

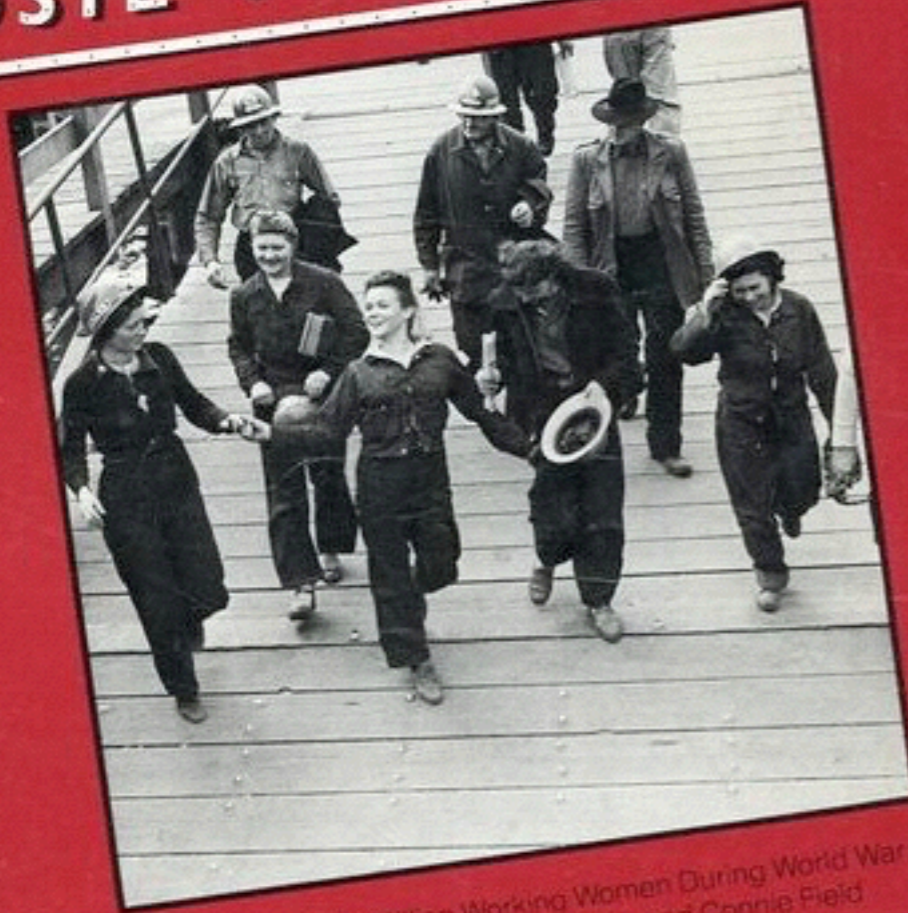
ZUR 589o:
Cultural History of Advertising

William Graebner, "War and Peace"

war years

- culture of war, characterized by:
 - public, nationalistic, pragmatic, realistic values
 - championing the group and its political equivalent: democracy

the life and times of
ROSIE · THE · RIVETER



The Story of Three Million Working Women During World War II
by Miriam Frank, Marilyn Ziebarth and Connie Field

"A classic movie. And an essential film
in the annals of feminist history."
Karen Cooper, Film Forum

"*The Life and Times of Rosie the Riveter*
is a marvelous film about war work -
the sanest, most forceful feminist
documentary in recent years."
David Denby, New York Magazine

"The film brilliantly exposes the hypocrisy
that underlay American chauvinism during
the war...a remarkable demonstration of the
manipulative power of propaganda."
Bruce McCabe, The Boston Sunday Globe

"An excellent and extremely entertaining
look at the spark that ignited the
women's liberation movement."
GreenCine Review

"An unusually tough-minded and
intelligent documentary."
J. Hoberman, Village Voice

"Warm, engaging and poignant.
The film has that Studs Terkel-like ability
to discover the extraordinary in seemingly
ordinary people. Terrific."
The Los Angeles Times



The Life and Times of Rosie the Riveter
Connie Field, 1980





1943 WOMEN OF STEEL WWII WOMEN WAR WORKERS





captainbijou.com

 **Subscribe** 9,496

1,225

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 10  0


Women at work WWII 1943





markdcatlin

 **Subscribe** 3,179

87,587

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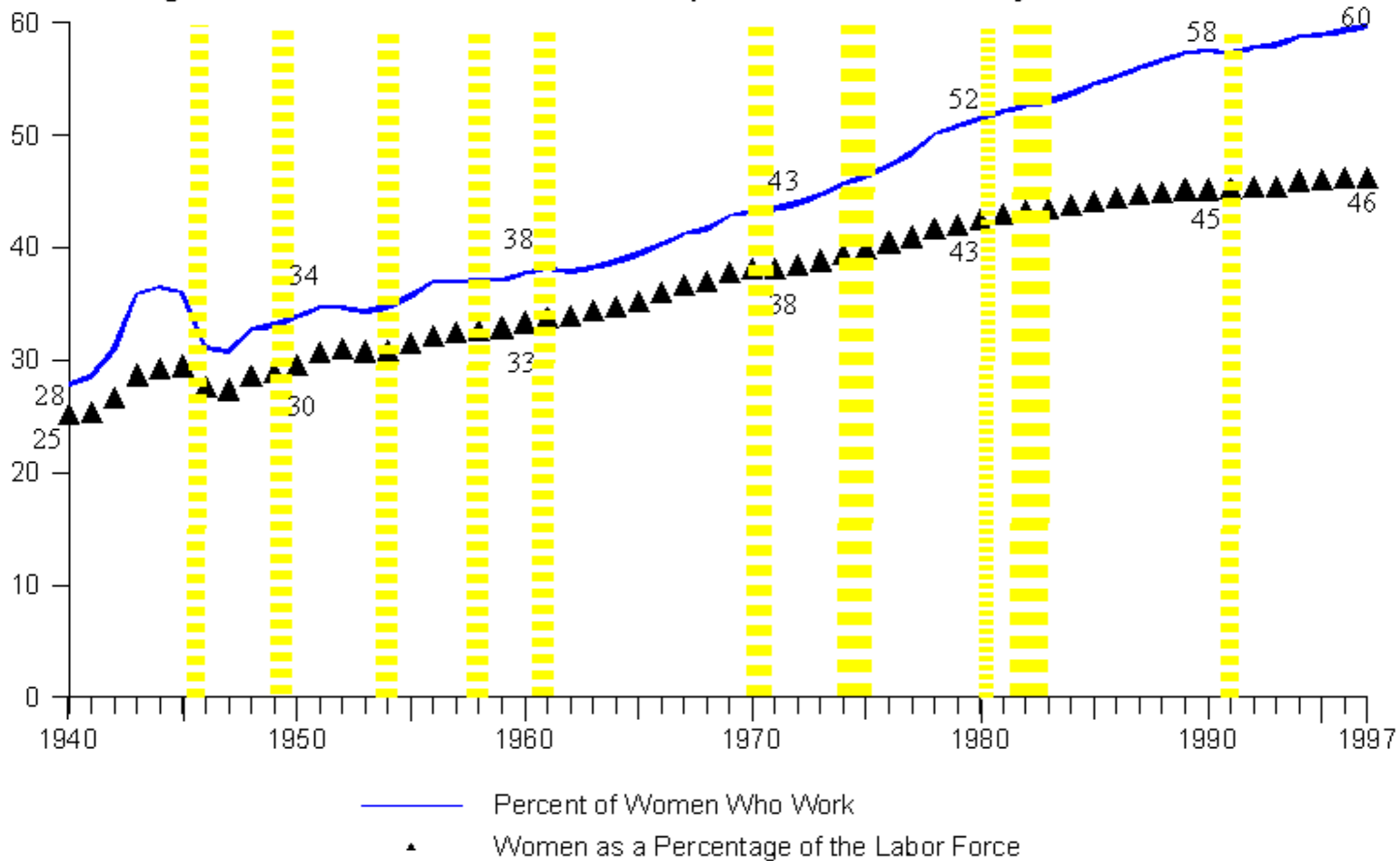
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 86

 8

Figure 1. Women's Labor Force Participation and Business Cycles: 1940 - 1997



Labor force participation includes those who work full or part-time, or are unemployed. Recession years are indicated by the horizontal lines.

Sources: a) 1940-1947 rates, US Bureau of the Census, 1960, Series D 13-25; 14 years old and over; b) 1948-1997 rates, US Bureau of Labor Statistics, website extract, 1998; 16 years old and over; c) Business cycles, 1940-1996, Statistical Abstract of the United States, Table 895, 1998.

Table 4-UNITED STATES BUDGET EXPENDITURES, JULY 1, 1940-AUG. '31, 1945 (in Billions of dollars)

Expenditures	1940	1941	1942	1943	1944	1945
Defense expenditures						
War Department	\$0.9	\$ 7.3	\$29.5	\$46.5	\$49.2	\$34.0
Navy Department	0.9	4.2	14.0	24.6	29.6	19.4
Other departments	0.1	2.7	8.9	14.1	12.1	6.4
Total	1.9	14.2	52.4	85.2	90.9	59.8
Nondefense expenditures	3.4	6.0	5.4	5.0	6.3	6.2
Total	\$5.3	\$20.2	\$57.8	\$90.2	\$97.2	\$66.0

Among the varied items purchased by United States defense expenditures were 57,027 medium tanks (9 different types), 676,433 two-axle-one-half-ton, six-wheel-drive trucks (11 types), 1,054 eight-inch howitzers (48 of them self-propelled), 476,628 2.36-inch rocket launchers (bazookas), 4,014,731 Garand rifles, 106,658 gunner's quadrants, 4,072,000,000 rounds of .45-caliber ammunition, 57,488,000 wool undershirts, 116,000,000 pounds of peanut butter, 206,753 SCR-536 (Handie-Talkie) radio sets, 500,754 30-dose bottles of influenza virus vaccine, 7,570 locomotives (48 types), 23,510,030 military gas masks (2 types), and 3,898 B-29 (Superfortress) very heavy bombers.

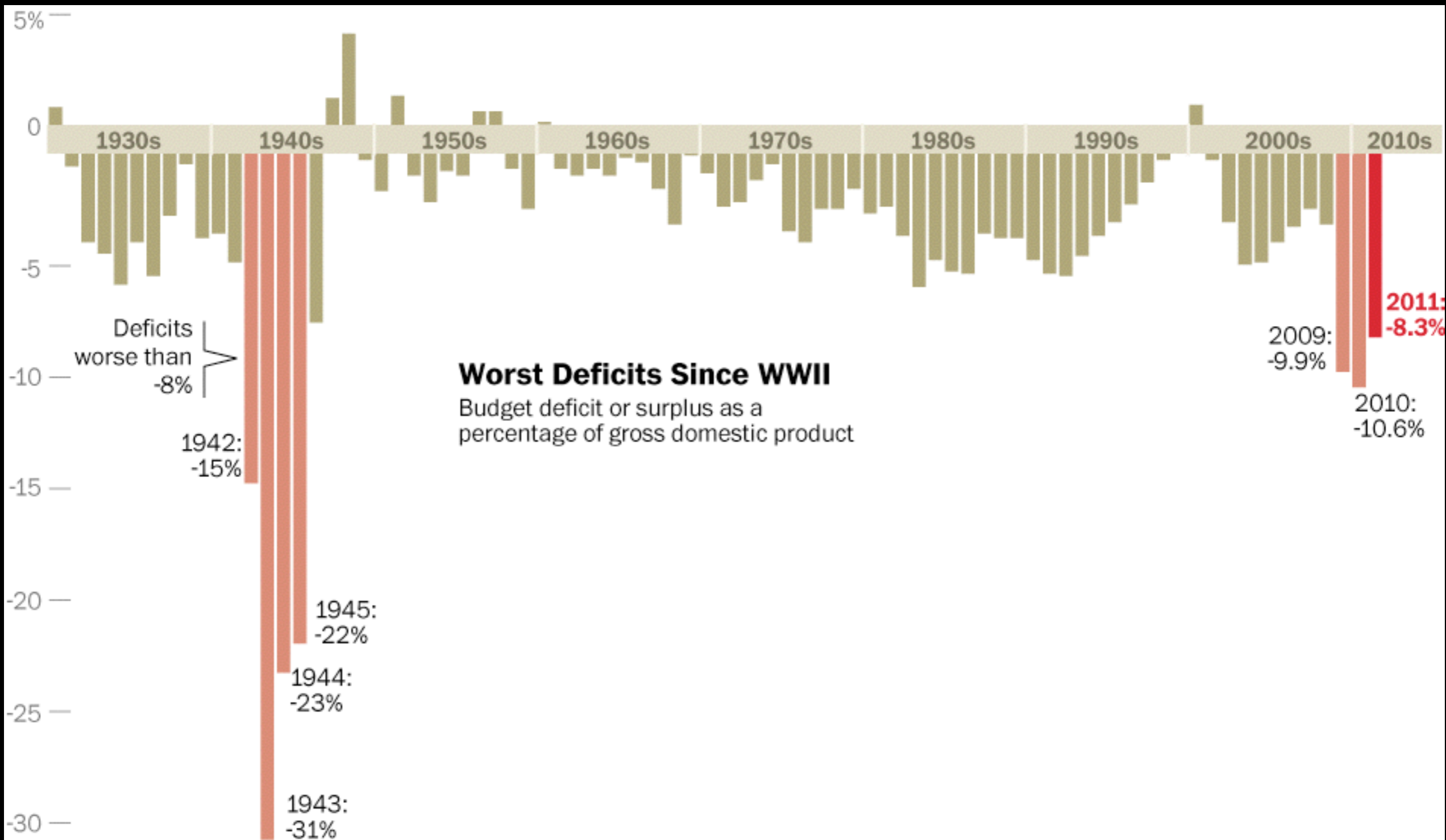
Total Economic Cost of WW2: \$336.7 billion

Taking apart the federal budget

Explore the various facets of the government's budget and see how revenues and spending have changed over time.

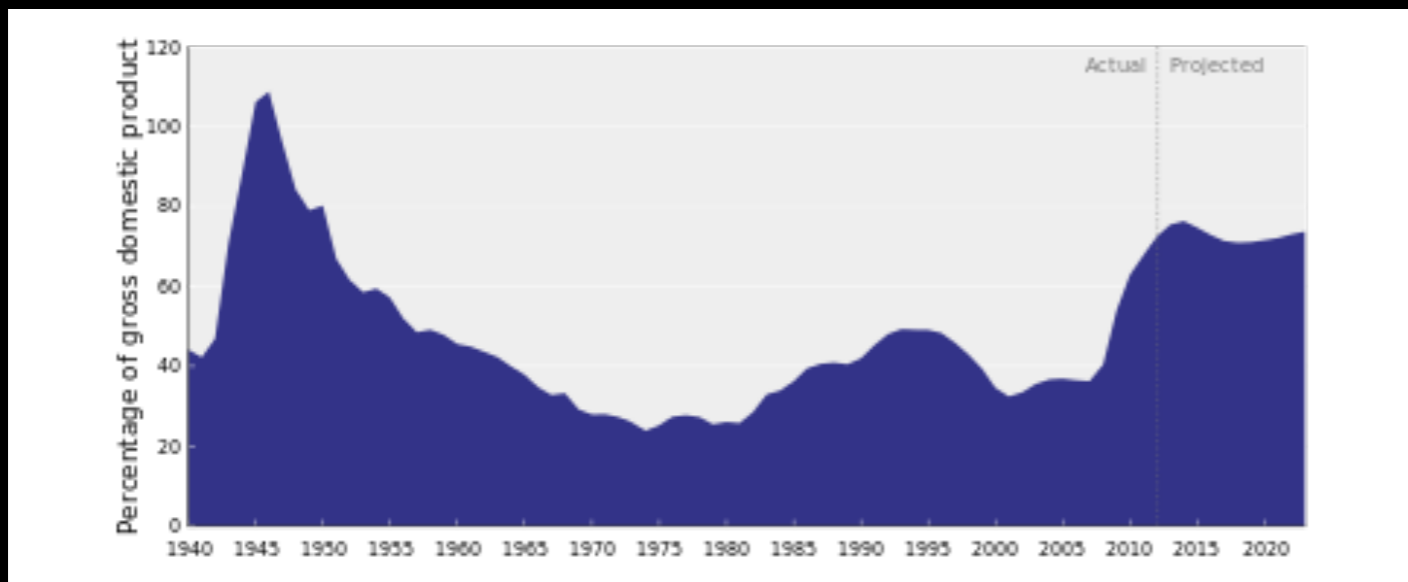
- OBAMA'S BUDGET
- TAXES/REVENUE (historical)
- SPENDING BY TYPE (historical)
- SPENDING BY AGENCY (historical)
- SURPLUS/DEFICIT

Since 1930, the federal government has run deficits in all but eight years. As a percent of the overall economy, the annual gap between spending and revenue is at its highest since WWII.



File:Federal Debt Held by the Public 1790-2013.png

From Wikipedia, the free encyclopedia



http://en.wikipedia.org/wiki/History_of_the_United_States_public_debt

war years

- encouraged sacrifice and saving
- (anti-consumerist message on behalf of the war effort and to keep inflation down)

He didn't count the cost... should you?



Back the attack WITH WAR BONDS

PUBLISHED IN
THE INTEREST OF
War Bond Sales
THE ELECTRIC AUTO-LITE CO.
TOLEDO, 1, OHIO



NOTE TO MANUFACTURERS

Auto-Lite offers industry a War Bond sales plan that really works...

We call it the "Auto-Lite Citation Plan." For when employees pledge to buy war bonds they receive an acknowledgment of good citizenship and loyalty to the Nation. This plan has been exceptionally productive for two sound reasons: First, it shows the employee what weapons his investment can buy for the boys in service.

Second, it gives our men and women the double satisfaction of knowing some of the money they earn at war work, helps deliver fighting equipment where it, too, can best serve. You may find this plan fits your needs. Copies of these citations and full details of the plan's operation will be mailed upon request.



Admiral Halsey is Counting on YOU!

EVERY AMERICAN, no matter what his walk in life, is called upon to cooperate with Admiral Halsey. As one of the top executives of one of the world's greatest Navies, the Admiral is counting—along with every man in uniform—on the financial support of every American at home. This means buy more

and more War Bonds. Our fighting forces will do their stuff, but we at home must do ours. Buy War Bonds every pay day to the limit of your ability. You will be richly repaid by maintaining and more permanently establishing the glorious American way of life—never before equalled on the face of the earth.

This space contributed to the War Effort by

THE TIMKEN ROLLER BEARING COMPANY
CANTON, OHIO

DELCO RADIOS

"BATTLE-PROVEN" EVEN BEFORE WAR STARTED!



Proved on the highways of peace . . .



to serve on the battlefields of war



Vibration—shock—intense heat and cold . . . Delco radios have been meeting these "war conditions" for years

The physical beating dealt out to radio sets used in tanks, tank destroyers and other *mobile* units is old stuff to Delco Radio engineers. For years, Delco Radio has been a leading manufacturer of automotive radios . . . having solved such problems as shock—vibration—heat and humidity—extreme cold—electrical interference. True, such punishment is more intense on vehicles of war . . . but actually they're the same old problems that Delco researchers had to lick to make automotive radio practical.

The important point today is not that Delco Radio pioneered and developed automotive radios to equip America's leading cars. What is significant is that this experience in vehicular radio problems has enabled

Delco Radio, in cooperation with military technicians, to provide efficient inter-vehicle radio communication quickly.

The experience Delco Radio has gained down through the years thus helps speed the day of Victory . . . after which it will help enrich the days of Peace. Delco Radio Division, General Motors Corporation, Kokomo, Indiana.

Delco Radio
DIVISION OF
GENERAL MOTORS

★ ★ ★ ★ **BACK THE ATTACK—WITH WAR BONDS** ★ ★ ★ ★



THAT BOY, *your* boy, maybe!—in fox hole, or plane, or pigboat—what does he figure it's all about? What's he fighting for, anyhow?

If you asked him he'd probably look a bit bewildered . . . fighters don't think in terms of "what's in this for me?"

But if you mentioned home-made apple pie, or the nine o'clock show at the Colonial with his girl friend, or the gang harmonizing down at the corner, he'd grin—and understand. That's what he's

fighting for. That's what he wants to come back to.

Will he?—it's up to us. Because the one thing that can kill those dreams of his deader and quicker than anything else is the dizzy, upward-whirling spiral of rising wages, costs and prices that we call *inflation* . . . and you and I are the only ones who can lick it. Here's how:

1. Buy only what you need.
2. Pay no more than ceiling prices.
3. Support higher taxes.
4. Pay off old debts and

avoid making new ones.

5. Don't ask more money for goods you sell or work you do.
6. Provide for the future with life insurance and savings.
7. Buy all the War Bonds you can afford, and *hold* them.

If you do these things—*all of them*—you will be doing your share to hold prices down . . . and you'll be fixing it so that boy up there will come back to a country where he and you can work and live—*happily*.

At present our entire effort is directed to the production of war goods of molded rubber. When peace comes we plan the production of many articles (Acushnet Golf Balls among them, of course) for the comfort and the convenience of the American public. . . **ACUSHNET** Process Company, New Bedford, Mass.

**KEEP
PRICES
DOWN**

*use it up
wear it out
make it do
or do without*

SAVE NOW...fight inflation...

.. and these
are things
worth
saving for!



SAVE FOR CHILDREN! It costs money to have a child, to raise a child. But where's the father or mother who would tell you it isn't worth every penny it costs and more? Save now... while the money's coming in....save to have and enjoy your children while you're young!



SAVE FOR COLLEGE! If you went to college yourself, you want your children to go, too. If you didn't—that's a double reason you want them to have the good life you missed. Start your college fund now—while you're earning good money. It will come in handy.



SAVE FOR A HOME! A house of your own, a garden to dig in, room-to-grow for the children—every man and his wife want that. Houses are high-priced, hard to get, now. But there'll be a lot of home building after the war. Save for *your* house now.



SAVE FOR A TRIP! Today's no time to travel. But after the war—aren't you rarin' to go? To the ocean or the mountains, to Yellowstone or the Smokies, to Mexico or the new Alaska highway. Sensible saving today can finance glorious spending then.



SAVE TO RETIRE! Sooner than you think, the day will come when a little ehack in Florida or a place in the country looks better to you than an active life in town. Social security is good—but it won't pay for all you want unless you supplement it.



SAVE FOR SAFETY! Money's easy today! But evreybody can remember that it wasn't always that way—and it may not be again. The man who has a little money laid by, helps prevent depression—is in better shape to ride out hard times if they come.



SAVE TO SAVE AMERICA! It's the money you *don't* spend that helps keep prices down. And only by keeping prices down—saving, not spending—can we head off inflation, keep America a stable, happy place for our boys. For *your* sake, for *theirs*—SAVE!

4 THINGS TO DO to keep
prices down and
help avoid another depression

1. Buy only what you really need.
2. When you buy, pay no more than ceiling prices. Pay your ration points in full.
3. Keep your *own* prices down. Don't take advantage of war conditions to ask for more—for your labor, your services, or the goods you sell.
4. Save. Buy and hold all the War Bonds you can afford—to help pay for the war and insure your future. Keep up your insurance.

HELP
US
KEEP
PRICES DOWN

The fight on the doorstep

THIS WAR CAN'T BE WON on battlefields alone. One of the most critical campaigns of all must be waged right on the doorstep of every family in America.

This is the fight against higher prices and higher wages. It's a fight that *must* be won . . . or victories on battlefields will be meaningless.

It's like this. In America this year, our total income after taxes will be about 133 billion dollars. But there'll be only about 93 billion dollars' worth of goods to spend it on. If we all start trying to buy as much as we can, prices will shoot up.

As prices rise, people will ask for—and, in many cases, get—higher wages. That will put up the cost of manufacturing, so up will go prices again. Then we'll need another pay raise. If we get it, prices rise again. It's a vicious circle.

The Government has done a lot to help keep prices down. It has put ceilings on food and rent . . . has rationed scarce articles. But the Government can't do it all alone. It needs *your help!*

Your part in this fight won't be easy. It will mean foregoing luxuries, perhaps doing without a few necessities. Tough? Maybe . . . but don't say that where the veterans of Italy and New Britain can hear you!

You *want* to do your part, of course. So do we all . . . farmers, laborers, white-collar workers, business executives. And the way to do your part *right now* is to observe the following seven rules for Victory and a prosperous peace . . .

1. Buy only what you NEED. And before you buy anything, remember that patriotic little jingle: "Use it up. Wear it out. Make it do or do without."

2. Keep your OWN prices DOWN! If you sell goods, or your own time and labor, don't ask for more money than you absolutely must! No matter who tries to talk you into asking more . . . *don't listen!*

3. No matter how badly you need something . . . never pay more than the posted ceiling price! Don't buy rationed goods without giving up the required coupons. If you do, you're helping the Black Market gang—hurting yourself!

4. Pay your taxes cheerfully! Taxes are

the cheapest way to pay for a war! The more taxes you pay now—when you have some extra money—the less taxes you'll pay later on!

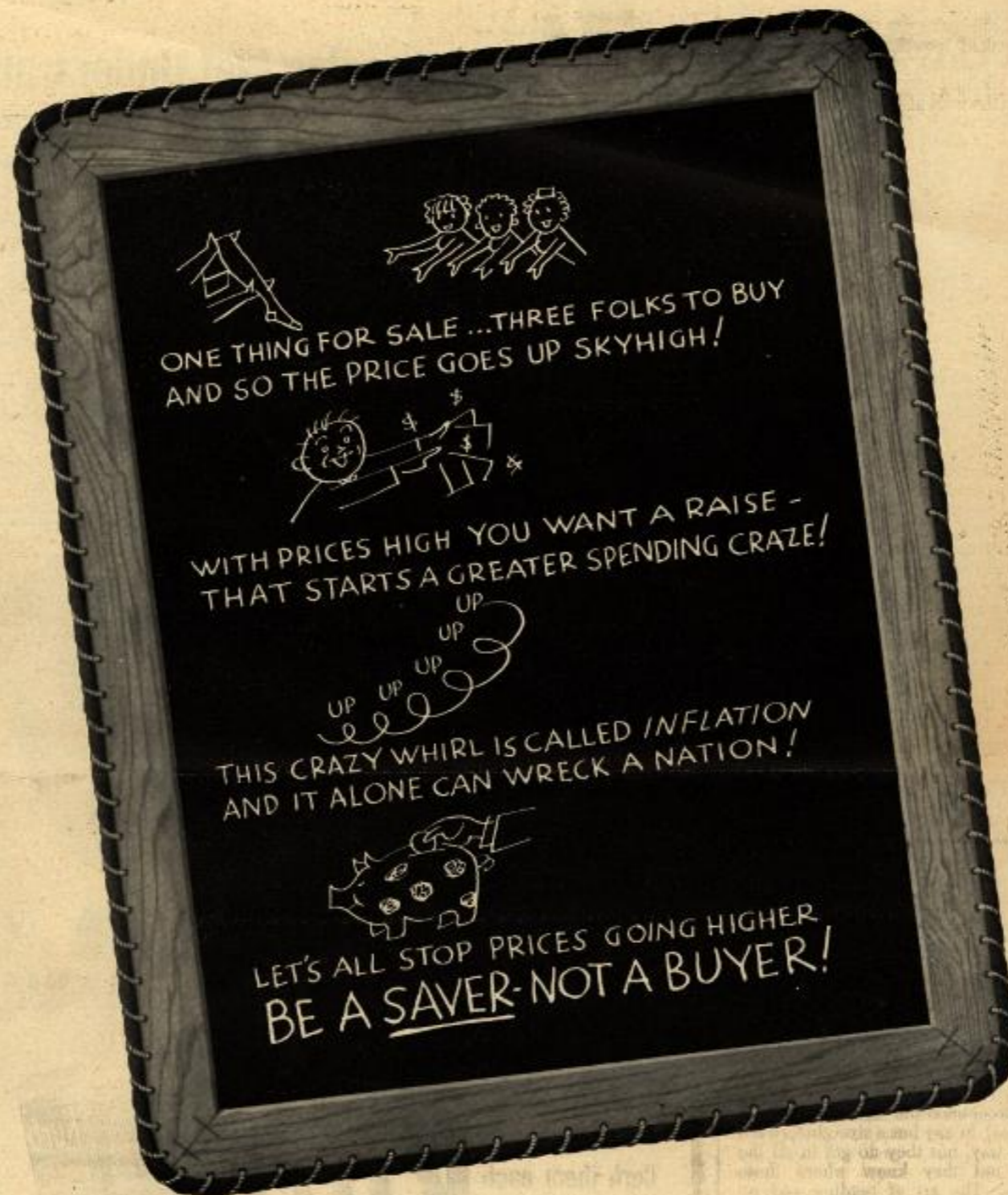
5. Pay off old debts. Don't make any new ones! Get, and stay, square with the world!

6. Start a savings account. Make regular deposits, often! Buy life insurance. Keep your premiums paid up.

7. Buy War Bonds . . . regularly and often! And hold on to them! Don't just buy them with spare cash you can easily do without. Invest every dime and dollar you don't actually NEED . . . even if it *seems* to give those dimes and dollars up!

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





Seven things you should do:

1. Buy only what you really need	2. Pay no more than ceiling prices... buy rationed goods <u>only</u> with stamps	3. Pay off old debts and avoid making new ones	4. Support higher taxes ...pay them willingly	5. Provide for the future with adequate life insurance and savings	6. Don't ask more money for goods you sell or work you do	7. Buy all the War Bonds you can afford - and keep them
----------------------------------	--	--	---	--	---	---

Keep prices down...use it up, wear it out, make it do, or do without

This advertisement, prepared by the War Advertising Council, is contributed by this magazine in cooperation with the Magazine Publishers of America.

*"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 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.

"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 shun 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're party to a black market deal. And black markets not only boost prices—they cause shortages.

"Doesn't rationing take care of shortages?"

Your ration coupons will—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—to share tomorrow.

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

Save it! Put it in the bank! Put 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 speed the winning of the war. It can build a prosperous nation for you, your children, and our 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 taxes.

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

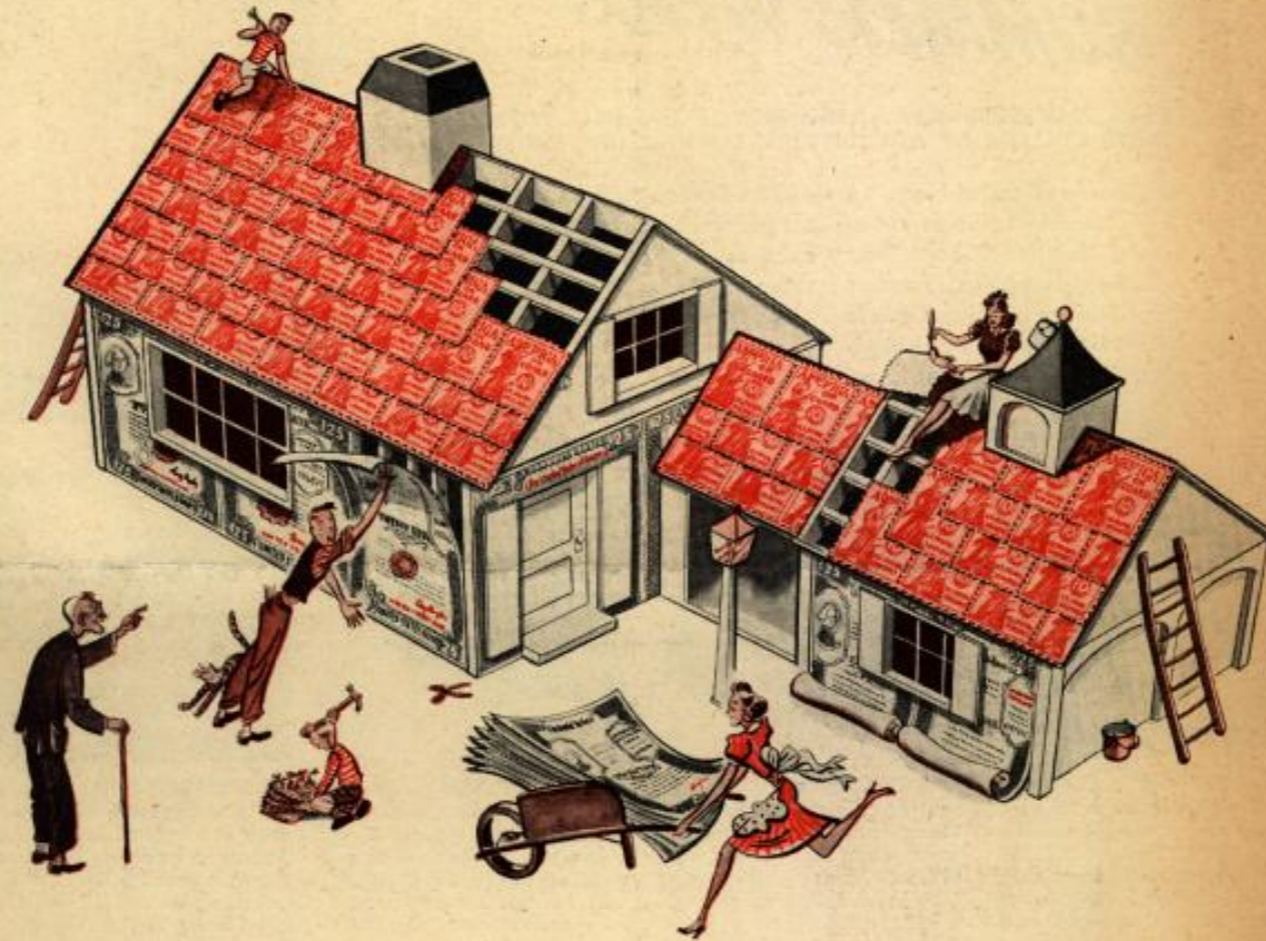
We've got to pay for this war sooner or later. It's easier and cheaper to pay as we go. And it's better to pay more taxes NOW—while we've got the extra money to do it. Every dollar put into taxes means a dollar less to boost prices. So . . .

*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 CONTRIBUTED BY THE MAGAZINE PUBLISHERS OF AMERICA

Look...the Smiths are building a new home!



Stamp by Stamp and Bond by Bond—the Smiths are building for the future. Buying bonds to bring Victory nearer . . . building for a prosperous peace.

To Serve You in Wartime

The General Electric Consumers Institute is dedicated to the service of America's homes and carries on constant research on such subjects as: Nutrition · Food Preparation · Food Preservation · Appliance Care · Appliance Repair · Laundering · Food Conservation · Home Making



To the Smiths, Home means freedom, happiness, comfort and security . . . the fruits of Victory. More power to the Smiths! And to the millions of patriotic American families whose "all-out" purchases of War Bonds and Stamps are helping to win the war . . . and insure a prosperous America after the war.

AFTER VICTORY—THE HOME YOU HAVE ALWAYS WANTED!

Look at it this way. U. S. War Bonds and Stamps are common sense savings . . . Four dollars at maturity for every three invested now. After Victory, your Bond purchases can be used as part payment on the kind of a home you have always wanted . . . *with everything in it that makes a real home.* Act today—buy Bonds and save—your nation and your future both depend on it.

GENERAL  **ELECTRIC**
CONSUMERS INSTITUTE

war years

- committed to production
- new roles for women

We Men and Women of Gillette Are Proud of Our Army-Navy "E"

—and are out to break the war-production
record that won this award for us!

BILL BRONICK
Gillette Airplane
Parts Division

DORIS HALLORAN
Gillette Naval Ordnance
Department



QUOTED FROM OFFICIAL CITATION:

"The high accomplishment of you men and women of the Gillette Safety Razor Company is inspiring. Your record will be difficult to surpass, yet the Army and Navy have every confidence that it was made only to be broken."

GILLETTE SAFETY RAZOR COMPANY

DRINK
Coca-Cola

*The pause
that refreshes*





Longing won't bring him back sooner...

GET A WAR JOB!

SEE YOUR U. S. EMPLOYMENT SERVICE

WAR MANPOWER COMMISSION

THE SATURDAY EVENING
POST

MAY 29, 1943

10¢

BEGINNING—A NEW
KELLAND SERIAL
Heart on Her Sleeve
EDGAR SNOW
REPORTS ON GERMAN
ATROCITIES



Norman
Rockwell

MAIN
CAMPE
5F

We Can Do It!



Geraldine Hoff Doyle

Percentage of Women in the Labor Force, 1940-1970

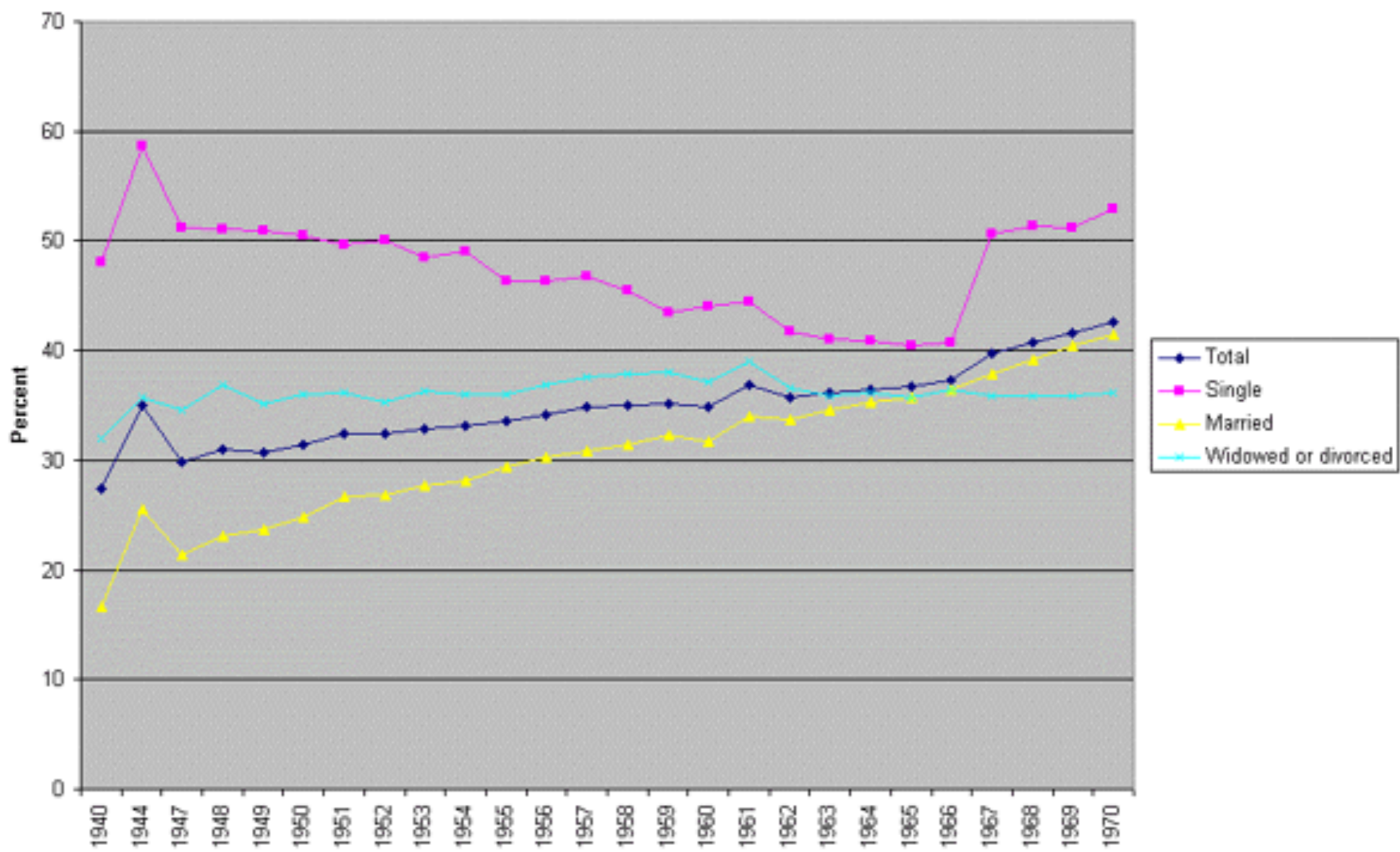
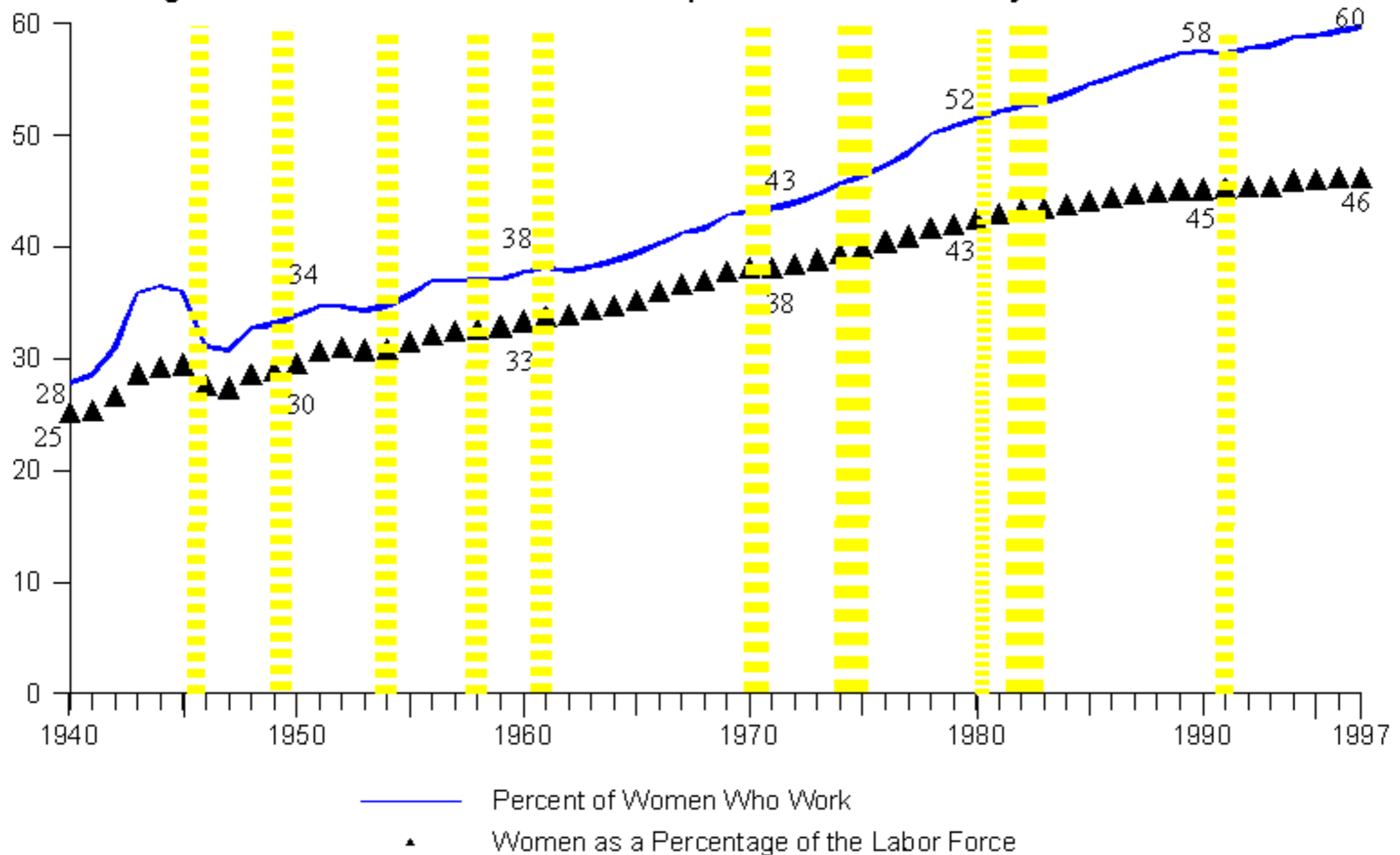


Figure 1. Women's Labor Force Participation and Business Cycles: 1940 - 1997



Labor force participation includes those who work full or part-time, or are unemployed. Recession years are indicated by the horizontal lines.

Sources: a) 1940-1947 rates, US Bureau of the Census, 1960, Series D 13-25; 14 years old and over; b) 1948-1997 rates, US Bureau of Labor Statistics, website extract, 1998; 16 years old and over; c) Business cycles, 1940-1996, Statistical Abstract of the United States, Table 895, 1998.

war years

- torn by separation, ad copy is also sentimental



No, these are not Russian or Polish war orphans. They are right here at home. Their father, who was an automobile mechanic, is in Europe now, repairing American tanks. Their mother is in a war plant. Every night they sit here and wait her homecoming — and dinner. Your dollars can support playgrounds, equipment and care for them through one of your local welfare agencies. Would you rather have a new evening gown?

Let your heart decide



A merchant seaman has been dragged back to life from an ocean of flaming oil. He has lost all of the little possessions that sailed with him. He is given warmth and comforts and strength to fulfill his desire to "ship" again by your dollars. Would you rather have bought a new radio?

Let your heart decide

Let your heart decide

DOLLARS can be cold and selfish things. Or they can be generous, compassionate and merciful.

Turn over the spending of some of your dollars to your heart. It will want to give twice what your logical mind intended to give, because your heart understands the mercy, the relief and the pleasure that these dollars bring.

Let your heart decide.



This Chinese baby didn't have much, but yesterday it did have a straw shelter, a crude cradle and two parents to care for it. A screaming Japanese bomb destroyed them all. Your dollars can bring this baby back to a useful life in the new China to come. Would you rather have a new chair in the living room?

Let your heart decide

Remember this soldier? You saw him on the USO posters last year. His smile comes straight from a USO clubhouse. One of the finest things civilians have done in this war is in building and supporting the USO. Boys come into the army from farms and cities—a little lonely—a little homesick. The USO provides friendship, entertainment and hominess. Some of your dollars are spent through the USO. Would you rather have bought yourself a few theatre tickets?

Let your heart decide



*Give ONCE
for ALL these*

USO
United Seamen's Service
War Prisoners Aid
Belgian War Relief Society
British War Relief Society
French Relief Fund
Friends of Luxembourg
Greek War Relief Association
Norwegian Relief
Polish War Relief
Queen Wilhelmina Fund
Russian War Relief
United China Relief
United Czechoslovak Relief
United Yugoslav Relief Fund
Refugee Relief Trustees
United States Committee for the
Care of European Children

National War Fund

Give through your United Community Campaign

THIS SPACE CONTRIBUTED BY THE BQ CORPORATION



Bill's quarter will save 2000 lives

● Just a few minutes after you finish reading this, a small boy named Bill will walk into the Post Office of your home town.

He'll have a quarter clutched in his hand. He's going to put that quarter where it'll do a lot of good. He's going to buy a War Stamp.

You say, perhaps, that 25c can't make much difference in a world-wide war. We say, little things can do a big job. Bill's quarter is going to become a tiny valve, essential to the flight of a bomber.

And that bomber, with Bill's valve pulsing away, will take off on a mission over a certain Nazi city,

and drop its bombs precisely where they'll have the best effect. In fact, that single bombing mission will shorten this war by an entire day, thanks to Bill. Confidence such as his doesn't go unrewarded. 2,000 men died on the last day of World War I. Anything which brings Victory closer will save lives this time.

War Stamps, and War Bonds, in small and large denominations, save lives, win battles, and will hasten the return of Peace.

Money is a little thing beside the life of a fighting man. You can help save the life of a fighting man.

Protect what you have! Put every possible penny into War Stamps and Bonds...and then buy more of them.

Bill will. Will you?

FOUNDED 1792 ★ CAPITAL \$10,000,000

Insurance Company of
NORTH AMERICA

PHILADELPHIA

OLDEST AMERICAN FIRE AND MARINE INSURANCE COMPANY



"I closed the door...and loneliness hit me..."



"Jim's gone...Jim's gone...Jim's gone..."

It kept running through my head
all the way from the station.

I walked faster and faster

As if walking faster would help...

As if walking faster would keep the
tears from spilling out.

Then I stumbled up the stairs in a
daze...

Mrs. Thomas spoke to me, but I
rushed by...

I couldn't talk

Then I closed the door...and
loneliness hit me.

Dear God, I cried...Bring him home
soon!"



War Bonds...they're real and living
things!

They're minutes and hours and days
off the calendar of war...

And just as sure as fate,
they'll bring our
fighting men home sooner.

Today, whatever we do...

Let's buy Bonds...

Bonds to speed the Victory...Bonds to
win the Peace...

Bonds for human happiness.

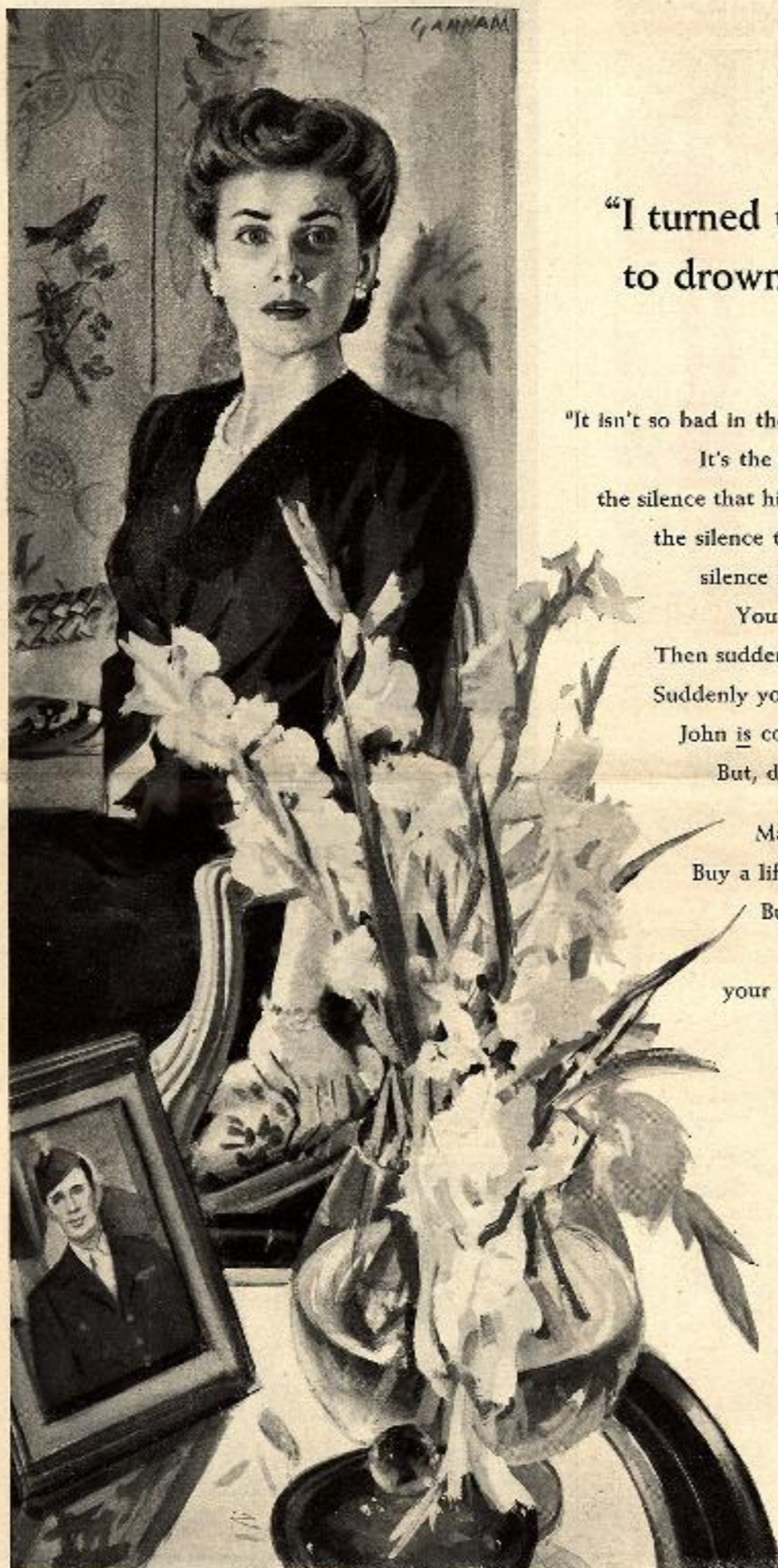
In the name of God and our fighting
men...

That is the least we can do.



NATIONAL BISCUIT COMPANY

Published in the interest of the Second War Loan Drive



"I turned the music louder
to drown out the silence..."

"It isn't so bad in the daytime...but the evenings are cruel.

It's the silence that hurts...

the silence that hits you when you enter your apartment...

the silence that hangs over you when you eat alone...

silence that screams...silence that roars.

You turn on the radio to drown it out...

Then suddenly you hear music...music you both loved.

Suddenly you're filled with courage and hope...

John is coming back...he must...he's got to...

But, dear God, make it soon!"

Make it soon!...Buy a moment off this war...

Buy a life that need not be lost...

Buy a decent future for America. You can...

You do...every time you put

your money in War Bonds and Stamps!

A Promise for Tomorrow...

Today war production is our only job. Tomorrow, the things we've learned in war will come to you in as fine a radio as you can buy. The same skill that brought you the magic of FM radio will bring you new miracles of sound...

Remember this,
when you consider
your post-war radio,



IN RADIOS, TELEPHONES,
SOUND SYSTEMS...THERE IS
NOTHING FINER THAN A

STROMBERG-CARLSON

© 1945 STROMBERG-CARLSON COMPANY, ROCHESTER, N.Y. 14607



Their Song

A chance spin of the dial and the room fills with music... music and memories. Memories of a boy and girl, slowly circling the dance floor... aware only of each other and the throbbing rhythm of their favorite song.

Now, as her heart beats in tune with that same familiar melody, it seems the orchestra is right there in the room... playing for them again.

Such is the flawless, life-like quality of tone achieved by SONORA Radios in the reproduction of music and the human voice.

At SONORA's modest and reasonable prices, this triumph of tone fidelity becomes all the more a miracle of radio engineering.

When it is again possible for you to choose a new radio, a SONORA audition will prove a delightful and convincing experience.

SONORA RADIO & TELEVISION CORPORATION
325 North Hoyne Avenue, Chicago

Bring the Boys Home Sooner—Buy War Bonds and Stamps

War Bonds are the world's safest investment... guaranteed by the U. S. Government. They cannot go down in value. The longer you hold them, the more they're worth. Later, they'll assure you of the money to buy the radio, and many other necessities you will want and need.

Sonora
Clear as a Bell



war years

- conflicting messages to women in advertising:
beauty as a “duty”
- romance delayed, but expected

WAISTLINE BY UNCLE SAM

By Amy Porter

A new, scientific reappraisal of height-weight averages for American women indicates food rationing isn't likely to hurt a bit—maybe you're too fat anyway

PHOTOGRAPH FOR COLLIER'S BY UNDERWOOD AND UNDERWOOD



RATIONING can be the best thing that ever happened for the nationwide improvement of women's health and figures. It can constitute a sane, safe and easy-to-take reducing program; and reduction, it appears, is what many American women need.

The importance of slenderness is emphasized in a new table of ideal weights for women recently announced by Doctor Louis I. Dublin, chief statistician of the Metropolitan Life Insurance Company.

This new table is a slim thing compared to the older table of average weights, the one you've seen on penny weighing machines and in your doctor's office. That table showed that the average woman gained substantially as she grew older.

"The tendency to add pounds with years was—and still is—average," says Doctor Dublin, "but far from ideal. Ideally, the woman of fifty should weigh not a pound more, and preferably several pounds less, than she did at twenty-five."

Most women knew, in spite of statisticians, when they were growing too fat.

"They knew it every time they went to the dressmaker's," says Doctor Dublin. "Their instincts were wiser than our charts."

Doctors and statisticians long had felt that the older table was misleading, in that it appeared to bless average rather than ideal weights. Nor did it take into consideration variations in the sizes of women's frames.

In preparing the new table, Doctor Dublin and his staff studied weight in relation to health in the cases of nearly half a million insured women, and found that average poundage, as stated in the older table, really amounted to overweight, and that overweight women consistently ran greater health risks than their thinner sisters.

Here is the new, wiser table of ideal weights for women aged 25 or over:

Height (With Shoes)	Weight in Pounds (As Ordinarily Dressed)		
	Small Frame	Medium Frame	Large Frame
5' 0"	105-113	112-120	119-129
1	107-115	114-122	121-131
2	110-118	117-125	124-135
3	113-121	120-128	127-138
4	116-125	124-132	131-142
5	119-128	127-135	133-145
6	123-132	130-140	138-150
7	126-136	134-144	142-154
8	129-139	137-147	145-158
9	133-143	141-151	149-162
10	136-147	145-155	152-166
11	139-150	148-158	155-169
6' 0"	141-153	151-163	160-174

These heights and weights allow for shoes with two-inch heels, and indoor clothing, but also hold true without shoes or clothing.

This table lops some 20 pounds off the average weight allowance of 140 pounds for the woman who is 5 feet 4 inches tall, 37 years old, and of small frame.

"A woman may vary three or four pounds either way from the ideal," says Doctor Dublin. "But beyond four pounds, every pound of overweight is a liability."

Doctor Dublin isn't much impressed when a stout woman protests that her mother and all women in her family weighed that much or more.

Nor does he sympathize with the woman who says, "I was as slim as anything before the baby was born."

Heredity has something to do with weight, childbirth provides a temporary alibi, and there is always the possibility—the faint possibility—of glandular difficulty. But, says Doctor Dublin, increasing weight largely reflects "the effect of persisting in the habit of consuming the same amount of food while age advances and physical activity decreases."

Or, to put it bluntly, if you're fat, the

chances are it's because you eat like a pig.

"The overweight woman," says Doctor Dublin, "is digging unnecessarily into the country's food supplies." For it takes more food to feed a fat woman than a thin one.

Food rationing has constituted a reducing diet in England, where qualified observers estimate that the populace has lost from 5 to 14 pounds per capita.

There's nothing to indicate that a restricted diet injured the health of Brit- ishers. On the contrary, the Minister of Health in his latest report to the House of Commons said that after three and a half years of war, the health of the nation was in many respects better than in peacetime.

Denmark, after a belt-tightening process during the last war, reported a startling decline in the degenerative diseases involving the heart, the kidneys, the blood vessels.

"What happened in Denmark was as clean-cut an experiment as any in a laboratory," Doctor Dublin says, "and added to the already strong circumstantial evidence that overweight predisposes to ill-health."

Insurance statistics show that overweight persons suffer from more than their share of heart disease, arthritis, hardening of the arteries, cancer. A disproportionate number of overweights die of cerebral hemorrhage, apoplexy, cirrhosis of the liver, and even by accident and suicide.

Don't Eat Too Much

Moreover, mortality increases with the degree of overweight. Definite obesity almost doubles mortality from all causes.

"Overweight women particularly are susceptible to diabetes and to gall-bladder disease," Doctor Dublin states. "They seem to be less resistant to infections and, for that reason, probably are poorer surgical risks. The hazards of maternity seem to be greater for stout women."

The greater accident rate for overweights probably is due to their lack of agility, while their slightly excess tendency to suicide probably is due to the ill-health their added weight has caused.

It is stark truth to say that the overweights dig their graves with their teeth.

The boon of good health and slenderness cannot be yours, however, as an automatic result of rationing. Under rationing, as in the days of plenty, good judgment is necessary for good results.

As things look now, it would be possible, under rationing, to eat a disproportionate amount of high-calorie foods—spaghetti, potatoes, bread, cereals. One must, of course, put the emphasis on fresh vegetables and fruits.

But, to make things easier for you, there's the beneficent shortage of the materials that go into rich sauces and deserts. There's the happy difficulty about finding enough butter for lavish sautéing, for the buttery drenching of all vegetables. There's the decrease in the tempting supply of cakes, candies, pastries, ice cream.

You would not, of course, undertake a drastic diet or use reducing drugs without the advice of a doctor.

Every diet, reducing or nonreducing, rationed or unrationed, should include every day: a pint of milk, an egg if possible, a green vegetable, a raw salad, a potato, a small serving of meat, fish or poultry, and a small pat of butter, or fortified margarine.

You should be able to get all that and more under rationing, for our restricted diet still is much more generous than a normal diet in Europe. We are blessed particularly in the availability of citrus fruits, now an almost unattainable luxury in England.

All you have to do is cling to common sense, mind the ration rules—and look forward to the happy day when you will hit the scales at your "ideal" weight. ***

Look Jan. 43



Her secret weapon
— a beautiful smile!

Win yourself a
beautiful smile with a new
PEPSODENT
"50-Tuft"
Tooth Brush

Now Improved
with Heavier, Sturdier
"FIBREX" Bristles



★ 50 tufts of gentle "Fibrex"
... Du Pont's finest synthetic bristle.

★ More tufts than any other tooth brush
having such a small, compact head.

★ "Fibrex" bristles won't get soggy ... won't stay
wet. Anchored tightly ... won't shed.

Doctors Prove 2 out of 3 Women can get More Beautiful Skin in 14 Days!

BEAUTY PLAN TESTED ON 1285 WOMEN WITH ALL TYPES OF SKIN

READ THIS TRUE STORY of what Palmolive's Proved New Beauty Plan did for Miss Angel Della of New Orleans



"My complexion had lost its come-hither. So I said 'yes' quick when invited to try Palmolive's New 14-Day Beauty Plan—along with 1284 other women! My group reported to a New York skin doctor. Some of us had dry skins; some oily; some 'average.' After a careful examination, we were given the plan to use at home for 14 days.

"Here's the plan: For 14 days, you wash your face 3 times a day with Palmolive Soap. Then, each time, into your clean face, massage that lovely, soft Palmolive beauty-lather for a full 60 seconds . . . just like a cream. This way you extract the full beautifying effect from Palmolive lather. Then rinse carefully and dry. That's all!

"After 14 days, I went back to the doctor. He confirmed what my mirror told me. My complexion was clearer, brighter, less dry! Later I learned these and other skin improvements had been observed by all the 36 examining doctors. In fact, the final report showed 2 out of 3 women got see-able, feel-able results. Palmolive's my beauty soap now!"



YOU, TOO, may get a BRIGHTER, CLEARER SKIN in only 14 Days!

Lady, what about that complexion of yours? Would you like to be lovelier? Then why not make the Palmolive Beauty Plan your plan? For it is your plan! It was designed for women like you. And it was tested by women like you. These women had all types of skin—your own included. And they followed the Palmolive Plan at home in their own bathrooms—just as you will follow it in yours.

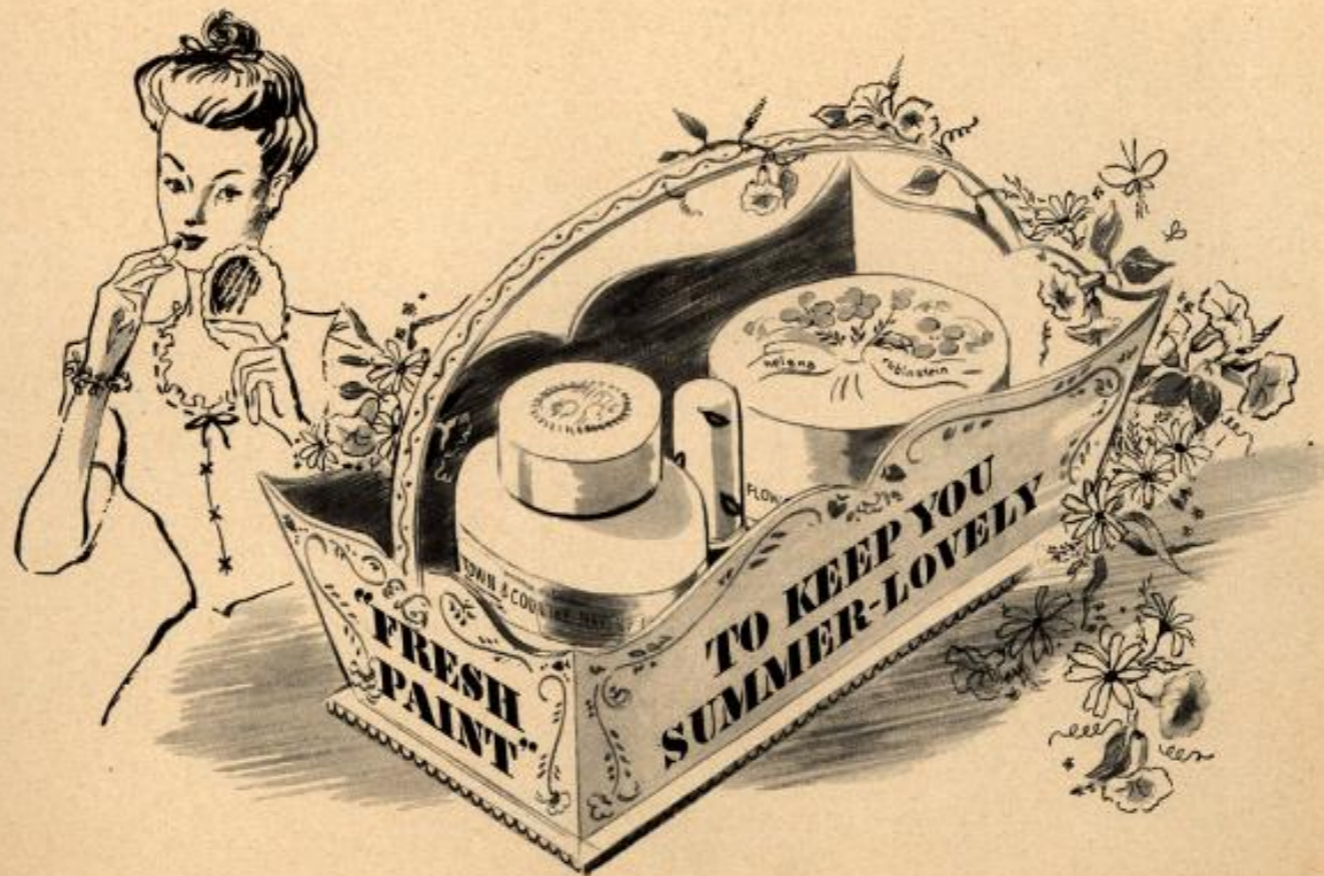
So, get your cake of Palmolive and follow the Palmolive Plan faithfully. Wash your face 3 times a day—massage with Palmolive lather a full minute each time—then rinse! Do this for 14 days. Don't stop half-way if you want all-the-way results! Remember, 2 out of 3 women who followed Palmolive's Proved New Beauty Plan got definite complexion improvement!

★ Look for these Skin Improvements in Only 14 Days!

- Brighter, cleaner skin
- Finer texture
- Fewer blemishes
- Less dryness
- Less oiliness
- Softer, smoother skin
- Better tone
- Fresher, clearer color

This list comes right from the reports of the 36 examining doctors! Their records show 2 out of 3 of the women who pre-tested the Palmolive Plan for you, got many of these improvements in 14 days! Now it's your turn! Start this new proved way of using Palmolive tonight. In 14 days, look for fresher, lovelier skin!





Make-up that's crisp, cool, lettuce-fresh.

Won't muss on city streets . . . won't wilt in Victory Gardens.

Helena Rubinstein Make-up is so right for summer . . .

because it's so right for the needs of your skin.

A Light Foundation—Town & Country Make-up Film is perfect for dry skin. Light as air, never looks hot or heavy. 1.00, 1.50. And for oily skin, or skins that shine in the sun, **frosty SNOW LOTION**, 1.00. Both so flattering, so lasting.

The Right Powder—Helena Rubinstein Face Powder looks summer-sheer, does not streak or cake, because it's blended for your skin texture. Two special blends—for dry, or for normal and oily skin. In exquisite shades—soft or sunny to match your mood. 1.00, 1.50, 3.50.

A Bright Lipstick—Helena Rubinstein Lipsticks stay bright, fresh, true for hours. Specially textured to guard against sun-dryness, keep your lips appealingly soft. In glorious young Apple Red, Cochinelle, Red Velvet, Red Coral, Red Raspberry and Rico Red. .75, 1.00, 1.25. Refills, .60 and .75. (Plus Taxes)

And don't forget . . . there's

Leg Lotion—for golden-bronze waterproof "stockings." 1.00, 1.50. Also **LEGSTICK** in handy stick form. .75.

Liquid Sunshine—to help you acquire a smooth, even, no-burn tan. Delightfully scented. .85, 1.50.

Apple Blossom Cream Cologne—to smooth on your skin . . . leave you wonderfully, fragrantly fresh. .75.

715 FIFTH AVENUE, NEW YORK

h e l e n a r u b i n s t e i n



How to win an ENGAGEMENT

HERE'S SOUND STRATEGY in complexion care that can help you win new beauty . . . and his heart!

Give yourself the beauty treatment recommended by those who know the most about your skin . . . doctors!

They say . . . change to regular, gentle, soap-and-water cleansing.

And more doctors advise Ivory Soap for your skin than all other brands together!

Why? Because doctors know that your skin,

regardless of its type, could have no gentler, safer care than "Velvet-suds" Ivory cleansing.

Ivory Soap is so pure doctors advise it for baby's sensitive skin. It is milder than 10 leading toilet soaps.

And Ivory contains no dye, medication, or strong perfume that might irritate your skin.

Try this trusted "prescription for beauty" today. Continue it for a week . . . and you'll be delighted to go on staying lovelier the easy Ivory way!

99 2/3% pure . . . It floats.



**Look lovelier . . . use pure, mild Ivory
... the soap advised by more doctors
than all other brands together!**

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HE LOST HIS HEART

TO A PAIR OF ROSY LIPS

And who could blame him! Her lips were bewitching... so saucy-bright... so temptingly soft and full. Perfect for kissing. Tussy Lipstick is creamy-textured... softening... helps guard against lip dryness, peeling, cracking. With Tussy your lips take on a smooth glow that lasts and lasts! (Shade descriptions below.) Lipstick, \$1. Matching Cream Rouge, \$1. Compact Rouge, 50¢. Nail Polish, 50¢.*

Know your insignia? When you see an Army officer wearing two silver bars on his shoulder, remember—he's a captain.



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Buy more
War Bonds
and Stamps!

Tussy

LIPSTICKS

If you like a rosy-rich, blue-toned shade, try Tussy *Jeep Red*—it's delicious! *Fighting Red* is bright and brave. Or try *Kiltie Red*—stirring as bagpipe music. For dark-red sophistication you can't do better than Tussy *Commando Red*. Remember, Tussy Lipstick costs only . . . **1⁰⁰***

Tussy

EMULSIFIED CLEANSING CREAM

A luscious-rich cleanser for thin, dry, or sensitive skin. Thoroughly removes stubborn grime, dust, stale make-up... lubricates at the same time. Its fine emollient oils help soften dry, tanned, or neglected skin. Your complexion looks fresher, smoother. 4-oz. jar **1⁰⁰***

*All prices, tax additional

TUSSY COSMETIQUES, 683 FIFTH AVENUE

for that young, young look—*Tussy*

New Yorker 4/24/43

You

IT'S HAPPENING TO

You change imperceptibly in spite of yourself, but only you can determine whether the change is for the better... An Efficiency Plan will chart a health and beauty program to make a bright future more secure... Since time is vital, this plan is concentrated, gets down to essentials fast. Here minutes are magic and every minute is well spent.



Plan A... 8 class lessons, plus private "Special Emphasis" treatments, coordinate health and beauty building in a highly individualized program. You receive an Efficiency Kit containing the Essentials for home care of the skin... 50.00

Plan B... a program of scientific relaxation plus time-saving personal grooming for health and beauty... a face treatment, body massage, shampoo, wave, and manicure every week for 4 weeks... 32.50

Plan C... concise class instruction in new, swift methods of developing health, beauty, and good grooming; including an Efficiency Kit containing the Essentials for home care of the skin. Eight lessons... 25.00

Enroll today at the Elizabeth Arden Salon

TO SERVE YOU WELL WHILE YOU SERVE OTHERS

An Efficiency Kit containing the essential preparations for skin care... FOR DRY SKIN—Ardena Cleansing Cream, Ardena Skin Lotion, Ardena Orange Skin Cream, Ardena Astringent Oil, and Ardena Feather-Light Foundation, 5.50. Kits also for OILY, NORMAL and BLEMISHED SKIN from 5.50 to 6.00 (All prices plus taxes)



Elizabeth Arden



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The languorous look is out for the duration. There's work to be done. And you're doing it—more than you ever thought you could. When you look alive you *feel* alive. When you feel alive you *act* alive. So look alive

WITH *Germaine Monteil's* **CLEANSING CREAM AND SKIN FRESHENER**

to liberate your skin from its mask of grime.

Germaine Monteil's **NIGHT AND ROSE SKIN CREAM**

to soothe and lubricate your skin while you sleep.

Germaine Monteil's **BEAUTY BALM**

to protect your skin, to give it living translucency.

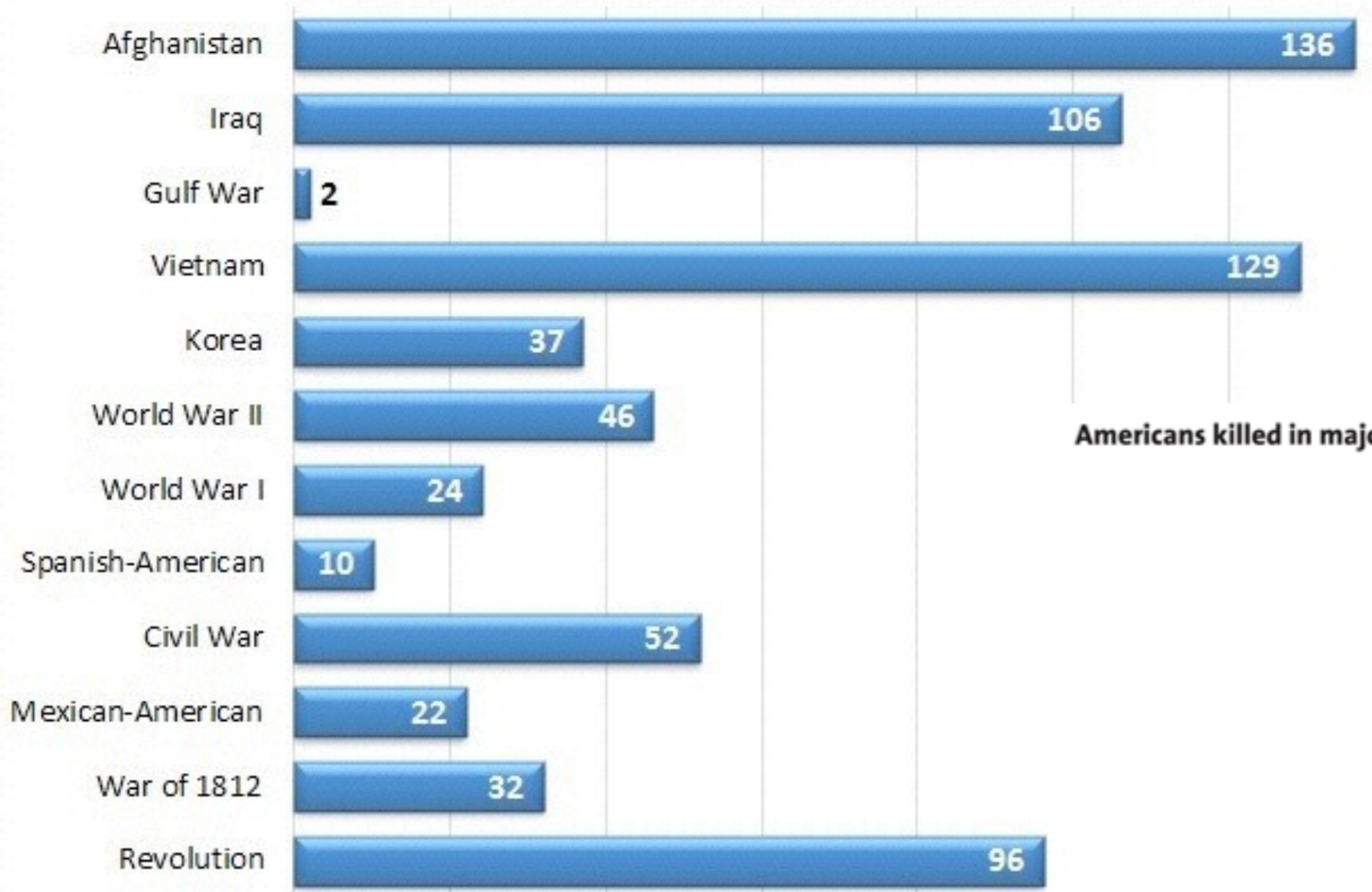
Germaine Monteil's **POWDER**

a sheer veil of loveliness as invisible as wind.

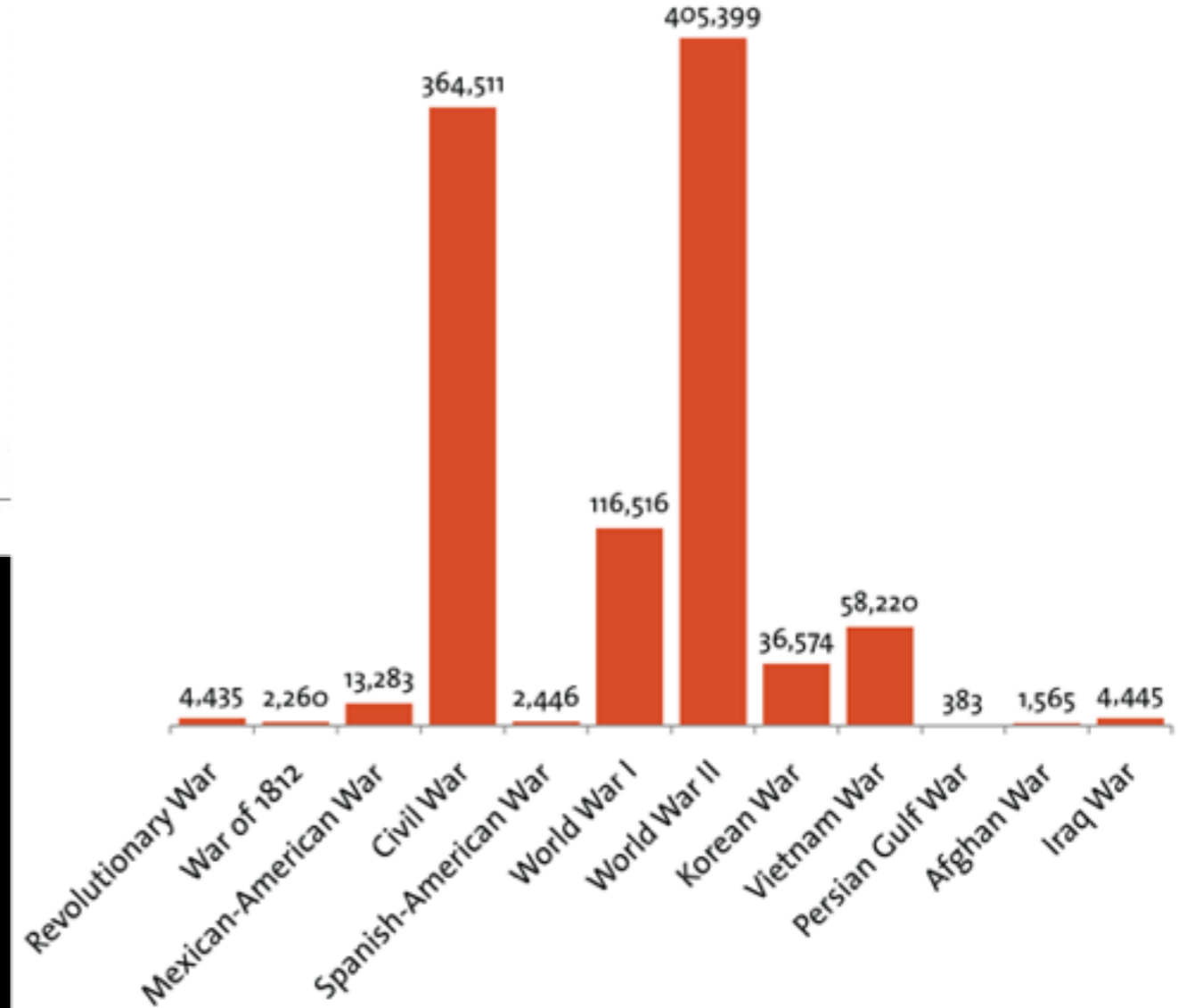
Germaine Monteil's **LIPSTICK**

to animate your own skin tone with vital color.

Duration of major US wars in months



Americans killed in major wars



Includes combat and non-combat deaths, when known. Revolutionary War data is disputed. Civil War data only for Union soldiers. Iraq and Afghanistan data as of 5/2/11. Source: Dept. of Defense

post-war years

- culture of peace, characterized by:
 - private, familial, dawn-of-the-new-day idealism
 - favors the individual and its political equivalent: freedom

post-war years

- committed to consumption
- reversion to traditional gender roles
- new emphasis on domesticity (for men and women)







Displacement of Women Workers After World War II





danieljbmitchell

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 30  4



They Met Mardi Gras Day! Katherine Caffery Baker and James Corbett Senter, of Louisiana "government" families. For "Kit" and "Jimmy," it was one—two—

three dates to LOVE! Romantic gallery overlooks French Quarter. Kit is gray-eyed, fresh-and-fair skinned. Very Southern belle...very Woodbury-lovely!



Wedding Portrait: Magnificent sweeping veil—a 100-year old family treasure! Radiant bride complexion—a treasure any girl can share! "Simply 'go Woodbury,'" says Kit. "You'll see... skin's softer, smoother!" Naturally!...Woodbury contains a rich beauty-cream ingredient.

During courtship, Kit and Jimmy studied together nightly. Received coveted diplomas same day, at Tulane. Now, Kit has even more precious parchment—her "M.R.S." degree!



Debs Like Kit adore Woodbury Facial Creams. "Such rich, creamy lather! Swirl on, rinse warm and cold. My skin feels so clean... so smooth," says she. Smo-o-oth, cause Woodbury's extra-soft.



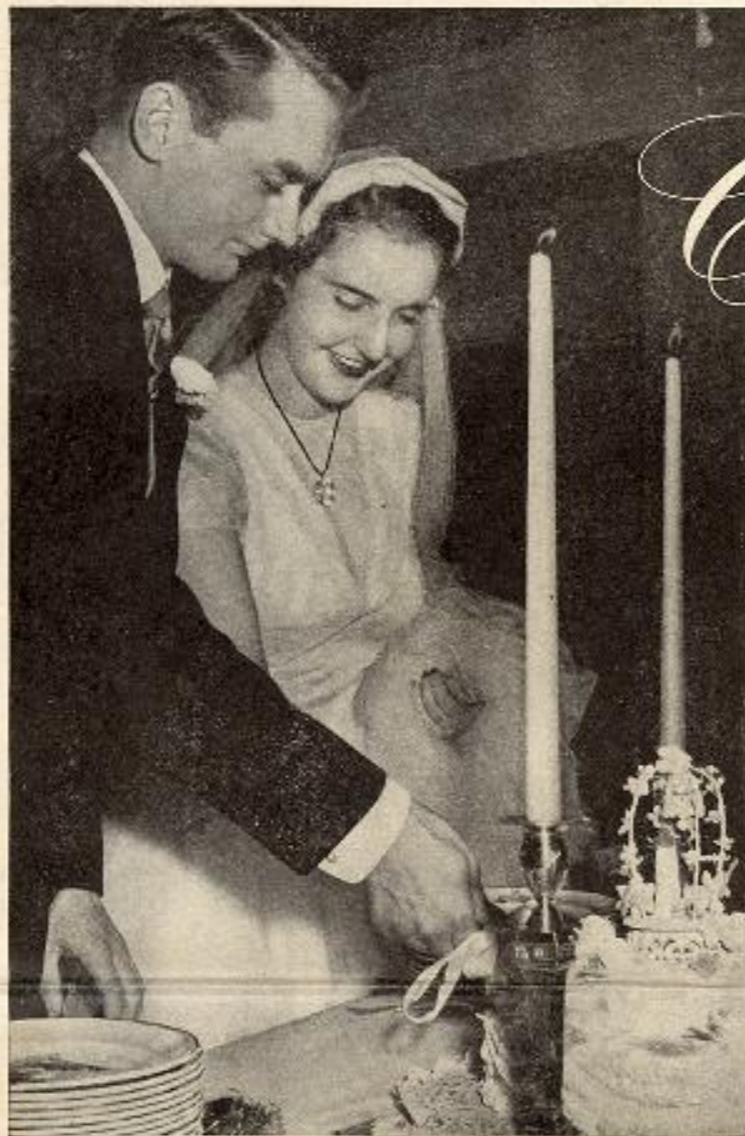
FOR THE SKIN YOU LOVE TO TOUCH

"Beauty Complexion"—all-over... with Woodbury Beauty Baths! Caress all your skin with this mild beauty-cream lather. Satin shoulders! Satin arms! Woodbury is bath-perfection—made for skin alone!



Bicycling on River Road, Kit stars at sports— swims mile-wide Mississippi. For beauty care, she stars Woodbury! "Couldn't, wouldn't miss my dally Woodbury glow-treatment. Keeps skin kissable!" And brings a romantic pay-off, girls!

New Orleans Wedding of another Woodbury Deb!



Countess becomes "Mrs." ...and very happy!

It's international wedding news!
Countess Caja Charlotte Palffy, presented to New York Society
at Debutante Cotillion, '46,
marries Samuel Fischer Hays of prominent
New Orleans family.



Definitely "Yes"! Fischer's had the glad wood. At Armando's, social scribe Count Igor Cassini gets engagement news...reminisces Woodbury-deb' Caja as "Beauty Bride of the South."



Dig in, Kids! At Caja's mother's Oyster Bay home. Snow's deep...but deep-in-love Fischer doesn't mind shoveling. *Who is cold*—so close to Woodbury-smooth beauty!

After the vows—reception fun begins. Caja wears a dream-mist of tulle—entrancing as her dream-soft Woodbury complexion! Enormous pendant aquamarine originally belonged to Catherine the Great—was presented to Caja's Boston-born mother for war service in overseas hospitals. Priceless gem sets off Caja's beauty-skin, cherished daily by Woodbury Facial Soap.

She's another Woodbury Marrying Deb



Dream home...on paper! "Blue room," hums Fischer, "heaven-is-it-a-room!" Heavenly, too—Caja's angel soft skin, cured for by Woodbury, with beauty-cream ingredient.



"My first day in New York," says Caja. "I discovered Woodbury Facial Cocktails. So mild!" She swirls on creamy lather...rinses warm, cold. "That soon...my skin is sitting!"



FOR THE SKIN YOU LOVE TO TOUCH

Satin shoulders, too! ...with Woodbury beauty baths! Yes, Woodbury's beauty-cream ingredient is a "skin-smoother." Why not this gentle facial soap...for your back soap? Try it!



Kissable face! Peeth looks bewildered by such love-makings. Want to bewilder, bewitch a man? Try Woodbury-lovely skin, girls. Marrying debs know it works!



how to
bring your
husband
straight home
at night

Take a look in your morning mirror. See the memory your husband carries with him day after day. Is it a magnet alluring enough to draw him right home night after night?

Try *Beauty in the Morning* tomorrow. Use it faithfully. You soon will notice a flattering change... the face in your mirror will start to look like the girl you *thought* you had left behind you.

Beauty in the Morning, used like a soap, is so much more than a soap. It's a new idea in facial care, created after years of research by a group of beauty experts and chemists working under an international authority. It uniquely combines the costly ingredients they finally chose as the finest safeguard for *your* complexion.

Beauty in the Morning cares for your skin specifically. It helps correct skin dryness that makes three out of four women unhappy. It helps remove the reasons for too-oily skin. It hygienically and thoroughly cleans your skin, leaving it protected by a soothing film — tingling with new aliveness provided by its gentle astringent action.

Get *Beauty in the Morning* from any good store today. Put it to work doing wonderful things for your skin. It's easy — it's so very easy — to bring back the look he loves.



IN A MATTER OF MINUTES YOUR SKIN
MAY LOOK LOVELIER. *Beauty in the Morning*
complexion care takes only a few minutes a day.
For less than 2 cents a day it provides beauty
protection never offered before at any price.
1.00 at fine toilet goods counters.

Beauty IN THE *Morning*

FREE BOOKLET ON SKIN CARE... Every smart package of *Beauty in the Morning* contains one of the most practical, useful booklets of beauty information ever offered worried women. Noted complexion specialists have filled it with specific advice on the care *your* skin needs.

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*Myonker
June 19-1948*



Things Money Can't Buy

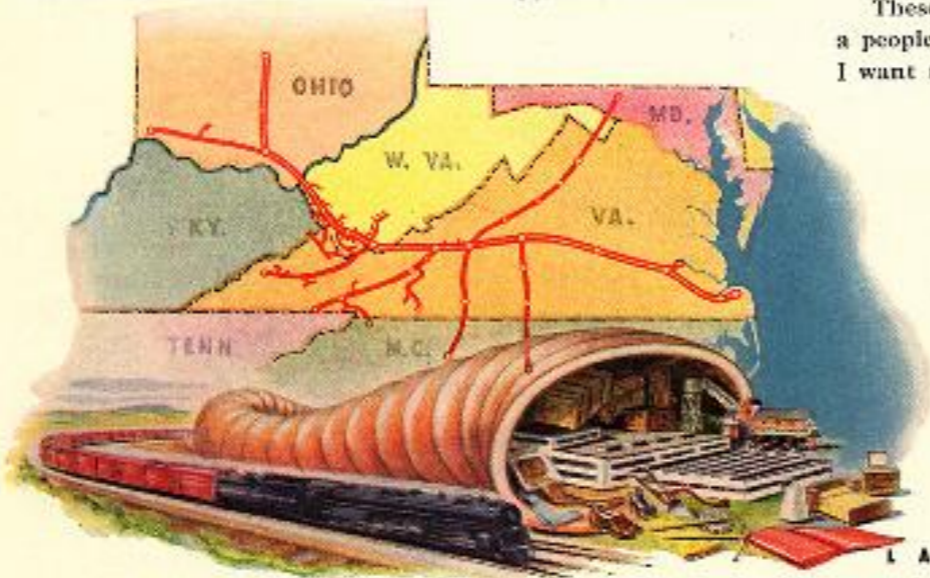
"This is where I want to live."

Of all the advantages offered industry by the Land of Plenty, none is more compelling than its capacity to make a man say these few words . . . "This is where I want to live." This is the capacity which provides for industry the elements of faithfulness and dependability in its worker support.

The Land of Plenty—the six great states served by the Norfolk and Western—is a land of friendly, alert communities

set against a background of modern cities . . . towns and cities where life is good . . . where John Doe, Worker, and John Doe, Executive, alike find things which help make home permanent—neighborly communities . . . clean communities . . . prosperous communities . . . government for the people . . . climate and recreational facilities to keep bodies healthy and minds content . . . scenic beauty unsurpassed, in mountains and broad valleys stretching from the mid-West to the Atlantic coast.

These are the things that create stability and stayability in a people . . . the things that make a man say, "This is where I want to live" . . . things money can't buy.



Norfolk and Western RAILWAY

Write to the Industrial and Agricultural Department, Drawer A-103, Norfolk and Western Railway, Roanoke, Virginia. This department is staffed by plant location specialists eager to help you find the best site for your plant . . . to supply you in *eriest confidence* with any information you may require about this Land of Plenty.

LAND OF PLENTY

"Holiday from Apron Strings"



Frigidaire Dishwashers

Swirling Water Action scrubs, rinses, sanitizes every dish surface—from you for other duties, other pleasures!

Imagine, all your dishes done sparkling-bright—much cleaner, much more bacteria-free than you'd ever get them by hand! New Frigidaire automatic Dishwashers do *all* your dishes, and they're so easy to use! Just scrape off excess food and load everything in the big new Roll-To-You Racks (front-loading design makes it easier), add detergent... touch the control knob and—*whoosh!* You're out of the kitchen in minutes! Ask your dealer to show you the dishwashers with Swirling Water Action—Frigidaire. Built-In, Free-Standing, Dishwasher-Sink Combination, Mobile—most in your choice of Frigidaire Kitchen Rainbow Colors plus Satin Chrome and White! Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.

You'll feel like a Queen!



SWIRLING WATER ACTION. Exclusive, water-driven tube spins safely between racks, sprays water—too hot to touch—over every soiled surface. No dish can hide.



FRONT-LOADING ROLL-TO-YOU RACKS glide out all the way. You load even in the back without damage. Hold full day's dishes for four—add a dish any time.



FRIGIDAIRE

Product of General Motors

Advanced Appliances designed with you in mind

... "a nice little house"



[Text of letter received by George F. Ashby,
President, Union Pacific Railroad]

Last week, while relaxing in our compartment on the Streamliner "City of Portland", a little incident occurred, which struck me as sort of funny and yet having a rather deep meaning.

A tiny miss paused at the compartment and exclaimed, "Is this your little house?"

At our invitation, she began cruising around. She pointed to the switches that turned on the dome, side and mirror lights along with the fan. Each was tested with glee.

She peeked in the wardrobe closet, the shoe tunnel, several ash urns, turned on the automatic heat control, inspected the little cupboard containing the ice water thermos bottle and sanitary drinking cups.

After this rather full and amazing tour she remarked, "This is a nice little house."

When the little tike had completed her visit, my wife and I awoke to the many convenient gadgets that when needed become of great importance to the traveler and joined heartily in the thought that any such reservation on the City of Portland "Is a nice little house!"

Respectfully,

(Signed) Charles L. Snyder
Attorney



DAILY STREAMLINER service also is available to Los Angeles, San Francisco and Denver from Chicago and St. Louis.

UNION PACIFIC RAILROAD
Road of the Daily Streamliners

Real
"Down to Earth"
Comfort



In a restful tip-back Coach seat
... a comfortable Pullman berth
... or a convenient room accom-
modation... you'll be happily
relaxed on your trip to or from
the West Coast.
And, to top it off, there are tasty

Dining Car meals that quicken
the appetite... congenial meet-
ings in an attractive Club Car
and—for family groups—helpful
Stewardess service. All these ad-
vantages are yours when you travel
on one of Union Pacific's famous—



DAILY *Streamliners*

"CITY OF LOS ANGELES"
(Chicago—Salt Lake City
—Los Angeles)

"CITY OF PORTLAND"
(Chicago—Portland—
Tacoma—Seattle)

"CITY OF SAN FRANCISCO"
(Chicago—Ogden, Utah
—San Francisco)

"CITY OF ST. LOUIS"
(St. Louis—Kansas City—Denver—with
through train to West Coast)



UNION PACIFIC RAILROAD
Road of the Daily Streamliners

W. J. ...

post-war years

- return to an emphasis on immediate gratification

**Why wait?
Go this month
or next**



Springtime in Scandinavia or Scotland

SAS has space for you! Immediate booking—
one-way or round-trip. Planes leave frequently.
Save 2 to 3 weeks' income! No time wasted in
crossing. Fastest overnight service to Glasgow,
Copenhagen, Oslo, Stockholm. **Superb cuisine,**
with smörgåsbord. **No tipping**—your ticket
pays for everything. Connections to all Europe.
See your travel agent or



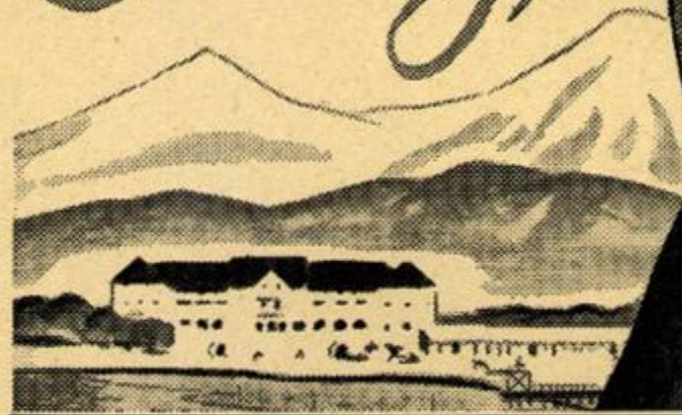
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CHILE



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● You'll travel with a U. S. airline system that has 20 years' experience linking the Americas . . . a pioneer airline with over 10,000 miles of routes in Latin America.

From Miami, you travel all the way by the same roomy 4-engine airliner to Balboa, Lima, Santiago, Buenos Aires over routes of PAA and Panagra. Round-trip fare to Santiago \$871.20. Daily flights. We'll help you with travel documents.

It's summer in Santiago; go now for business or pleasure!

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5962-B

Miami Newspapers—1948



Holidate for Two!

on New York Central's New Luxury Coaches



We Couldn't Budge on Our Budget! It looked like a stay-home vacation for us...until we started figuring on New York Central's low coach fares and round-trip savings.



But Now Our Vacation Outlook's Great... Water Level Route scenery's a swell background for dining car meals. It makes great sightseeing, too, from the wide windows of our air-cooled coach.



We'll Have More to Spend at the Other End! Coach fares save us enough for extra vacation fun. And that's beside the fun of our trip aboard world's largest new luxury coach fleet.

NEW YORK CENTRAL SYSTEM



NEW YORK CENTRAL
The Scenic Water Level Route

FREE-1948 Vacation Guide

Are you summer-dreaming of the Adirondacks, Niagara Falls, New England, Canada, the Great Lakes or the Western Wonderlands? Then you'll want this Vacation Guide, with its many pictures and fascinating fun map. For FREE copy, mail coupon to New York Central, Room 1384-L, 456 Lexington Avenue, New York 17, New York.

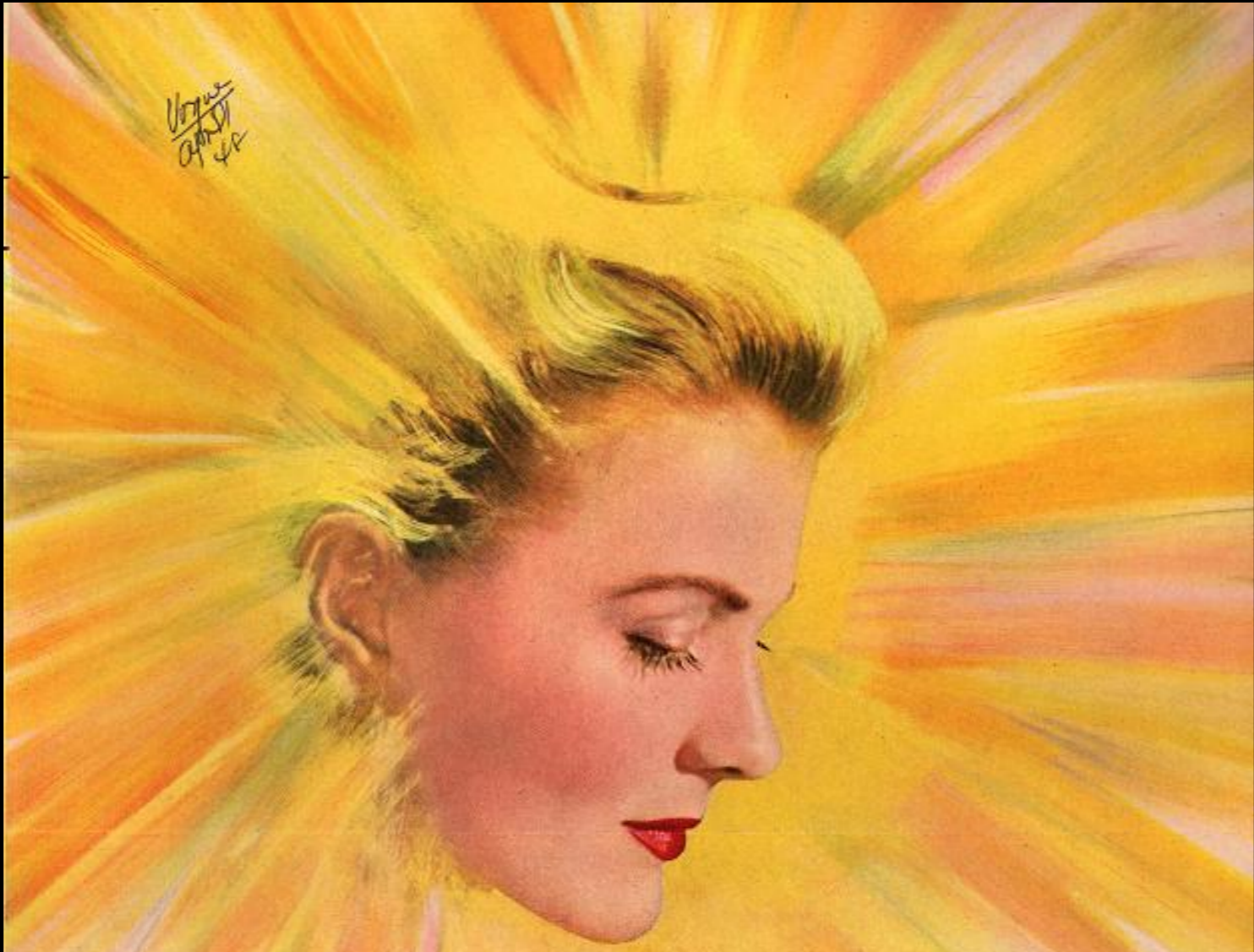


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Various
April 1948



the new "feminine look" make-up **Soleil d'Or** (GOLDEN SUN)

Like sunlight, from which it takes its name, Soleil d'Or is flattering to every type of skin coloring... a glowing highlight for day or evening costumes.

This lovely make-up series includes everything from powder base to lipstick, all color-related to Soleil d'Or face powder... a luscious, sunny shade that gives the new "feminine look."

Coty



"AIR-SPUN" FACE POWDER \$1
L'Alexand, L'Origan, Emeraude, "Paris"



"SUB-DEB" ROUGE 752
Color-related to powder base and powder

"SUB-DEB" LIPSTICK \$1
Smooth, lustrous, long-lasting



"PASTEL-TINT" MAKE-UP BASE \$1.50
NEW! Quick! In purse-size compact



"SUB-TINT" CREAM-POWDER BASE \$1
For that smooth, flawless look

IT'S THE ECONOMY, STUPID!

The dollar is weak. Food and oil prices are high. Our nation is spending well beyond its means and owes trillions of dollars in debt to foreign governments. What most of the gloom-and-doom reports don't provide, however, is perspective—a historical survey of an economy that's been through more than a few ups and downs in its day. Here's a farsighted view of how our temperamental economic machine works, and a close-up of how it stands today. **KEY DEFINITIONS**

THE NATIONAL DEBT

This is the total outstanding amount that our federal government has borrowed up to the present day.

To borrow money, the U.S. Treasury issues securities such as bills, notes, and savings bonds to individuals, corporations, and foreign, state, and local governments.

U.S. National Debt
in inflation-adjusted 2007 dollars

U.S. National Debt
in actual dollars, U.S. Treasury figure



GROSS DOMESTIC PRODUCT

The GDP is a way to understand the size of a country's economy. It is the dollar value of the total goods and services that the nation's population produces.

It is usually calculated by adding up everything the population spent plus the country's net exports. By tracking GDP over time we can evaluate the health of the economy.

U.S. GDP
in inflation-adjusted 2007 dollars

U.S. GDP
in actual dollars, U.S. Treasury figure



INFLATION-ADJUSTED DOLLARS

Figures that have been corrected for inflation, allowing us to compare the price of a product over different time periods using a single value for the dollar.

ACTUAL DOLLARS

Figures shown in the money value of a particular time in the past.

STOCK INDICES

The Dow Jones Industrial Average (the Dow)
An index that tracks the stock prices of 30 prominent companies.

The Standard & Poor's 500 (The S&P 500)
An index that tracks the stock prices of 500 large American companies.

U.S. National Debt
in inflation-adjusted 2007 dollars

U.S. National Debt
in actual dollars, U.S. Treasury figure



THE BUSINESS CYCLE

A **boom** is a period of economic growth or expansion, while a **recession**, or recession, is a long-term cycle of economic contraction. From 1854 to 1945, the typical boom or bust lasted 21 months. Since World War II, expansions have averaged 50 months and contractions have averaged 11 months.

RECESSION

A recession, also called a "bust," is generally defined as two quarters of slow or negative GDP growth.

The technical definition, as set by the National Bureau of Economic Research, a private nonprofit research organization, is when economic factors such as GDP, income, employment, industrial production, manufacturing, and sales significantly decline over the course of more than several months.

STAGFLATION

A term first used in the 1970s for simultaneous inflation and stagnation—a prolonged recession—two phenomena that were thought to be mutually exclusive before that time.

WHO OWNS AMERICA?

A big chunk of the national debt—about 28%, or \$3.6 trillion—is held by foreign governments.

Top five foreign holders of treasury securities from largest to smallest:

- Japan • China • The United Kingdom • India • Brazil

*Canada, Venezuela, Indonesia, Bahrain, Iraq, Italy, Kuwait, Oman, Qatar, Saudi Arabia, the United Arab Emirates, Algeria, Gabon, Libya, and Nigeria



The federal government doesn't follow the same accounting practices it requires corporations and state and local governments to follow. If it did, the national debt would actually be **\$28.1 trillion**.

P.S. Citizens were to pay down the entire national debt today if it would cost every household approximately **\$14,000**.

U.S. national debt
in actual dollars

U.S. national debt
in inflation-adjusted 2007 dollars

U.S. national debt
in actual dollars, U.S. Treasury figure

U.S. national debt
in inflation-adjusted 2007 dollars

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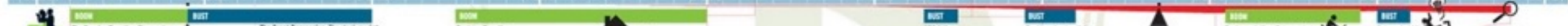
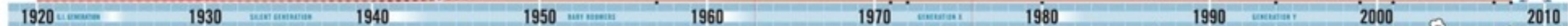
U.S. national debt
in actual dollars, U.S. Treasury figure

U.S. national debt
in inflation-adjusted 2007 dollars

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in inflation-adjusted 2007 dollars

U.S. national debt
in actual dollars, U.S. Treasury figure



1920 U.S. Generation. **1930** Silent Generation. **1940** Baby Boomers. **1950** Baby Boomers. **1960** Baby Boomers. **1970** Generation X. **1980** Generation X. **1990** Generation Y. **2000** Generation Y. **2010** Generation Y.

1920 The Roaring Twenties. The number of taxpayers earning between \$10,000 and \$100,000 increases 84%. **1929** **BLACK MONDAY** The stock market loses 22.6% of its value, the biggest one-day percentage drop in U.S. history.

1930 **THE GREAT DEPRESSION** The stock market loses nearly 90% of its value, and 40% of the nation's banks fail.

1950 **POSTWAR GROWTH** Auto industry and housing expand and birth rates rise.

1970 **INFLATION** Over time, prices for goods and services rise due to factors such as an oversupply of money in the market or increasing energy costs. The early corresponding effect is that the nation's currency has less purchasing power.

1980 **RECESSION** GDP falls by 4.9% in inflation-adjusted dollars.

1980 **STAGFLATION** Business bankruptcies rise by 50% from 1981 to 1982.

1987 **BLACK MONDAY** The largest one-day percentage drop of the Dow Jones index. The market declines 508.32 points (22.6%), losing \$500 billion in one day.

1990 **RECESSION** The Dow hits the 11,000 mark for the first time.

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HAVES AND HAVE-NOTS

In 2000, the median American family made about \$41,000. In 2007, it made \$60,500 (both numbers in inflation-adjusted 2007 dollars).

In 2007, the median annual income for Americans aged 65 and older was \$18,770. The Congressional Budget Office projects that 23 million American households will need food stamps in 2009—on par with the program's 1994 record for participation.

43% of American households spend more than they earn annually.

44% of American employees said they live "paycheck to paycheck" in 2007, up from 37% in 2006.

The average American household has \$8,565 in credit-card debt, which is 15% higher than it was in 2000.

Approximately 42% of American households lack enough liquid savings to support themselves for three months.

This exploration of the economy is a collaboration between GOOD and WHEEL HOURS

SOURCES: American Farm Bureau Federation, Congressional Budget Office, The Economist, Federal Deposit Insurance Corporation, Investopedia, PBS, U.S. Bureau of Labor Statistics, U.S. Census Bureau, the U.S. Department of Commerce, Bureau of Economic Analysis, U.S. Department of the Treasury

WATCH videos on the economy at www.good.us/

NEXT WEEK'S GOOD SHEET: The Closest Elections

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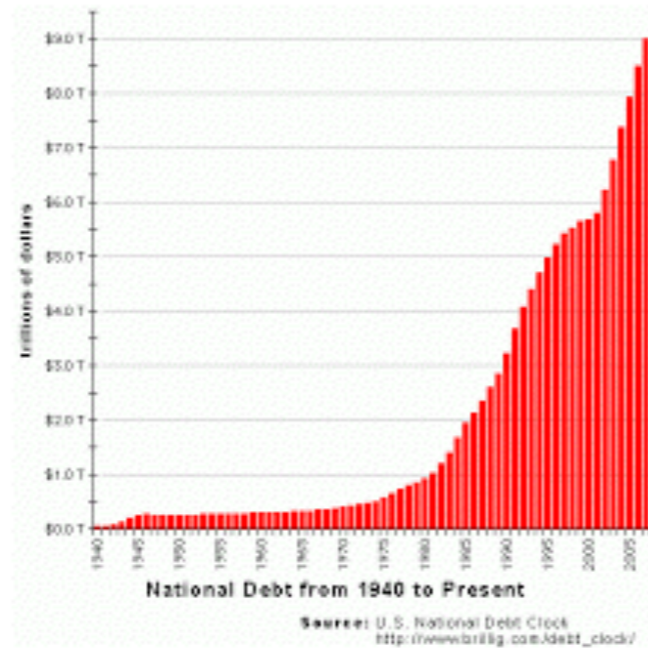
GOOD

U.S. PUBLIC DEBT

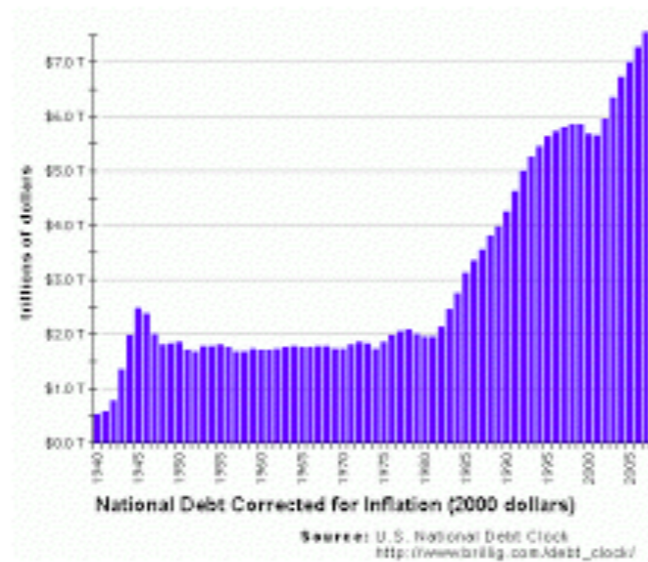
National Debt Clock

\$18,156,933,774,461

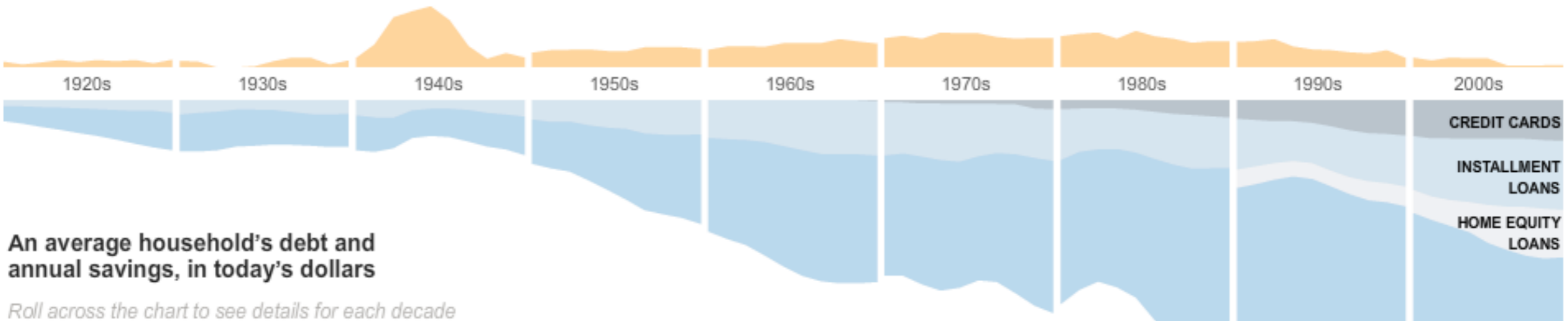
U.S. PUBLIC DEBT SINCE 1940



U.S. PUBLIC DEBT SINCE 1940 - ADJUSTED FOR INFLATION



12:40 pm
Wednesday, March 11



2000s



Debts soar with rising house prices, historically low rates and increased access to credit. Only a quarter of households have no debts. But in 2008, debts are down slightly.

- MORTGAGES** Homeownership rises to nearly 70 percent. Thirty-one percent of homeowners have no mortgage debt.
- INSTALLMENT** Two-thirds of college students have student loan debt, up from half in the 1990s.
- CREDIT CARDS** Forty percent of households carry a credit card balance, up from 6 percent in 1970. The average household has 13 cards.

<http://www.thedigeratlife.com/blog/consumer-debt-problems/>