A WEDDING DRESS TOMORROW?
Many arenas of women’s work (nursing, teaching) viewed women’s contributions as essentially voluntary extensions of their domestic roles. This persisted in the war in the idea that wartime work was a patriotic service. Often, as the following slides suggest, women’s war work was portrayed as a service to their sons or husbands or boyfriends. War jobs, in other words, were essentially family responsibilities.
From Alice…to Eddie…to Adolf!

The stroll when in Alice’s backyard…shaping a real new plan…for Eddie to fly.

In Alice’s mind is the memory of Eddie looking handsome as he left to join his squadron…the eventful sound of his words as he talked of the happy days they would soon share together.

They’d have it now if it weren’t for Adolf.

And Eddie knows why they’re fighting.

Such is the human story behind the correlating production of planes, ships, tanks, and guns that America in new pressing forth to beat the Axis.

In our fighting industries, millions of loyal Americans have turned their practicing skills into wartime production. TEXACO emerges as already producing vast quantities of vitally important 100 octane aviation gasoline — chemicals for war explosives — high quality lubricating oil for the Navy, Army and Air Corps. And a host of other products.

To win, we all willingly do our share to save gasoline and steel, buy war bonds and stamps, conserve food, clothing, metal. For this is every American’s war…Alice’s, Eddie’s, yours. Isn’t one point we are all making “Cents be Adolf”.

THE TEXACO COMPANY

Sidebar 7.9 A Wedding Dress Tomorrow?
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THAT’s a gorgeous evening gown you’re thinking of buying. It’s so gay and glamorous—and what a flattering neckline! It’s you.

But who’s going to see you wear it—if America loses the war?

Not that soldier you kissed good-bye in a mist of tears! He won’t see it until it’s years out of style if America should lose the war.

Remember! Germany knocked out France in June, 1940. And today millions of Frenchmen are still Nazi prisoners.

That’s the pattern—of defeat.

So, if you want that soldier of yours home before too many springtimes have passed—if you want that big church wedding soon—you won’t buy that evening gown.

You’ll buy U.S. War Bonds instead and make sure we win the war!

Just what are U.S. War Bonds? They’re the incendiaries that will rain on Tokyo and Berlin—the landing barges that will win back the Philippines!

They’re your anchor to windward—your nest-egg for the future.

They’re your white satin wedding dress, your coronet of lace, that little house you dream of. And they’re the safest, soundest investment in all the history of mankind!

Here’s what War Bonds do for you!

1. They are the safest place in all the world for your savings.
2. They are a written promise from the United States of America to pay you back every penny you put in.
3. They pay you back 2½% for every 100 you put in, at the end of ten years, this is interest at the rate of 25 per cent.
4. You may turn them in and get your cash back at any time after six months. The longer you hold them, the more they’re worth.
5. They are never worth less than the money you invested in them. They can’t go down as values. That’s a promise from the financially-responsible institution in the world, the United States of America.

SAVE YOUR MONEY THE SAFEST WAY—BUY U.S. WAR BONDS Regularly!