

John Bush Jones

# **ALL-OUT FOR**





BRANDEIS UNIVERSITY PRESS

Waltham, Massachusetts

Published by

UNIVERSITY PRESS OF NEW ENGLAND

Hanover & London

BRANDEIS UNIVERSITY PRESS
Published by University Press of New England,
One Court Street, Lebanon, NH 03766
www.upne.com
© 2009 by Brandeis University Press
Printed in the United States of America
5 4 3 2 I

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means, including storage and retrieval systems, without permission in writing from the publisher, except by a reviewer, who may quote brief passages in a review. Members of educational institutions and organizations wishing to photocopy any of the work for classroom use, or authors and publishers who would like to obtain permission for any of the material in the work, should contact Permissions, University Press of New England, One Court Street, Lebanon, NH 03766.

Library of Congress Cataloging-in-Publication Data Jones, John Bush.

All-out for victory! : magazine advertising and the World War II home front / John Bush Jones. — 1st ed.

p. cm

Includes bibliographical references and index.

ISBN 978-1-58465-768-2 (cloth: alk. paper)

I. Advertising, Magazine—United States—History—20th century.

I. Title

HF6105.U5J66 2009

940.53'1—dc22 2008055182



University Press of New England is a member of the Green Press Initiative. The paper used in this book meets their minimum requirement for recycled paper.

#### \*\*\* CONTENTS

Preface vii

#### I "All-Outs" and "Double-Barrelleds"

How to Advertise a War I

## 2 "This Is Worth Fighting For"

Motivational War Ads 38

## 3 "The Arms Behind the Army"

Industrial Support of the War 64

#### 4 The Farm Front

Agricultural Support of the War 86

### 5 "Use It Up, Wear It Out, Make It Do, or Do Without"

Conservation, Scrap Drives, and Home Front Efficiency 105

# 6 Soda Pop, Letters, and Cigarettes

Morale Overseas and at Home 150

## 7 "Produce, Conserve, Share, and Play Square"

Coping with Shortages and Rationing 185

#### 8 "The Hand That Rocked the Cradle Rules the World"

Women in War Work 217

## 9 "Dig Down Deep"

Giving Blood and Buying Bonds 242

Epilogue: The World of Tomorrow 282

Bibliography 297

Index 299

Color plates follow page 114.