’ Home Journal} (January 1945), 64.
the present, where she does her part by looking feminine and beautiful. It is almost silly to
compare a woman who dressed and fought as a male soldier to a woman who wears Avon
cosmetics to be patriotic, but the ads show that being beautiful is the most important thing
a woman can do for her country. Another Avon ad highlights Mary Knight, “the first
American Canteen Hostess,” and pays tribute to WWII hostesses: “Avon joins with the
rest of the nation in tribute to these patriotic and tireless women whose gracious
hospitality is so important in brightening the lives of our soldiers. To help each American
woman look her loveliest...to help you appear inspiringly charming always...is your Avon
Representative’s duty.”56 (figure 38).

Ads for soaps and moisturizers often stress the allure of beautiful women. One
soldier in a Jergens ad falls in love with a woman hanging war posters when he
accidentally touches her hand.57 (figure 39). Her fingers “curled right around my heart,”
he says. The choice of wording lends to the idea that men were being trapped by women,
even as they had more important things to worry about. Similarly, an ad for Cashmere
Bouquet soap exults, “Captivating you! What man can hope to resist you when the
bewitching scent of Cashmere Bouquet Soap clings daintily to your skin.” A soldier
stands behind the captivating woman, apparently sniffing her58 (figure 40). Pond’s Cold
clearly makes the connection between beauty and romance. Each ad proclaims, “She’s

56 Ladies’ Home Journal (January 1944), 74.
57 Ladies’ Home Journal (October 1944), 57.
58 Ladies’ Home Journal (October 1944), 68.
Engaged! She's Lovely! She uses Pond’s! 7 The ads often show the young woman’s engagement ring, and some of the ads surround bottles of Pond’s with diamonds. Each of the women has taken a war job, but it’s her beauty that the ad emphasizes. And it’s her beauty, not her war work, that attracts her future husband 59 (figures 41, 42, 43).

In every ad, whether portraying women positively or as ninnies, advertisers stress femininity. Advertisements for Camel cigarettes often show the most progressive images of women—pilots in the Civil Air Patrol, photographers for the Marines, codebreakers, and other roles—but they still focus on the glamour of the woman rather than the rigors of her work 60 (figure 44). One can see the struggle to balance the promotion of women’s war work with the notion that feminine ideals would never change. Wartime advertising belied the fears of a nation struggling with changing gender roles. Although more and more women took jobs outside the home during the war and after, the ideal clearly placed women in the home. Advertisers had to find a way to simultaneously promote women’s war work, while reassuring audiences that women were not transforming into powerful, smart, wage-earning Americans. They accomplished this by maintaining a feminine ideal that permeated almost every advertisement portraying women.

\[59\textit{Ladies’ Home Journal:} \text{(January 1942), 33; (April 1944), 47; (January 1945), 69.}\]
WHAT HAPPENED TO WOMEN’S ROLES IN POSTWAR AMERICA?

I have attempted to show that although women’s roles expanded during World War II, they did so within the context of traditional notions of femininity, at least in magazine advertising. Many advertisers promoted new roles only when wartime conditions demanded temporary changes in the status of women. Wartime advertisers had to prove that women, even in new roles, were still women. They accomplished this by showing that women could maintain their femininity even while taking on war work; by demonstrating that male-created technology would lure women back into the home after the war; by portraying women as ninnies whose highest ideal was housework (even though this ideal was exalted by society); and by idealizing marriage and consumerism in the home for women after the war. Because women’s roles changed while the ideals did not, it makes sense that these portrayals would show women as irrational, materialistic, and uninterested in the world outside the domestic sphere. According to advertisers, women hadn’t really changed at all. But even though the nature of women remained constant, their roles in advertising did expand enormously, leaving many to ask, “What happened to women’s roles after the war?”

Betty Friedan sparked a conversation about women’s postwar roles that continues today. She attributes the motives of advertisers and the business community, as well as people’s longing to return to normalcy, to the drive back to traditional roles for men and women. She found that in magazine fiction, women’s roles in the 1950s were so transformed that they virtually disappeared as individuals and heroines. Women became

60 *Ladies’ Home Journal* (October 1942), 61.
labeled as "Occupation: Housewife" rather than as individuals. "The end of the road is togetherness," Friedan writes, "where the woman has no independent self to hide even in guilt; she exists only for and through her husband and children." A paradox existed in the fact that housework's importance was both played up to make it acceptable as women's only role, and at the same time, so unimportant that it kept women hungry for more. "Somehow, somewhere, someone must have figured out that women will buy more things if they are kept in the underused, nameless-yearning, energy-to-get-rid-of state of being housewives," Friedan writes. Perhaps this is one reason many housewives became disillusioned in the postwar period. Housework was supposed to be the highest thing that any woman could aspire to, yet it was not wholly satisfying. The fact that the media played up the importance of housewifery so heavily probably contributed to women's guilt for wanting other things.

However, Stephanie Coontz argues that women too valued the housewife ideal because of their childhood experiences in the Great Depression. They carried negative associations of their mothers working and wanted better lives for themselves. Perhaps memories of the Depression stuck with postwar Americans. Men and women both had reason to cling to the security of traditional gender roles. Warren Susman writes in the

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62 Friedan, 207.

introduction to *Culture and Commitment* that Americans in the Depression internalized blame for their failures and searched for relief from their insecurities. Many believed that strict adherence to a set of rules could help them.⁶⁴ There was an increased emphasis on fitting into society. In many ways, the 1950s seemed a continuation of the 1930s, disrupted only by the war. Elaine Tyler May writes, “The therapeutic approach that gained momentum during these years was geared toward helping people feel better about their place in the world, rather than changing it. It offered private and personal solutions to social problems.”⁶⁵ Adjustment, like the earlier internalization of problems, seemed to be a coping mechanism for many Americans. May also points out that many Americans rationalized that it was actually men, not women, who were oppressed in the postwar era. Men, under pressure to provide for the family once again, suffered in impersonal business organizations, while women had the autonomy to guide the affairs of their homes.⁶⁶

Advertising prescribed the roles that caused so many Americans to feel constrained in the 1950s. Postwar advertisers often seemed almost manic in their hopes that Americans could combine the benefits of technology with traditional values and gender ideals of earlier times. One advertisement especially seems to embody the fears people held about the future. In an ad for the American Gas Association, a couple soars through the clouds on a swing surrounded by flying brooms, dishes, and frying pans. The wife

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⁶⁶May, 20.
exclaims, “I'll just make a wish and all my household chores will be done... It's my favorite post-war dream... I live in a home that's a model of convenience... my all-Gas home... where housekeeping is so easy it seems like a hobby instead of a chore! The kitchen is like a wonderful playroom... My silent Gas refrigerator is a magical storeroom... Only dreams today, yes!... But tomorrow they'll be realities." (figure 45).

In every way, this ad shows the fairy tale vision that advertisers, and probably all Americans, shared for the postwar period. They so longed for security and orderliness that they had to resort to fantasies of magical, animate objects, pretending that work would be like play, and that wishes do come true. The ad also portrays a childhood that these Americans never had during the hardships of the Great Depression. This, ultimately, is why feminine ideals could not change. The insecurity and constant turmoil of the 1930s and '40s led Americans to crave a kind of stability that could only be achieved through well-defined and traditional gender ideals.

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**Women’s Postwar Experiences**


**Images of Women**


**Women and Housework**


Other Facets of Women’s History


The Post-War Era


History of Magazines


APPENDIX

For this study, I did a content analysis of magazine advertising found in Fortune, Newsweek, Life, The Saturday Evening Post, and the Ladies’ Home Journal for the years 1942 to 1945, America’s main involvement in World War II. I purposely chose magazines with varying audiences to find whether advertising in each was comparable. I found advertising to be similar in all five of the magazines studied. When talking about audiences though, it is important to keep in mind that all of these magazines catered to the white middle class, especially in their advertising. The purpose of this study was to root out American ideals in magazine advertising, and these invariably centered around white, two-parent families of at least middle-class income. Further study should include more women’s magazines, but I thought it important to study a variety of magazines with different audiences since cultural perceptions of women were widespread. No blacks except Aunt Jemima and a few train porters were shown in any ads. No ethnic or religious variation was shown either. For example, nobody in ads could be discerned as Italian or Jewish. Only the Ladies’ Home Journal and Life portrayed working class life. It is difficult to pinpoint exactly what made someone appear to be in one class or another, but in general, ads that featured working class Americans showed them dressed more casually. The men were not wearing suits, and the women wore less makeup. They appeared more often in the kitchen together, the wife making Spam sandwiches while the husband hastily finished his breakfast. These characters also seemed somehow more friendly and accessible, while the upper-middle class characters were more cool, distant, and quiet. Working class characters were more often shown doing something, while middle class
characters were often shown in portraiture, looking resolved and heroic.

Something should be said about each of the magazines in terms of their content and audience in order to better understand what kind of advertising ran in each. *Life*, a middlebrow picture magazine, was a leader in its field and thus had many imitators, including *Flair, Click, Pic, Pix, Photo, Focus, Photo-History, Friday,* and *Peek.* Since so many magazines imitated *Life,* it is fair to say that the magazine was representative of general interest publications. *Life* magazine is geared toward a mixed audience. The magazine sold out its very first issue in 1936 and was enormously popular and influential from the start. Although *Life* gave a lot of coverage to the war, most stories were about offbeat subjects like what the President ate when he went abroad or how nurses living in tents washed their lingerie. Both the number of ads containing women and their nature confirm that *Life* was read by many women.

*The Saturday Evening Post* was also a general interest magazine, incorporating a mix of articles and short stories. However, the *Post* probably had a more substantial male readership than *Life* because of its early business orientation. *The Saturday Evening Post,* first published in 1820, was intended to be a men's magazine, but publishers found that women enjoyed it too. The *Post,* combining articles and short stories, “became in time symbolic of the reading fare of middle-class America,” writes magazine historian Theodore Peterson.68 The magazine contained fewer ads aimed toward women, but they weren’t excluded.

Fortune and Newsweek were business magazines geared toward the upper class or upper-middle class man. Since they were men’s magazines, I thought they would provide interesting contrasts in the portrayal of women’s roles. Fortune, a magazine born out of the business pages of Time in 1930, was clearly geared toward men of at least upper-middle class status. The magazine’s editorial formula emphasized the scrutiny of big business, and as focus on government rather than business gained importance in the 1930s, so did Fortune’s emphasis sway. Many ads are not for personal products, but for corporate supplies, indicating that readers are in a position to make such business decisions. But even ads containing women were really aimed toward the male reader—one ad, for example, claimed that the quality of a secretary’s typewriter was a reflection on her boss. Not a single ad promoted personal products for women, such as hand cream or work clothes. A magazine like Fortune is still important to this study, however, because the men who read this magazine may well have picked up on women’s roles in the ads and acted toward women according to their perceptions of these roles. Newsweek, founded in 1933, also catered to a predominately male audience, although the magazine was more conservative and included stories beyond the scope of business and government. Its readers were middle class and not considered politically sophisticated or analytical. In fact, critics said Newsweek and other news magazines turned news into entertainment and did not draw a clear line between fact and opinion. Many issues of Newsweek during the war period contained no ads at all portraying women. A good deal of the women who

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69 Peterson, 239.

70 Peterson, 334-335.
were shown in this magazine were secretaries. However, even in these ads, the message was usually directed at the male boss rather than the secretary.

And finally, I chose one specifically women’s magazine, *The Ladies’ Home Journal*, to find whether ads different significantly from mixed audience and men’s magazines. The *Ladies’ Home Journal*, founded in 1883, boasted the highest circulation and advertising volume in 1941 of any women’s magazine.\(^7\) Surprisingly, the messages found in the advertising of the *LHJ* differed little from those of the other magazines. The main difference was simply that there were more women in the ads. Women were more often shown in the company of other women, and in many cases, a community of women showed their sisters how to master the tasks of the household. For example, many ads showed older women teaching younger women about the virtues of a certain laundry detergent\(^7\) (figure 46). Another important manifestation of this was the large number of ads portraying women and their daughters, identically dressed, doing housework together\(^7\) (figure 47). This suggests the ideal that the housewife role for women would continue long after the war had ended. Even though women were often the authority figures and experts in these ads, it was only within the context of the home. This lent further credence to the idea in advertisements that women’s only knowledge was that of housework.

\(^7\)Peterson, 190.

\(^7\) *Ladies’ Home Journal* (July 1944), 57.

\(^7\) *Ladies’ Home Journal* (April 1944), 86.
In order to take a fair sample from all the magazines, I studied the advertising in the January, April, July, and October issues of the monthly magazines for the years 1942 to 1945, and the first week’s issue of those months in the same years for the weeklies. I studied all of the advertisements from those issues containing women for a total of 356 ads in Life, 331 in Fortune, 221 in the Saturday Evening Post, 813 in the Ladies’ Home Journal, and 55 in Newsweek, for a total of 1,776 ads. The Journal, of course, had by far the most ads portraying women, as it was a women’s magazine, while Newsweek had very few ads showing women. Ads that portrayed women’s roles were those that had a picture of a woman in the ad or were directly speaking to the female audience.

I then divided the ads into categories: domestic (housewife, mother), war work (volunteer, military, or jobs taken just for the duration of the war), career (secretary, teacher, telephone operator, entertainer—any fields traditionally open to single women before and after the war), and no discernible role. For this research, a role constituted a woman clearly dressed for or doing a certain activity in one of the above categories. A woman working in a factory may be a mother, but in the ad she is shown doing work so that is her role, at least in this snapshot of her life.
engaged girl, the daughter of Mr. and Mrs. S. C. Holder of one of North Carolina's first families... back home until 6:00 P.M. It seemed unnatural at first, but now I like it. I do have to watch out for my complexion, though. I give my face a good Pond's creaming after work every day so I'm certain there's no greasy sheen! She smooths Pond's Cold Cream over her face and neck and puts briskly to soften and release dirt and makeup. Then off. She "snaps" with more Pond's, swirling her white-coated fingers around in little spirals.

Gloria Vanderbilt, Jr. Croft, and Brit- tin's Lady Croft find delight in this soft-smooth cream. Ask for a big, luxurious jar of Pond's Cold Cream today. Use it every night, every morning—for day-time cleans-ups, too!

HOLD'S RING—
the diamond in set in a hand-wrought design on a slim gold band

SHE'S ENGAGED!
SHE'S LOVELY!
SHE USES POND'S!

Figure 1
FOR the WOMEN
WHO ARE TAKING THEIR PLACES

Sanitary Bradley Group
Wash Fixtures Are Vital
to Health and
Maximum War Production

A week by week thousands of women are signing up for 8 to 10 conventional 'single-person' wash basins. This helps give the boys of the fighting fronts more and more entire design is in keeping with modern sanitary practices of the washroom. The Bradley Wash Fountain is not a Dud. There is no chance of dirty water dripping back into the bowl. The floor in front of the basin is not higher than the level is self-draining to carry off the water and prevent possible contamination. The bowl and pedestal are of porcelain or marble for long life and the conserving of water is a measure of health. Extending your wash facilities now to provide properly a Bradley Wash Fountain in thousands of our essential industries is one step in providing the town planning and our future book of sanitation. A Bradley service 8 to 10 persons simultaneously with clean, running, sanitary water from a central sprayhead. Water, time and space are saved piping and piping connections reduced, because each Bradley takes the place

Women will wash more efficiently at your plant. If you can show them modern Bradley equipped washrooms.

BRADLEY
Wash Fountains

BRADLEY HAS SERVED AMERICAN INDUSTRY FOR A QUARTER OF A CENTURY

Figure 2
FOR the WOMEN WHO ARE TAKING THEIR PLACES

Sanitary Bradley Group Wash Fixtures Are Vital to Health and Maximum War Production

A week by week thousands of women are taking up for 8 to 10 conventional "single-person" wash basins. The entire design is in keeping with modern sanitary practice. The entire design is in keeping with modern sanitary practice. The entire design is in keeping with modern sanitary practice. The entire design is in keeping with modern sanitary practice.

To prevent loss of this vital production through lack of sanitary wash basins, Bradley wash basins are an important measure. To prevent loss of this vital production through lack of sanitary wash basins, Bradley wash basins are an important measure.

Bradley Wash Fixtures are used in thousands of our essential industries doing their part in increasing the scope and size of a nation's production. They are designed for modern sanitation as an important measure.

A Bradley wash basin serves 8 to 10 persons simultaneously with clean, running, sanitary water from a central sprayhead. Water, time and space are saved—saving and plumbing connections reduced, because each Bradley takes the place of 8 to 10 conventional "single-person" wash basins.

Women will work more willingly if you can show them modern Bradley equipped washrooms.

BRADLEY HAS SERVED AMERICAN INDUSTRY FOR A QUARTER OF A CENTURY

Figure 2
THE SHAPE OF THINGS TO COME?

To more and more women, this past year has been one of increased responsibility in industry. Personal facilities and personal relationships are not just an office or a plant. Personal freedom and personal dignity are not just in your illustration, but you can be sure that a clean, safe, sanitary plant will help you keep your women employes in the office. Gerson-Stewart's System decontamination will help you effectively. These facilities are going to be the standard in your industry. By adding a single equipment, you can save in the long range. Even the man who has never heard of decontamination is going to want it. For he knows that the higher his efficiency, the lower his cost, the higher his profit. He wants a product, too, which increases his productivity. PLUS a look at the new decontamination methods for his most efficient, fastest, most profitable production methods. We plant equal opportunities - make your contributions proactively and automatically. Write today for full details!

The Gerson-Stewart Corp.
LISBON ROAD - CLEVELAND, OHIO

Figure 3

46
THE SHAPE OF THINGS TO COME?

As more and more women go into industry, work plant cleanliness is bound to become an ever-increasing factor in personnel relations. Perhaps it won't show up in your organization's records, but you can be sure that a clean, sanitary plant will help you keep your women employees. The people at Gerson Stewart's
Chemical Co. have developed a cleaning compound which will help you maintain a
clean, sparkling plant without adding a single extra employee to your maintenance staff. Gerson Stewart's
Chemical Co. provide the necessary products PLUS a research service that will train you in the simple, regular
methods of maintaining a clean, spotless plant. Find out how you can put our products to work for you today. Ask for details.

Gerson Stewart Chemical Co.
LISBON ROAD - CLEVELAND, OHIO

Figure 3

46
I'll never be lonely again

To think—I was afraid to meet you, my darling!
Ted and Laura said you were so attractive; all the girls
were excited about you.
And I—well, I was a shy kind of person. I couldn't see why
you'd like me.
But—"You have such darling hands," you said. "Feminine; soft.
I love your hands." I was so proud, darling, so happy.
Now the thought of you is always with me. My hands work hard
to help win this war. But what if the work does take the
natural softness from my skin? I use Jergens Lotion. And I
can count on Jergens to help keep my hands nice and soft,
dear, for you to come home to.

College girls know the smart hand care. They use
Jergens Lotion, nearly 4 to 1. Next thing to
professional care. Treats your hands with 2 ingredients
many doctors rely on to help rough skin become
attractive, desirable. No sticky feeling. Easy to use.
1 To be sure... always use Jergens Lotion.

Figure 4
To think—I was afraid to meet you, my darling!
Ted and Laura said you were so attractive; all the girls were excited about you.
And I—well, I was a shy kind of person. I couldn't see why you'd like me.
But—"You have such darling hands," you said. "Feminine, soft. I love your hands." I was so proud, darling, so happy.
Now the thought of you is always with me. My hands work hard to help win this war. But what if the work does take the natural softeners from my skin? I use Jergens Lotion. And I can count on Jergens to help keep my hands nice and soft, dear, for you to come home to.

College girls know the smart hand care. They use Jergens Lotion, nearly 1 to 1. Next thing to professional care. Treat your hands with 2 ingredients many doctors rely on to help rough skin become attractive, desirable. No sticky feeling. Easy to use!
To be sure... always use Jergens Lotion.

Figure 4
In your heart... a true soap...
In your hands... practical finishing magic...

Keep them lovely, all through three busy days. Before every household task, smooth on... TRUSHAY.

For a new-idea lotion, the "Laundry" line... Dab... a creamy-rich impregnated soap
bland, even in hot, soapy water... You'll love TRUSHAY... its fragrance... the way it helps keep your hands
smooth. Try it today.

Figure 5
In your heart, a love-spa
In your hands... smooth feminine
magic.

Keep them lovely, all through
these busy days. Before every
household task, smooth on
Trushay.

Try a new-idea lotion. The
"before-hand" lotion. A touch... so
easy which improves before
hands, even in hot, soapy water.

You'll love Trushay... its fragrance...
the way it helps keep your hands
smooth. Try it today.

Figure 5
"I felt old as a witch when I looked at my poor hands!"

"What price pastel! My poor hands! I make bullets, and wear my hands sore! You know the old saying about a woman's age showing in her hands. I felt like an old witch. Every day was Halloween for me. All I needed was the broomstick."

"I began to think that my hands would never look 'young' again. Soft, white, smooth, romantic. What was a girl to do? Well, this was one girl who just didn't know. And you can't hold hands with your best—well, with gloves on."

"A nurse friend of mine gave me a tip. Pacquins. She said that it was originally formulated for doctors and nurses whose hands are in water—and hands perspire—30 to 40 times a day. Now look at my hands. Soft, smooth, lovely again!"

DO YOUR HANDS MAKE YOU LOOK OLDER THAN YOU ARE?

Then try Pacquins HAND CREAM

- Pacquins was originally designed for doctors and nurses who scrub their hands 30 to 40 times a day. Are you falling to keep your hands smooth, white, lovely, romantic? Well... see if your hands don't smooth out faster and feel smoother longer with Pacquins than with anything else you've ever used.

Figure 6
"I felt old as a witch when I looked at my poor hands!"

"What price patience! My poor hands! I make buttons, and wear my hands slate! You know the old saying about a woman's age showing in her hands. I felt like an old witch. Every day was Halloween for me. All I needed was the broomstick."

"They were so red and rough and they made me feel like a candidate for an old lady's house. My hands used to compare them to garden peas. Old White velvet. Well, they're a fine pair of 'willower' hands now."

"I began to think that my hands would never, never look 'young' again. Soft, white, smooth, romantic. What was a girl to do? Well, this was one girl who just didn't know, and you can't hold hands with your bean—with gloves on."

"A nurse friend of mine gave me a tip. Pacquins. She said that it was originally formulated for doctors and nurses whose hands are in water—and hand palatine—30 to 40 times a day. Now look at my hands. Soft, smooth, lovely again."

DO YOUR HANDS MAKE YOU LOOK OLDER THAN YOU ARE?

Then try Pacquins
HAND CREAM

• Pacquins was originally designed for doctors and nurses who scrub their hands 30 to 40 times a day. Are you failing to keep your hands smooth, white, lovely, romantic? Well ... see if your hands don't smooth out faster and feel smoother longer with Pacquins than with any other thing you've ever used!

Figure 6

49
The ball on the front melon is hard. But something looks bell-like, and the woman knows, as he looks bell-like doing it.

It's not the ball. It's what you put in it that counts. That's watching your linens from and othervariables. You'll notice, there's a look fresher, neater longer.

It's our patriotic duty to make things worth the modern stitch that penetrates inward and protects fibers.

Figure 7
LINNY Down on the Farm by Few

- NOT DOWN! Be ready these simple washables face the perils of the farm—they resist rumpling and soiling because they're starched with penetrating Linit.

- READY FOR ACTION. The battle on the food front means hard work and long hours. But a woman can do anything if she knows she looks beautiful doing it.

- GLAMOR IN GHINGHAM. It isn't the material—it's what you put in it that counts. Try Linit starching your dainty frocks and other washables. You'll notice they look fresher, cleaner longer.

- DOWN. It's our patriotic duty to make things last. Linit is the modern starch that penetrates and protects fabrics.

Figure 7
Boss Lady

It's her "pre" or "no" that goes... on news pictures hot off the press... public telephones machine. She... spot news items, writes cap... and releases them to hundreds... across the country. She... Callahan, NEA News Ed... who's replacing a man in vital... work, as our country asks... how to do.

Miss Callahan handles her man... because she's learned the... of fitting her activities into a... of -include. She's dependent... Barry Beauty Preparations... to beauty care.

In the famous Success School, the... of... have been... and more than 100,000... the way to more ef... -made. Coordinated -made is... of... formulated to do its spe... job... but that all are blended... together for better results.

Using Barry Beauty Preparations... throughout gives the full effect of... this scientific planning. One of the... Barry Preparations is Leg... essentially in the Success School.

Dr. Barry

Beauty Preparations

by Richard Hudnut

Figure 8

51
Boss Lady

It's her "yes" or "no" that goes... on news pictures hot off the press with the telephoto機. She
her eyes are set, telephones, writes scripts,
and releases them to hundreds
across the country. She
Allah, U.S. News Ed-
that's replacing a man in vital
work, as our country calls
woman to do.

Boss Allah handles her man-
le because she's learned the
hat making her activities into a
increased work. She's depend-
preparations for her beauty care.

Dr. BARRY BEAUTY PREPARATIONS
by RICHARD HUDNUT

Figure 8

51
This business of winning a war doesn't have a fighter or a war worker each time for figuring out whether or not there's just the right amount of vitamins and minerals in a new kit we've brought here. It's usually a case of not knowing what's gone into the kit, or not knowing what's gone into the job.

Yet, without a diet that is both appetizing and properly nutritious, our efforts would be fewer and our Army Navy 'E' production much would be poorer.

Here again, America's industry, aided by modern chemistry, saves the victory cause. Through the vitamin-synthetic-feeding-stuff group of research products, the food industry is helping the world to build a healthy America.

Monsanto is prouder to serve the food industry in this great program, supplying it with a broad range of mineral supplements of exceptional purity. These are used to aid normal mental alertness, physical and mental energy in the processing of many widely used foods... making for strong bones, sound teeth, a healthy circulatory system and good tone in muscles and body vit.

Food manufacturers and Monsanto Chemistry are making years of nutritional progress into their daily menu. In the years of victorious peace to come, that's bound to be a smaller, healthier, better-fed nation than we had in America Chemical Company, St. Louis.

Monsanto CHEMICALS

Figure 9

52
Snapshots of a "Victory Appetite"

This business of winning a war doesn't have a
fighter as a war worker, each time for feeding our whether
or not there's just the right amount of vitamins and min-
erals in a man's diet or touch here. It's usually a case of
not what's there, but with the job.

Yet, with the right diet and proper
nutrition, our views... Would be fewer and our Army's
prospects... would be fair.

Here again, American industry, aided by modern chemis-
ty, serves the victory cause. Through the vitamin
supplements of countless products, the food
industry is helping us win a healthy America.

Monsanto is privileged to serve the food industry in this
great program, supply as it with a broad range of mineral
supplements of every type and purity. These are used to add
nutritional values, phosphorus and iron in the processes
of many widely used foods... making for strong bones,
smooth teeth, a healthy circulatory system and good tone in
muscles and body off.

Food manufacturers and Monsanto Chemists are
pumping years of their research progress into these fight-
ing elements. In the years of victory peace to come,
that's bound to be a similar, healthier, better-fed
nation than ever fed in America's Chemicals. Courtesy,
St. Louis.

Figure 9

52
I'm one of America's women war workers... Millions of other American women like me have taken their places as machines — on assembly and testing lines — voluntarily to release "Bill" and men like him for work only men can do.

"Bill" is fighting somewhere overseas — fighting to meet the challenge to our country's freedom as well as to keep this the kind of a world we want for our home — our children — our future together.

I believe every woman working with me realizes that the machines and tools we operate help to hasten the day of Victory — help "Bill" and his kind to finish the job "they" set out to do.

We at Kearney & Trecker look forward to the day when "Bill" returns — when the machine tools we build will again be used to make more and finer things for people to use and enjoy — the things that have always made America the finest country in which to live.

Kearney & Trecker
Milwaukee, Wisconsin
I'm one of America's women war workers... Millions of other American women like me have taken their places at machines - on assembly and testing lines - voluntarily - to release "Bill" and men like him for work only men can do.

"Bill" is fighting somewhere overseas - fighting to meet the challenge to our country's freedom as well as to keep this the kind of a world we want for our home - our children - our future together.

I believe every woman working with me realizes that the machines and tools we operate help "Bill" and his kind to finish the job "they" set out to do.

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Kearney & Trecker
Milwaukee, Wisconsin

Milwaukee Machine Tools

Figure 11
Dad and Bill—
Food Aid class won’t wait—
so I’m off. Sorry you’re late!
Heard supper ready for you
—sandwiches, salad, and
cheese pie. Soup’s hot and
thanked plenty for several helpings.
Morton

Let ‘em come when they come!
—SUPPER’S READY!

Busy days for Mother! It’s hard to set
a time for meals, for the men’s jobs
come first and the work is never
done. But it’s a relief for Mother to know
that the food is still ready when they
come. Soup is a helpful meal.

Soup, like this—bright and appetizing—
refreshing, nourishing—settles
downs of daily fatigue and hunger.
Here’s a typical Democratic meal
—soup, salad, and a coffee. Small wonder
women call this a “complete meal”

Soup—suppers and suppers are right
in line with the way people are living these
busy days. Sound mealable nourishment is
more important now than ever. So it’s a
relief for Mother to know that she has just
that kind of food always close at hand in
Campbell’s Vegetable Soup. Comforting
and nourishing, easily digested and quickly
satisfying—that’s why more and more
women are beginning to serve
Campbell’s Vegetable Soup. Here are two:

Campbell’s Vegetable Soup
Jellied Veal Loaf
Tomato and Lettuce Salad
Ice Cream
Cookies
Coffee

Campbell’s Vegetable Soup
Salmon and Celery Salad
Cucumber Sandwiches
Strawberries and Cream
Iced Tea

Figure 12
Dad and Bill—

That kid class won't wait—
So I'm off. Sorry it's late! 
Here supper ready for you
—sandwich, salad and
cheesy pie. Soup's hot and
thanks plenty for beard helping.
Mather.

Let 'em come when they come!
—SUPPER'S READY!

Nestle days for Mother! It's hard to set
a time for meals, for the mondial's joke
come fast and any day they're liable to
be next silt later than they expect. How
to keep step with her open war work and
yet "have a good table", too—that's the
warious problem. And that's where a
bearty soup can help a lot!

A soup like this—bright and appetite-
raising, nourishing and nourishing—settles
down of 1942 busy-day meal operations.
Here's a wonderful deepening of slap of meal
and in it up fewer than fifteen different
garden veggies. Needn't wonder women
see this as "almost a meal in itself."

Soup and supper, and soup bunched as right
in line with the way people are facing these
busy days. Some wholesome nourishment is
more important now than ever. So it's a
relief for Mother to know that she has just
that kind of food always at hand in
Campbell's Vegetable Soup. Comforting
and reviving, easily digested and quickly
satisfying—that's why more and more
women meals are being built around
Campbell's Vegetable Soup. Here are two:

Campbell's Vegetable Soup
Jelled Veal
Tomato and Lettuce Salad Ice Cream
Cookies Coffee
Campbell's Vegetable Soup
Salmon and Celeriac Salad
Cucumber Sandwiches
Strawberries and Cream Iced Tea

Figure 12
We've written a lot of copy in a more serious vein on this subject. But now EVERYBODY seems to be saying it for us: that women are still women in whatever new environment or occupation they find themselves. Which is why, in every war industry area, the demand has steadily increased for—

Ladies' Home JOURNAL
LARGEST AUDITED MAGAZINE CIRCULATION IN THE WORLD

Figure 13
56
1. Well, I mean six days a week you help win the war by working in a plane plant. But on your day off you buy new shirts, new work pants—the mad. Is that isn't patriotic?

BEANS: Are you kidding?

2. That's right, you know, it takes valuable materials and labor to make new clothes and you shouldn't buy anything you don't really need. If your pants and shirts didn't always shrink, you wouldn't have to keep replacing 'em.

BEANS: Uh-oh! Now lower the 504 quota! Don't your things shrink me of it?

3. My overalls and all my other washables will fit perfectly forever and ever—because I looked for the Sanforized label on 'em. That label means the fabric can't shrink more than a quarter inch per wash 504, please.

BEANS: But I got my clothes a little big now.

Look for the "Sanforized" label on all washables. It's your assurance that the fabric won't shrink more than a quarter inch per wash 504. Men's shirts, shorts, pajamas ... women's sweaters, housedresses, slips ... washables for boys and girls ... slip covers and draperies.

AVOID WASTE...GET PERMANENT FIT...
LOOK FOR THE "SANFORIZED" LABEL

Figure 14
"I scramble 'EGGS'—of enemy bombardiers,"

SAYS BETTY RICE,

who certainly knows her camouflage—

and her CAMELS

Like the men in the services...in the Army, Navy, Marines, Coast Guard...her favorite cigarette is Camel®

Figure 15
"I scramble 'EGS'—of enemy bombardiers," says Betty Rice, who certainly knows her camouflage—and CAMELS, as she says, are the only way her Camels go. They go into the enemy's territory with the same purpose of delivering a blow to the enemy's plans. They are the perfect means of delivering a blow to the enemy's morale and they are the only means of delivering a blow to the enemy's plans. They are the perfect means of delivering a blow to the enemy's morale.
JAP-KILLING MACHINE

Geraldine Mauer doesn't look like a very belligerent person and she actually isn't one either, but her husband has just gone into the army and she likes to call the machine she operates at one of the Timken Bearing Plants "her Jap-killing machine." Perhaps that is one reason why her daily production is running 20% above the average.

Actually she is grinding the surfaces of Timken Bearings for Army and Navy airplane engines. These bearings must be accurate to almost infinitesimal limits, for the results could be serious if but one bearing should fail out of the 36 used in an 18-cylinder engine.

Timken Bearings by untold millions are helping to make better planes, trucks, ships, tanks and guns. When it's over they'll pick up where they left off in helping to give you better automobiles, trucks, farm implements, railroad passenger and freight cars, locomotives, and industrial machinery of every kind.

THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO

Figure 16
JAP-KILLING MACHINE

Geraldine Maurer doesn't look like a very belligerent person and she actually isn't one either, but her husband has just gone into the army and she likes to call the machine she operates at one of the Timken Bearing Plants "her Jap-killing machine." Perhaps that is one reason why her daily production is running 20% above the average.

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Timken Bearings by untold millions are helping to make better planes, trucks, ships, tanks and guns. When it's over they'll pick up where they left off in helping to give you better automobiles, trucks, farm implements, railroad passenger and freight cars, locomotives, and industrial machinery of every kind.

THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO

Figure 16

59
"Even the most hardened warrior dreams..."

There is no play it's war for a woman. She does her part—bodies in uniform—to end the blood and tyranny that threaten her home, and future. Certainly the dreams of the woman who sits by the window with the curtain's closed, house shining, and a hope in her eyes. 

Here at Bardco, our war assignment is to keep the essential electrical equipment. We've learned a lot about new materials and methods that make possible unforeseen improvements over pre-war products. When Johnny and Janie come marching home, they'll find surprising new Bardco developments in electrification for the homes in which they live.
"Even the most hardened warrior dreams..."

There is no glory in war for a woman. She does her part—today in uniform—to end the blood and tyranny that threaten her home and future. Of duty, she dreams of the woman's world she put aside for the duration—beyond hope, shallow sails; a home with every modern convenience, a lifetime of peace.

Here at Bardco, our war assignment is to make essential electrical equipment. We've learned a lot about new materials and methods that make possible unheard-of improvements over pre-war products. When Johnny and Jane come marching home, they'll find surprising new Bardco developments in electrification for the homes in which they live.

BARDCO
MANUFACTURING & SALES COMPANY

Figure 17

60
Figure 18

Don't worry.
I'll dig it up!

Cannon Percale Sheets
"When I'm a Grown-up Lady..."

I’ll have lots and lots of money... Money! Money isn't everything, Susan, but every nickel, every dollar will buy more than it does today. Go on...

"And--and I'll always be happy, like you!"

Happier, we hope, Susan. For right now, in the laboratories, scientists are discovering things to make life happier, and in the factories engineers are finding ways to make products like the one you are dreaming of so many men in companies like General Electric believe that the world of tomorrow will be better than the world of today. And they are working to make it so. General Electric Company, Electrically, New York, Chicago, St. Louis.

American industry has accepted the responsibility of serving America, is accepting the responsibility of helping to defend America, will accept, moreover, the responsibility of helping to build a better America and a better world.

Figure 19

62
Figure 19

62
SLAVERY!

Figure 20
His duty to serve
Hers to inspire.
His duty
to serve-
Hers
to inspire-

Figure 21

64
FOR THE FIGHTER ... AND HIS DREAM!

The fighter must have something to fight for as well as something to fight with. It is industry's task to arm him with the weapons he needs today and the tools he will need tomorrow.

Blaw-Knox—now totally at war—makes its own long line of war weapons, as well as basic equipment to aid other manufacturers in their war efforts. And when the international reconstruction program begins, Blaw-Knox will supply a wide range of equipment to speed it.

The leadership of Blaw-Knox extends to many fields.

For example, Blaw-Knox supplies rolls, mills, and a number of other essentials for the foundry and metalworking industries, supplying highly specialized fabricated products for railroads, public utilities, the electronic field, the construction industry and industry in general. For the chemical and process industries Blaw-Knox produces all types of equipment, even complete plant units.

Whatever your plans, perhaps Blaw-Knox products and services can be useful to you. Let us discuss it at your convenience.

FOR THE FIGHTER ... AND HIS DREAM!

A SERVICE TO INDUSTRY AND INNOVITY

LEWIS FOUNDRY & MACHINE DIVISION

HEMISHERES & HOLE DIVISION

POWER FLOORS DIVISION, Prefabricated Piping Systems

COLUMBUS DIVISION, Cylinder Heads

ELECTRICAL DIVISION, Electric Motors

SPECIAL ORDINANCE DIVISION, Defense Shipboard Gear Drives and Mechanisms

HUBBELL-RULES DIVISION, Rolls for Steel and Non-ferrous Rolling Mills

UNION STEEL CASTINGS DIVISION, Steel and Bronze Castings

NATIONAL ALLOY STEEL DIVISION, Heat and Corrosion-Resistant Alloy Castings

A FEW VICTORY PRODUCTS

Figure 22
FOR THE FIGHTER... AND HIS DREAM!

The fighter must have something to fight for as well as something to fight with. It is industry's task to back him with the weapons he needs today and the tools he will need tomorrow.

Blaw-Knox, too, is at war—makes its own long list of war weapons, as well as basic equipment to aid other manufacturers in their war efforts. And when the international reconstruction program begins, Blaw-Knox will supply a wide range of equipment to speed it. The leadership of Blaw-Knox extends to many fields.

For example, Blaw-Knox supplies rolls, mills and a number of other essentials for the famous and numerous industries... many highly specialized industrial products for railroads, public utilities, the electronic field, the construction industry and industry in general. For the chemical and process industries Blaw-Knox produces all types of equipment, even complete plant units.

Whatever your plant, perhaps Blaw-Knox products and services can be used for you. Let us discuss it at your convenience.

BLAW-KNOX FORGED-STEEL COMPANY

Figure 22
WHEN IT'S OVER, OVER THERE

WHAT a wonderful day it will be when the boys come home to stay. The lid will blow off of everything. Then quickly, we'll begin seriously to look around, to put our house in order for new conditions, new demands, new horizons.

That's where Midland will come in. We've been running on war work—just 100%. As a result our heavy press and welding equipment has been enlarged for capacity greater than our pre-war demands. It may be, "when it's over, over there," that you'll be needing heavy metal stampings or welding. If you do, call on Midland.

Our experience in heavy metal stampings and welding goes back many, many years. Naturally we've wrestled with scores of problems that involve speed of production or new design. Perhaps we can help you.

Being the largest manufacturers of truck and passenger car frames in the world, we number among our customers many who lead in the field of transportation. The same sincere approach to heavy metal stampings and welding problems given to these transportation leaders, now is available for you. Just ask for it. Plants at Cleveland and Detroit.

MIDLAND

TWO PLANTS TO SERVE • ONE OVERHEAD TO SAVE

THE MIDLAND STEEL PRODUCTS COMPANY

CLEVELAND, OHIO
AND DETROIT, MICHIGAN

Figure 23

66
The shape of things to come is no secret

The humming note you hear is industry at war. When peace comes, that sound need scarcely change its pitch. For in business offices, in assembly lines, in civilian defense centers, and at home, American women are already wishing up new things for industry to make.

They want us to help them keep house, to supply new equipment for it on a scale that makes past performances seem like only practice. Home laundries that "do" everything from tablecloths to negligees, ranges complete with pressure cookers and unbreakable transparent covers. Refrigerators with compartments that hold each food, from frozen meats to lettuce, at the ideal temperature and humidity.

Whatever makes housekeeping easier and more economical, women will be waiting for industry to supply. The problem is not what to make, but how. Which material, new or old, will contribute the most in beauty, strength, economy, to each part of the new design? How shall it be used, fabricated, finished? Where can it most effectively save weight, cost, time?

For impartial answers to questions about metals industry can turn to Reynolds. For just as industry in the future will not be centered to the traditional materials, neither will Reynolds. In addition to broadening still further the use for copper and its alloys since the start of the war, Reynolds has developed facilities for the manufacture of the light metals, and is pioneering in the production of entirely new alloys, with important properties that can cut manufacturing costs for many industries.

Today the copper industry is working all-out to win the war. No copper is available for anything else. The post-war planners with specific problems in metals are referred directly to the Reynolds Executive Office in New York.

COPPER AND BRASS INCORPORATED
Established by Paul Reynolds in 1880
Executive Office: 230 Park Ave., New York
The shape of things to come is no secret

The hummimg noise you hear is industry at war. When peace comes, that sound need not change its pitch. For in business offices, on assembly lines, in civilian defense centers, and at home, American women are already wishing up new things for industry to make.

They want us to help them keep houses, to supply new equipment for it on a scale that makes past performances seem like play.

Home laundries that "do" everything from tablecloths to towels. Kitchens complete with pressure cookers and unbreakable transparent ovens. Refrigerators with compartments that hold each food, from frozen meats to lettuce, at the ideal temperature and humidity.

Whatever makes householding easier and more economical, women will be waiting for industry to supply. The problem is not what to make, but how. Which materials, new or old, will contribute the most in beauty, strength, economy, to each part of the new design? How shall it be used, fabricated, finished? Where can it be more effectively zero weight, cost, time?

For impartial answers to questions about metals industry can turn to Revere. For just as industry in the future will not be restricted to the traditional materials, neither will Revere. In addition to broadening still further the uses for copper and its alloys since the start of the war, Revere has developed facilities for the manufacture of the light metals, and is pioneering in the production of entirely new alloys with important properties that are cut manufacturing costs for many industries.

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COPPER AND BRASS INCORPORATED
Headed by Paul Revere in 1801
Executive Office: 230 Park Ave., New York

Figure 24
67
Most likely to succeed

Getting an education is serious business, of course. But some subjects are more interesting than others. Color, for instance, is a subject of lifelong study for most women, and one in which they are most likely to succeed. Which color, or combination of colors, shall I use for a hat, a dress, a curtain, a cap, baby’s bonnet? What shade or tint for this or that? Yes, color is important to every woman—and to us all, particularly in these trying times.

The growing interest in color is a constant challenge to the dye manufacturer. Colors rise and fall in favor swiftly. Typical is the bright new Perley Green, now enjoying a wide vogue. When fashion dictates such new colors the dye manufacturer must instantly adapt them for use in all types of women’s apparel—slip, rayon, cotton and woollen dresses, leather shoes, belts, handbags, buckles—plastic buttons and jewelry—on name a few. Development of a specific shade is comparatively easy. The real problem comes in giving the shade equal fastness in all the various materials. Frequently it is necessary to develop a combination of dyes that will make a fabric made of a mixture of wool, cotton and rayon fibers, with such being given equal fastness to sunlight, salt water, dry cleaning, washing. For wonder-dye-making is called a science, a business, and an art.

As one of the world’s largest manufacturers of dyes, Calco Chemical Division of American Cyanamid Company meets the changing demands promptly, season after season, on a vast industrial scale. This is but one phase of Cyanamid’s unsurpassed chemical service.

Figure 26
Most likely to succeed

Getting an education is serious business, of course, but some subjects are more interesting than others. Color, for instance, is a subject of lifelong study for most women, and one in which they are most likely to succeed. Which colors, no combination of colors, shall I use for a hat, a dress, a curtain, a carpet, baby’s bonnet? What shade or tint for this or that? Yes, color is important to every woman...and to us all, particularly in these trying times.

The growing interest in color is a constant challenge to the dye manufacturer. Colors fade and fall in favor swiftly. Typical is the bright new Parsley Green, now enjoying a new vogue. When fashion dictates that new colors the dye manufacturer must instantly adapt them for use in all types of women’s apparel—silk, rayon, cotton and woolen dresses, leather shoes, belts, handbags, buckles; plastic buttons and jewelry—an intense development of a specific shade is comparatively easy. The real problem comes in giving the shade equal fastness in all the various materials. Frequently it is necessary to develop a combination of dyes for fabrics made of a mixture of wool, cotton and rayon fibers, with each being given equal fastness to sunlight, salt water, dry cleaning, washing. No wonder dye-making is called a science, a business, and an art.

As one of the world’s largest manufacturers of dyes, Calco Chemical Division of American Cyanamid Company meets the changing demands promptly, season after season, on a vast industrial scale. This is but one phase of Cyanamid’s unexcelled chemical service.

Figure 26
You can pour almost the whole chemistry book on glass.
You can pour almost the whole chemistry book on glass.
You can pour almost the whole chemistry book on glass.

Glass has remarkable chemical stability. You can count on one hand the few acids or chemicals that can seriously harm it. The fact that glass is successfully used to contain chemicals that destroy other materials is a thing for designers to think about. It makes glass a practical way to build extra containers, vials, and package materials that are subjected to destructive chemicals.

Glass is not just a material, but a versatile structural material. Used rightly, it will retain its beauty and value. Glass is flexible. A design can be free as a glass sculpture. It will not rust, corrode, or erode by water or other chemicals. Glass does not absorb water or moisture. Glass can be shaped and molded for any practical purpose. Glass can be molded into a packet, a tube, a cube, a ball, or a cylinder. It is the ideal material for water glasses, for scientific and medical containers, for inspection and space beakers.
"Why shouldn't I buy it? I've got the money!"

Sure you've got the money. So have lots of us. And yesterday it was all ours, to spend as we darn well pleased. But not today. Today it isn't ours alone.

"What do you mean, it isn't mine?"

It isn't yours to spend as you like. None of us can spend as we like today. Not if we want peace to stay down. There isn't as much as many things to buy as there are dollars to spend. If we all start assembling to buy everything in sight, prices can rise to help us all.

"You think I can really keep prices down?"

If you don't, who will? Uncle Sam can't do it alone. Every time you refuse to buy something you don't need, every time you refuse to pay more than the ceiling price, every time you buy at a black market, you're helping to keep prices down.

"But I thought the government put a ceiling on prices."

You're right, a price ceiling for your protection. And it's up to you to pay no more than the ceiling price. If you do, you help to stop black markets. And black markets not only boost prices—they cause shortages.

"Doesn't rationing take care of shortages?"

Your ration coupons help—if you use them wisely. Don't spend them unless you have to. Your ration book merely sets a limit on your purchases. Every coupon you don't use today means that much more for you—and everybody else—tomorrow.

"Then what do you want me to do with my money?"

Save it! Put it in the bank! Pay it in life insurance! Pay off old debts and don't make new ones. Buy and hold War Bonds. Then your money can't force prices up. But it can help the winning of the war. It can build a prosperous nation for your children, and for soldiers, who deserve a stable America to come home to. Keep your dollars out of circulation and they'll keep prices down. The government is helping—With you.

"Now wait! How do taxes help keep prices down?"

We've got to pay for this war sooner or later. It's easier and cheaper to pay now. And it's better to pay more taxes NOW—while we've got the extra money to do it. Every dollar put into taxes means a dollar less to boost prices. So...

Use it up... Wear it out... Make it do... Or do without...

A United States war message prepared by the War Advertising Council, approved by the Office of War Information, and distributed by the Magazine Publishers of America

Figure 28
We asked 5 foolish women why they don't check ceiling prices

"The storekeeper might get mad"
You're wrong there, lady. Good merchants operate a store to keep an eye on ceiling prices, who don't ask them to keep on the black market, who never ask for black market goods without prices, who shun and play square with scarce goods.

..."It's too much trouble"
It isn't a lot of trouble to do the little thing Government asks—just remember to ask every time you make a purchase, "Is this the ceiling price?" And it is well worth the trouble if it helps prices down today, because the dream of inflation tomorrow.

"We can afford to pay more"
Maybe you can, but how about the millions of American families who must live on Army rations? Every time you pay black market prices for buy rationed goods without prices, you're helping to send prices up—that's the way inflation comes. And inflation can affect inflation.

"My store doesn't display ceiling prices"
All retailers will if you keep asking them, "Is this the ceiling price?" It's the law. Ceiling prices must be displayed wherever goods without ceilings are sold. That's the system which has kept prices as much lower in this war than they were in the last.

"I just don't want to do it"
No—and our boys don't want to fight! But they're doing it uncomplainingly. It's up to you on the home front to do your part to head off rising prices and inflation, help prevent producing a depression for our boys to come home to. Don't be a SABOTEUR on the home front!

Check and be proud! You should be proud if you're the kind of loyal, patriotic American citizen who never pays mor than ceiling prices, who pays her ration points in full, who shares and plays square with scarce goods!

It is because of you and millions of women like you—cooperating with American merchants—that the cost of living has gone up only 7 per cent since your Government's price control started.

But the end is not yet. So keep up the good work. Ask every time, "Is this the ceiling price?" Never buy a single thing that you can do without. Save your money—in the bank, in life insurance, in War Bonds. When you use things up, wear 'em out, make 'em do, or do without... you're helping to KEEP PRICES DOWN!

Your store will be glad to have you ask: "Is this the ceiling price?"

Figure 29

72
Figure 30
We think not.

Visualizing the world of tomorrow does not necessarily call for crystal gazing. The dreams and hopes of better living are part of the stage of today's realities. Industry is down to earth, planning better products with devices already tested in the laboratory or, in many instances, employed in furthering the war effort. Once the job of winning the war is accomplished, industry will do its share in winning the peace.

Mrs. Jones, for instance, is looking forward to a new refrigerator: a handsome affair equipped with a deep freezer unit—compact, yet incredibly capacious. What is more, she is expecting her money to go much further when she makes her purchase. She will not be disappointed.

Already, industry is competing to make her refrigerator live up to expectations—not one, but many industrial suppliers are joining hands with refrigerator manufacturers to provide tremendous advances in home refrigeration.

Small things, all, but added together, they will realize Mrs. Jones' dream refrigerator. Doubtless Mrs. Jones will never know the role Mallory parts play in her refrigerating economy. But though she never puts the hang of the mechanism, at least she can know that where Mallory precision parts are used, there she is assured of quality and long life.

That is why it pays manufacturers to consult Mallory when design problems arise... in our spheres of metallurgy and electronics, Mallory engineers are at your service.

P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA
BABY: Sorry to keep you in that crib so long, Mom—but I want you to get my point of view.

MOM: I've got it! Wiggling around in one spot all day has my skin so un-comfortable, I could scream. BRRRR!

BABY: See? How do you think my delicate skin feels? Now—do I or don't I get my Johnson's Baby Oil and Johnson's Baby Powder?

MOM: Just name your terms!

BABY: Okay—lots of nice rubdowns with that pure, crystal-clear Johnson's Oil. And plenty of lovely soft apologies with Johnson's Powder!

MOM: It's a deal, honey child! You're going to have a skin like pink satin!

BABY: Thanks, Mom—I'll do something for you! With Johnson's to chase my chafes and pricks, I'll save my voice for singing!

Johnson's Baby Oil
Johnson's Baby Powder

Figure 32
MOM: Sorry to keep you in that bath so long, Mom—but I want you to get my point of view.

BABY: Okay—lots of nice rubdowns with that pure, crystal-clear Johnson's Oil. And plenty of lovely soft applications with Johnson's Powder!

MOM: It's a deal, honey child! You're going to have a skin like pink satin!

BABY: Thanks, Mom—I'll do something for you! With Johnson's to chase my chafes and prickles, I'll have my voiceless singing!

Johnson's Baby Oil
Johnson's Baby Powder

Figure 32
Young & Rubicam is UNFAIR to Prima Donnas
WHAT EVERY MAN SHOULD KNOW ABOUT LIFE INSURANCE

Only Life Insurance
OFFERS YOU ALL THESE 6 UNUSUAL ADVANTAGES

1. YOU CREATE AN ESTATE IMMEDIATELY. Through savings you can accumulate an estate for the future support of your family—slowly, year by year. Life insurance makes it possible to create an estate the moment you pay your first premium—and continue that estate in full by paying a relatively small amount of money each year.

2. A DUAL INCENTIVE FOR PUTTING aside money regularly. You know that only through systematic payments can you maintain the protection you want for your family. And, after the first few years, most policies provide an increasing fund which you can draw upon in an emergency, or in old age if need for protection has ceased.

3. LEAVE THEM NO INVESTMENT PROBLEM. Through the trained "settlement options" written in all larger life insurance policies, you can have your insurance money held by the company at interest or paid to your heirs in full as income. Your beneficiaries need not face the risk and difficulties of handling a large sum of money.

4. TAX EXEMPTIONS FOR YOUR BENEFICIARY. Your life insurance dollars up to a certain specified amount are exempt from the present Federal Estate tax—left to a named beneficiary. In addition, you'll find there are certain exemptions from State Inheritance tax—the exact amount depending upon the state in which you live.

5. YOU DON'T NEED A WILL to leave your life insurance money exactly as you desire. The proceeds of your policy will be paid quickly, and without legal fuss or bother. And if you have directed your insurance company to pay you beneficiary in a definite way, you can be sure that your wishes will be carried out right to the letter.

The PRUDENTIAL
INSURANCE COMPANY OF AMERICA
HOME OFFICES NEWARK, NEW JERSEY

Tune In! Hear THE PRUDENTIAL FAMILY HOUR
Sunday Afternoon, CBS Network

Figure 34

77
Americal Airlines Flight No. 7 in Chicago is ready on the runway. Bogey (c fuse) passengers checked; doors locked tight on the delivery oil ship. But got visual, Bump Agent Betty Bach puts her finger on her pretty little nose, the pilot knew what he wanted to know most of all that he's ready to roll and leave on schedule.

Betty Bach is one of the country's thousands of women who's recently gone into necessary civil service. She's in town in Chicago. And she loves it.

It has quite intensifying her life...making the most of every minute. For her beauty care, she's sticking to Dullary Beauty Preparations...first introduced to her in the famous Success School Course.

She found how much more effective these co-related preparations are. Each one specifically formulated for a special purpose, but all are simply blended to be compatible, so that they work together to give better results.

Beauty Preparations are now being used by over 10,000 Schools, offices. Now, one of these products for Dullary Beauty Care.

Now, which Miss Bach backs on to keep her lovely Success School complexion, in spite of airport winds and dust.

Du Barry
Beauty Preparations
By Richard Muncy
Used in the Richard Lottis Saloon and Dullary Success School, 515 Fifth Avenue, New York...and at Better Cosmetic Outlines Everywhere.

Dullary Beauty Care, with a pad of sponge or a soft cotton ball, will thoroughly cleanse the skin of all impurities and oils; it is an effective Cleanser for the Blackhead, Blemish. Dullary Blackhead and Blemish Care, makes the skin look beautifully clean. It cleanses the skin effectively.
AMERICAN AIRLINES Flight No. 2 to Chicago is ready on the runway. Cargo, mail, passengers checked, doors locked tight on the slippery-run slip. But not until ramp agent Betty Bash puts her finger on her pretty little nose does the pilot know what he wants to know: that he's ready to roll and leaving on schedule.

Betty Bash is one of the country's thousands of women who've recently gone into necessary civilian service to relieve a man to fight.

And she loves it...

It has meant so much to her life... making the most of every minute. For her beauty, she's thinking of DUBARRY Beauty Preparations... first introduced to her in the famous Success School Course.

She found how much more effective these related preparations were. Each one scientifically formulated for a special purpose. But all are chemically blended to be compatible, so that they work together to give better results.

More effective related DUBARRY Beauty Preparations are the recent proven to over 110,000 Success School pupils. Now everyone of these products in DUBARRY Beauty Cake, make-up, which Miss Bash feels, can help keep her lovely Success School complexion, in spite of airport winds and dusts.

DU BARRY

BEAUTY, PREPARATIONS

BY RICHARD MURPHY

Founded in the Richard Hudnut Salon and DUBARRY Success School, 491 Fifth Avenue, New York...and at Better Cosmetic Counter Everywhere.

Figure 35
ANOTHER WOODBURY DEB PROMISES

"To Love, Honor and Keep Him"

Figure 36

79
ANOTHER WOODBURY DEB PROMISES

"To Love, Honor and Keep Him..."

Figure 36

79
Dressed as a man, Deborah Sampson Gannett volunteered her services in the American Revolutionary War in 1778. She fought with land and sword and was taken prisoner before her identity was discovered and she was given an honorable discharge by General Washington.

Today, everything possible is done so that women may readily join the armed services. They are welcome because they are women, and as such, are lending loveliness and graciousness as well as courage and competence to each job they undertake. The courage of Deborah Gannett is symbolized by every one of these women in the armed forces and on the home front who desires to be useful to her country, and is determined to be lovely at the same time.

Avon's patriotic pledge is to pave the way to new loveliness, a loveliness that becomes an integral part of your charm. The Avon way of selecting exquisite beauty aids appeals to busy women everywhere because they are purchased unobtrusively and pleasantly in the home--brought there by a friendly Avon representative.

HE HOSTESS TO LOVELINESS

Avon

Figure 37
Figure 37

80
Mary Knight was the first American Canteen Hostess. Her courage and zeal brightened the bitter cold days and bleak nights of the soldiers of Washington's Army wintering at Valley Forge. Today, throughout the country tens of thousands of women are unselfishly donating time and effort to their local canteens. They are living proof that the spirit of Mary Knight still lives in the hearts of American women. Avon joins with the rest of the nation in tribute to these patriotic and selfless women whose gracious hospitality is so important in brightening the lives of our soldiers.

To help each American woman look her loveliest... to help you appear inspiring... charming always... is your Avon Representative's duty. When she calls on you ask her to show you and to demonstrate the exquisite cosmetics Avon has created for you—to help bring your beauty to its fullest perfection.

BE HOSTESS TO LOVELINESS
Mary Knight was the first American Canteen Hostess. Her courage and zeal brightened the bitter cold days and bleak wintering of the soldiers of Washington’s Army wintering at Valley Forge.

Today, throughout the country tens of thousands of women are selflessly donating time and effort to their local canteens. They are living proof that the spirit of Mary Knight still lives in the hearts of American women. Avon joins with the rest of the nation in tribute to these patriotic and tireless women whose gracious hospitality is so important in brightening the lives of our soldiers.

To help each American woman look her loveliest...to help you appear inspiring and charming always...is your Avon Representative’s duty. When she calls on you ask her to show you and to demonstrate the exquisite cosmetics Avon has created for you—to help bring your beauty to its fullest perfection.

BE HOSTESS TO LOVELINESS
Our Love Story

CHAPTER 1

"Let me help you," you said.

I'd never seen you before. But there was something about you, my darling. And tucking up those posters was a job.

By chance, our fingers touched.

"They were such soft little fingers," you always say, "they curled right around my heart."

How much I owe to Jergens Lotion. I've always used Jergens. I've seen how a girl's hands can get coarse and old-looking from lack of natural skin-softening moisture.

You've teased me about using Jergens. But I know you like my hands soft. So I go on using my favorite Jergens Lotion.

HOLLYWOOD: The Stars use Jergens Lotion, 1 to 1. Jergens is their personal hand care. It's "special"—like professional care for the hands. Two ingredients in Jergens Lotion help rough skin become admirably smooth and soft so effectively, that many doctors prescribe them. Easy? Just be sure and always use Jergens Lotion.

JERGENS LOTION FOR SOFT, ADORABLE HANDS

Figure 39

82
Only one soap
gives your skin
this exciting
Bouquet

Today as for 75 romantic years popular girls
bath with Cashmere Bouquet Soap!

Captive you! What man can hope to
resist you when the bewitching scent
of Cashmere Bouquet Soap clings daintily
to your skin. It's a breath of romance! It's the fragrance men love.

Cashmere Bouquet alone brings you
this exquisite fragrance. It comes from
a secret wrdling of rare perfumes, far
more costly than you'd expect to find
in any soap.

Truly, it's a delightful experience
to bathe with Cashmere Bouquet Soap.

You cream your whole body with frothy
cclouds of luxurious lather. Then rinse
off. And step from your tub radiantly
clean, dynamically alive . . . with
the fragrance men love clinging to you.

It's nice, too, to bathe your face with
Cashmere Bouquet Soap. Such a mild,
sweet lather for washing away grime and
make-up.

Be a popular girl. Bathe every day with
Cashmere Bouquet . . . and be always
dainty, desirable, utterly feminine.
Only one soap gives your skin this exciting Bouquet

Today as for 75 romantic years popular girls bathe with Cashmere Bouquet Soap!

Captivating you! What man can hope to resist you when the bewitching scent of Cashmere Bouquet Soap clings deftly to your skin. It's a breath of romance! It's the fragrance men love.

Cashmere Bouquet alone brings you this exquisite fragrance. It comes from a secret wedding of rare perfumes, far more costly than you'd expect to find in any soap.

Truly, it's a delightful experience to bathe with Cashmere Bouquet Soap. You cream your whole body with frothy clouds of luxurious lather. Then rinse off. And step from your tub radiantly clean, dynamically alive... with the fragrance men love clinging to you.

It's nice, too, to bathe your face with Cashmere Bouquet Soap. Such a mild, soft lather for washing away grime and make-up.

Be a popular girl. Bathe every day with Cashmere Bouquet... and be always dainty, desirable, utterly feminine.

Cashmere Bouquet

Adorns your skin with the fragrance men love

Figure 40

83
She's ENGAGED!
She's Lovely!
She uses Pond's!

See what Audrey's SOFT-SMooth
'Glamour Care will do for your skin

1. She輛ATHES Pond's Gold Cream all over her face and three
-ohide. Then put on, put on it is
-plaint milk until it is
-old makeup "just beautifully," she
say. Then she cleans off.

2. She RINSES her skin with
-ocalized Pond's Gold Cream
- cleared off again. This second
-paring helps clean off every
-old speck of milk. Audrey says
"My skin is the silken-thorn type
-and I have to keep it smooth
e to get dark-looking. Pond's
Gold Cream is just right for me
-may be best for your skin as well
-as a baby's after I use it."

Pond's Gold Cream
Audrey's every day—for
- ey care, for a healthy
- look and a soft feel. You'll see, too,
- men or women and
- uses Pond's better than any other
- re cream on my skin.

Buy Pond's Gold Cream
- ey beauty counter. Five
- ollar, pressed size. The most
-effective soap for lovely skin.

Figure 41
Another Pond's Bride-to-Be

AUDREY BROWNSELL daughter of Mr. and Mrs. F. L. Brownell of Woodbridge, is engaged to William W. Jeffrey, son of New Jersey farmers of Hudson County.

April wedding bells will ring out for Audrey and William, a happy event to be held in the pretty little city of New York, Audrey's home. Audrey has a charming figure and always seems to be happy. She is a pretty girl with "shrewd" and "smart" Audrey's dream may be her mother's in marriage. The wedding will be a joyous affair.

She's ENGAGED! She's Lovely! She uses Pond's!

See what Audrey's SOFT-SMOOTH Glamour Care will do for your skin

1. She SLATERS Pond's Cold Cream all over her face and then rinses off. Then pats, pats, pats it in with quick little patted pats. This reduces and removes dirt and old makeup. "It's beautiful," she says. Then she leaves it.

2. She "WINS" her with her new Pond's Cold Cream. Tissues all gone. This second layer helps clean off every little spot of oil. Audrey says "my skin is as alluring now as in the beginning of the war" and I have to keep it clean and clear, Pond's Cold Cream is just right for me — my face looks fresh as a rose and feels soft as a baby's cheek. I use it."

The Pond's Cold Cream Audrey's every morning for a fifty cent bottle, and her evening for a half dollar bottle. She always.polishes it on with a rose petal, the most economical and lovely big jar.

Pond's Cold Cream is the only beauty cream that is popular and priced right. The most economical and lovely big jar. Pond's Cold Cream is the only one that is popular and priced right. The most economical and lovely big jar.

Figure 41
Cadet Nurse Engaged

Charles is glad to say that he is now an official Cadet Nurse. He says he will have free training and a monthly allowance. Write today to the U. S. Cadet Nurse Corps, 21 New York, N. Y., for full information.

She's Lovely!
She uses Pond's!

Pond's Cold Cream

Today many women use Pond's instead of any other face cream at any price.

Figure 42

85
Cadet Nurse Engaged

Cadet Dorothy Foerster is studying at the California School of Nursing in Los Angeles, not far from her home town in Yan. Her smooth, capable hands are learning to bring comfort as a touch. Eyes smile gratefully after her slim, young figure in its white, tuxedo uniform—especially lovingly with her gracious, dark hair and the soft, fresh-as-a-new-shoe look of her lovely complexion.

"I'm a Pond's Cold Cream girl—always," Dorothy says. "I think there's nothing half so nice in Pond's for making your skin soft and beautifully clean."

Dorothy believes in a pillow-soft creaming with Pond's—this way:

1. She smooths Pond's Soft Smooth Cold Cream over her face and throat. Pok a pok, but gently to soften and relieve dirt and make-up. Tissues off.

2. She rinses now with more even-fluffed Pond's, working its soothing crumbleness round her face with little spirals while her fingers—over forehead, cheeks, nose, mouth. Tissues off again.

Give your face this soft-smooth Pond's complexion care that Dorothy loves. You'll see that it's no accident enjoyed girls like Dorothy, artistic society like Mrs. Ellen Turck Astor, Mrs. Ernest du Pont, Jr., and Bezos's Lady Astor use Pond's Cold Cream.

Ask for a luxurious jar of Pond's today, use it every night and every morning—and for in-between beauty clean-up! You'll love Pond's Cold Cream, too.

She's Lovely!
She uses Ponds!

Pond's Cold Cream

Today many more women use Ponds than any other face cream at any price.
She's Engaged! She's Lovely! She uses Pond's!

Patricia's complexion is dismaying fresh and sweet—a lovely tribute to her lovely Pond's beauty cream!

Every night, every morning, Patricia smooths heavenly cool finger tips of Pond's Cold Cream over her face and seems—then pats briskly to soften and release dirt and make-up. Tissues off.

She cleans with more snowy-soft Pond's whirling creamy finger tips lightly over her face for warm cleansing, even washing. Tissues off again—clean. "My double Pond's cleansing makes my skin feel soft, fresh, clean, and so gloriously smooth," Patricia says.

Give your face this well-loved beauty care with Pond's—every night and every morning. For daytime touch-ups, too. You'll see that it's no accident so many men and women use Pond's thus any other face cream at any price.

Ask for the big jar—you'll love dipping the...
It's easy to see why her ill blood Miss

It is a bright, warm aliveness about

that is infinitely tantalizing—and she is

likely to look at! Eyes of deep, sparkling

eyes... rich, glossy hair... and from

top of her snowy hair to the top

hair smooth high brow, a skin so

softly beautiful as a new-flapped paper. Like an

engaged girl, Miss Patricia trusts her

complexion to Pond's Cold Cream.

I began using Pond's when I was in

the American Academy of Fine Arts. I grew up in Pond's courts

more. It does such a good job of

the makeup and of keeping my skin

clean and really smooth.

Figure 43

She's Engaged! She's Lovely! She uses Pond's!

Patricia's complexion is disconcertingly fresh and

sweet—a lovely tribute to her daily Pond's beauty

reaming—

Every night, every morning, Patricia smooths

heavenly cool fingertips of Pond's Cold Cream

over her face and down—then pats briskly to

soften and release dirt and make-up. Tissue off

She then washes with more softly-down Pond's

whirling creamy finger tips lightly over her face

for more cleansing, even soothing. Tissues off

again—clean. "My lovely Pond's astonishing makes

my skin feel wide-awake, clean, and so blissfully

smooth," Patricia says.

Give your face this well-loved beauty care with

Pond's—every night and every morning. Far

excellent to many more girls and women use

Pond's than any other face cream at any price.

Ask for the 23i. jia you'll love dipping the

A few of the

Pond's Society Beauties

E)-D. PAUL HOFFSTETTER

Mrs. Evelyn Margin Beardsley

Mrs. Alexander Young

The Last Word
Women in the War

Steady nerves...that's the order of the hour not only with the men in the armed services, but in the women's services, too.

FIRST IN THE SERVICES

Camels

In the Army-Navy-Marine-Coast Guard, the Favorite is Camel 
(based on actual sales records in Post Exchanges, Sicks Commissaries, Ship's Stores, Ship's Service Stores, and Canteens)
**Women in the War**

The atlas, short defenses of the British-American Antelope Corps took a very warm in their camouflage uniforms with gift letters, blue scarves, hats, ties. They are to be a part of the field married. Here is the sixth battle of Somme, a war for men's work any day. Every woman is a part on a job like a sister. Notice how many of them smoke Camels.

**Wherever you find the Services, you find... Camels**

**STEADY NERVES... that's the order of the hour not only with the men in the armed services but in the women's services, too**

- To your right the Motor Corps of the American Women's Reserve Service is seen. The young lady standing is dressed for duty behind the wheel, blue scarf around neck, black uniform cap, yellowish shoes, brown leather gloves. The usual drivers wear their working uniforms for work or play. The Camels are an important part of the uniform, too, when there's a scientific moment of time out. The same great flavor and extra mileage that make them seem a favorite for men in uniform also make them stick with women in uniform.

Here is a number of American Women's Reserve Service, the American Antelope Corps, having uniformed their women, is entitled to wear the proper uniforms of symbion with gift letters, brown boots, and oxygen bars. Armored personnel, tile standard, men reading, hospital aid,太也 wonderful and just a few of the women standard.

**FIRST IN THE SERVICES... CAMELs**

In the Army-Navy-Marine-Coast Guard, the Favorite is Camel.

(based on actual sales reports in Post Exchanges, Sales Commissions, Ship's Stores, Ship's Service Stores, and Canteens)

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**Figure 44**

87
"...and I'll just make a wish and all my household chores will be done..."

"It's my favorite post-war dream...

"I live in a house that's a model of convenience... my all-Gas home... where housekeeping is so easy it seems like a hobby instead of a chore...

"The kitchen is like a wonderful playroom... cool, clean, free from cooking odors... with a new Gas refrigerator, the most shining, the most efficient, the last word in efficient refrigeration. And how it saves food values and cooking time!

"We have our refrigerator is a magical resource. Special cooking units keep all sorts of foods fresh longer... more hours of meal-planning and cooking!

"Even the finest has a touch of magic. I turn on the tap and my automatic Gas water-heating system supplies me with all the hot water I need... any time I want it.

"And milk, too, fresh... The entire house is always full of Springtime... no matter what the weather is outside. Thanks to my new Gas refrigerator unit which we may record as an asset to be possessed in summer... spring and warm all winter long"

"Only dreams, madam... but tomorrow they'll be reality. For the new all-Gas home... the flowers on the table as well as in the garden... will make these and many more wonders of comfort come to life. You can make them come true!... you can buy your own all-Gas home at the house with every Gas deal you can buy!"

THE MAGIC PLANES THAT WILL BRIGHTEN YOUR FUTURE

AMERICAN GAS ASSOCIATION

Figure 45

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1. Well, it started like this—I'd never done the family wash before the war. I knew you had to pre-blinde regularly to get clothes really white, but—

2. No matter how I worked and struggled with that separate blindeg job, my clothes always seemed to show blindeg streaks and spots. I sure was stumped when my neighbors, Miss Lily and Miss Till, popped in.

3. "For goodness' sake, child," they said. "La France will fix that straightaway. It blindeg right in your regular soappads. Saves all the work of that extra blindeg job—and it wouldn't leave a blindeg streak in a year of Mondays."

La France

4. Now those old darlings applaud my gardens-white wash. I dissolve La France blindeg flakes right in my washing machine. It's so easy. No nasty blindeg streaks—no extra blindeg job!

"Betcha you'll want to buy me a chocolate soda, once you try La France."

Blues without streaks—Right in the suds!

Figure 46
A quick cup of
FULL FLAVORED COFFEE
—that's Nescafé

FULL FLAVORED, because in Nescafé all the aroma and flavor of freshly roasted coffee are "sealed in" by added
stabilizers, a distinctive process developed by Nescafé.
In Nescafé, all the fragrance, goodness and stimulation of
fine coffees are preserved for you, ready fresh, until released
in your cup.

And Nescafé is so easy to prepare... a coffee extract, powdered for your
ease and convenience, it saves so much time and work. There's no coffee maker
to get ready or to clean, no grounds to dispose of. Each cup is made to
individual taste, always delicious, always the same.
Nescafé is economical, especially so as you need only the amount you

Figure 47

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Grete Cavanaugh Haentjens, daughter of Walter and Kathleen Haentjens of Sugarloaf, PA, was born in Berwick, PA on December 30, 1973. She graduated from MMI Preparatory School in 1992. Haentjens earned a BA in journalism from Lehigh University in Bethlehem, PA in 1996, graduating with highest honors and as a member of Phi Beta Kappa. She received an MA in history from Lehigh University in 1998.