Research Report: A Semiotic Analysis of Food Related Advertisements During the Second World War in *Ladies Home Journal*

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Food is deeply embedded in American culture. Its purpose goes far beyond providing the human body with the nutrients that it needs. It is part of each individual's personal experiences: the birthday cake on your fifth birthday, the food fights at school, your first successful solo cooking experience, the cake recipe that your mom taught you, the romantic dinner with that special someone, the broccoli that dad made you eat before you could leave the table, the food at grandma's funeral. It is also part of the collective American experience: soup kitchens, bread lines, war rations, TV dinners, backyard barbecues, fast food, Tang. This article examines food in American culture during one poignant era in American history, the Second World War. The title does not refer to the food fights you might have had in elementary school, but to a government badge found on a number of the advertisements--telling consumers that food was a war materiel.

This article examines food advertisements in the most popular middle-class women's magazine of the time, *Ladies' Home Journal*. This magazine is replete with advertisements, and advertisements for food and kitchen appliances are more numerous than any other kind. Examining three of twelve issues for each year from 1941 to 1945, the authors found more than 600 food advertisements to study. The authors carefully examined 101 ads, discuss 53 in the text, and give full images of 42 of these ads. Each of the ads numbered 1 through 36 illustrates a different theme about the relationship between food and American culture during this wartime period. Many of these ads appear multiple times, during the discussion of various themes.
Ladies' Home Journal began publishing in 1883 as a semi-literary journal for women. It was highly successful from the start, attracting a readership of over a million by 1898 and continuing to grow to the point that there were over 3 million readers during the Second World War. The journal continued to be an important public venue for American culture throughout the first half of the twentieth century. It published stories by major authors such as John Steinbeck and John Dos Passos. It also published essays by former presidents, entertainers, and other major public figures including Teddy Roosevelt, Charlie Chaplin, and Jane Addams. Magazine covers were illustrated by leading painters and caricaturists such as John Singer Sargent, Maxfield Parrish, and Norman Rockwell. Photography was supplied by leading photographers such as Edward Steichen and Man Ray. The magazine published early articles about Frank Lloyd Wright's architecture and the rise of the environmental movement.

However, the magazine was more than a venue for culture. Beginning around the turn of the twentieth century, it began to publish articles about women's clothing and household hints. Beginning in 1935, two of the most popular regular columns in the magazine were "Can This Marriage Be Saved" and "How America Lives". So there was a practical guide and fascination with celebrity and romance running through the issues.

There was also an effort to support the American woman, to reinforce traditional roles of wife and mother, but also to support new roles for women as breadwinners and pioneers. During the First World War, for example, the magazine printed a number of patriotic covers and ran stories intended to bolster morale on the home front. During the 1930s, throughout the years of the Great Depression, the magazine published escapist articles about romance and sports.

All of this background continued into the Second World War. The sample issues examined included short stories by famous authors, relationship advice, stories about how
interesting public figures live, household tips including recipes and cooking advice, and many ads as the magazine continued its practice of subsidizing the subscription cost through heavy advertising. During these years, the magazine tried to address the melancholy of the American public through upbeat, supportive articles, practical advice, and escapism.

Advertisements are, of course, a tool of persuasion. The company that places the ad has a goal in mind: to introduce a product, to sell a product, to exclaim the quality of the company's product offerings, to explain away some problem such as shortage of their product on the grocer's shelves, to encourage you to be a loyal customer, or to show that the company is a good corporate citizen. In order to engage readers, an ad must resonate with the interests or concerns of a large portion of the magazine's readership. This means that ads are particularly useful in identifying the perceived concerns and mindsets of a particular readership--in this case middle-class women--at a particular point in time--during time of world war when many family members were away in unknown and often dangerous circumstances and when life at home was radically changed by food rationing, labor shortages, and major changes in the gendered division of labor. To capture the reader's attention, headlines, banner lines, and images had to distill the message that would attract readers, and use humor, fear, and other emotions to draw the reader into the text of the ad (especially in those days, when ads were still text heavy). The headlines and images thus often distilled the cultural message of the times, if read with a critical eye by today's scholar.

This article is organized around nine themes that emerged from a critical reading of these advertisements: prewar sentiments, shortages and economies, changing gender and family roles, nutrition, patriotism and the American way of life, militarization of the kitchen, industrialization and the food industry, lessons Americans learned from the war, and deferred gratification. In
almost all of these sections, there are several subsections--each one represented by one featured advertisement, with discussion of some of additional ads that express the same or similar themes. For example, the section on patriotism and the American way of life includes subsections on coping in adverse times, reassurance, virtue of sacrifice, sense of community, food and the American way, and racial stereotypes.

**Prewar Sentiments**

The United States entered the Second World War in December 1941, after the bombing at Pearl Harbor. Thus, all of the advertisements examined from 1941 issues of the magazine were prepared for publication prior to entry in the war. There was strong isolationist sentiment in the United States, especially in Congress but also among the populace during the 1930s, remembering the many American lives lost in the First World War and the problems that many American families were facing during the Depression. President Roosevelt was concerned about this isolationism and sought through both his dealings with Congress and his fireside chats on the radio with the American public to provide a way for America to help its Allies. The 1937 and 1939 Neutrality Acts allowed for the United States to supply war materials to Britain and Canada, but only so long as the buyer country paid cash up front and carried the materials away in its own ships, so as to lessen the risk that the United States would be drawn in to the war by having its ships attacked. In March 1941 the Lend-Lease Act was passed, giving the U.S. government freedom to lend or give war materials to their Allies.

From 1939, when full-scale war broke out in Europe, through 1941, it became increasingly clear to the American public that the United States would be involved in the world war in some way, at least by providing support if not as direct combatants. A majority of
Americans were in favor of this effort; but the war had not struck home as it would in late 1941 and 1942, when the first American casualties occurred, many Americans were uprooted from their homes to serve in the military services, women entered the workforce in large numbers to replace the men who had gone off to war and to work in the defense factories, and rationing of food, gasoline, and other materials were put in place on the home front.

For the most part, the ads from 1941 express prewar sentiments. The country was just coming out of the decade-long Great Depression. The 25 percent unemployment rate the country experienced in 1933 had dropped to 15 percent by 1940. People were beginning to think about living normal lives again, and many of the ads examined from 1941 were focused on this "return to normalcy." In Figure 1 ("Drive Those Morning Blues Away," October 1941), a glamorous woman wearing a silky nightgown will improve her morning mood and freshen her taste "as the dew freshens flowers" by drinking a glass of exotic pineapple juice from Hawaii "because its food energy's quickly available." In a Pillsbury's Pancake Flour Ad, "How to make a husband eat out of your hand" (Figure 42, October 1941) the theme is how to improve the quality of your marriage by spoiling your husband. Not only is the food an attraction, but with the Pillsbury Thrift Stars enclosed with each purchase of flour, you can buy luxury items such as silk stockings, as are shown in the risqué image at the bottom of the page, of shapely legs revealed by a hiked-up slip. "High Fashion You Can So Well Afford" (June 1941, ad not shown) an ad from the Associated Manufacturers of America, Inc., shows a fashionably dressed woman enamored with the design, fashion, luxury, lasting comfort, and beauty added to her home by "The Matron" model of gas range.
Drive Those Morning Blues Away
With a Big Glass of
DOLE Pineapple Juice from Hawaii, u.s.a.

* It'll freshen your taste as the dew freshens flowers,
Send you with a song on your way to your showers,
And help start each day in a mood unassailable,
Because its food energy's quickly available.
In the Quaker Oats ad, "Super for Putting Pounds on Babies and Underweight Children" (Figure 29, October 1941), the focus is on taking care of your family, not as an act of national duty but instead simply out of course. In "The Wife's Side . . . The Husband's Side" (Figure 41, October 1941), which is an ad placed by the gas industry, the wife exclaims about the cleanliness, flexibility, time saving, and improved cooking ability of a gas stove, while the husband touts its economy, durability, and modern looks. In "Look! It's Fun to Cook in Clear Thrifty Pyrex Ware!" (Figure 12, October 1941) six miniature caricatures of women appear on the stove top and inside the oven, pointing to the virtues of cooking with Pyrex: easy to clean, modernizes the kitchen, economical product, cooks to perfection, bakes faster and thus saves time, and yields good results.

Only one advertisement from 1941 explicitly refers to the coming war—or at least to the U.S.'s role as a supplier of war materiel to the Allied Forces. In "Inside story of a new Defense Weapon!" (Figure 37, October 1941), the defense weapon is a Magic Chef All-American Gas Range with its "Home Defense" features such as big size, fast speed, and ability to simmer so as to save vitamins from being cooked away. The All-American allows the wife to prepare "plenty of good, vitamin-rich food to keep up morale."

**Shortages and Economies**

One of the major themes present in food ads during the war is shortages and economies. The first two subsections below discuss two problems: food shortages in part caused by rationing in order to take care of the troops, and the lack of skilled labor on the farms and in other industries because of the need for soldiers. The last five subsections discuss various solutions:
economizing, labor saving, minimizing waste, replacement foods and objects, and Victory Gardens.

**Shortage and Rationing**

The text from the American Dairy Association in Figure 2 ("There is no Butter Shortage in America," January 1942) reads: "Priorities everywhere . . . you can't get this . . . you can't get that! But Lucky America! Even with increasing tons of dairy products going abroad--there is no shortage of butter here! There is no need for you to deprive your family or skimp on nature's masterpiece of food." Indeed, the images show butter used in what would be considered repulsive excess today--on every vegetable, in the pancake batter, on every individual pancake. While the claim is that there is no shortage of this food, the power of the ad comes from the increasing concern about food rationing.
5,000,000 Strong...

WE DAIRY FARMERS GIVE YOU OUR WORD

"THERE IS NO BUTTER SHORTAGE IN AMERICA!"

This message comes from thousands of dairy farmers—
who comprise the American Dairy Association—in the interest of the health and vitality of the American people.

Priorities everywhere... you can't get this... you can't get that!

But lucky America! Even with increasing tons of dairy products going abroad—here it's no shortage of butter here! There is no need for you to deprive your family or shrink on nature's masterpiece of food.

Butter is your dependable source of natural Vitamin A! It provides needed energy, its flavor deliciously enriches other foods. These are only some of the priceless food values nature has crowded into butter.

Butter isn't a Luxury!

It's an investment in health! That's why mothers wouldn't think of depriving their children of all the delicious, health-giving butter they can eat. It gives children something to grow on—it gives everyone something to go on.

Butter Can't Be Copied!

For years scientists have struggled to duplicate butter—without success. The matchless food value and flavor of butter is still a secret with the cow—mother of mankind.

Remember, butter is made from cattle's most nearly perfect food. It takes ten quarts of rich whole milk to make one pound of health-giving butter. That's concentrated food goodness.

Symbol of Good Living!

Butter is an American symbol of good living. Whether used as a spread... as a cooking aid...or as a flavoring ingredient... butter has no equal—no counterpart. Lucky America... there's plenty of butter for you and your family! Enjoy it at least three times every day!

Copyright 1942, American Dairy Association.

Browned Buttered Vegetables! To bring out the garden-fresh flavor of vegetables—use butter or stock! When cooking liquid is nearly evaporated, add butter and stir vegetables. Add extra butter just before serving.

Browned Buttered Pancakes! For pancakes that "melt inyour mouth" use butter! Creamy brown in your pancake batter and place at least one pat between each cake for a tempting treat.

Figure 2 Ladies’ Home Journal, Jan. 1942
Many other ads speak to shortage and its consequences. The National Dairy Products Corporation's ad "What's wrong with America's health?" (Figure 32, June 1945) points to a government report that 40 percent of America's young men were unfit for military service, caused directly or indirectly by nutritional deficiencies from lack of food or improper food. In the Van Camp Sea Foods ad "Where, oh, where can that good tuna be?" (Figure 20, January 1943), the ad explains the patriotic reasons behind the tuna shortage in America. Many of the largest tuna-fishing vessels were commandeered by the Navy after Pearl Harbor, the remaining fleet is smaller and cannot go out as far to sea, and demand for tuna is higher now that Americans are earning higher salaries. But the company is going to "heroic efforts" to can enough tuna, and is distributing the tuna equitably around the country, so it asks housewives to be "'good sports' and share-and-share alike . . . and do it with a smile, in the good old American way." One Chef Boy-Ar-Dee ad, "V Mail from a ‘V' Male" (Figure 34, October 1943), argues that the concern about food shortage may be overblown. In a letter to his son at the war front, dad writes: "Don't you worry though--we're getting plenty to eat. Not so much variety, maybe, but there's always enough wholesome, nourishing food for everybody."

A number of ads speak to remedying shortages with replacement products. In "You can depend on Kraft Quality" (Figure 3, June 1945), the company suggests using its Velveeta pasteurized cheese food instead of its mild and sharp cheddar cheeses, which "have been missing from your dealer's displays because of the Government's huge requirement of cheddar cheese." In Campbell's Soups ad, "It Took a War to Teach Me" (October 1945, ad not shown), the smart homemaker learns that Campbell's makes a wide variety of soups, and to try the alternative flavors ("just as tempting and every bit as nourishing") if their family favorite is not available on the grocery shelves. The National Dairy Products Corporation's "Here's what one leatherneck
dreams about!" (Figure 22, June 1943) recommends replacing part of one's allotment of ice cream with fruit ices. It is clear that not all replacement objects were entirely welcomed. In an ad for Postum ("It depends on how you look at it . . . ", June 1943, ad not shown), the ad reads "Some people have the wrong slant on Postum. When they try it for the first time, they try it with the idea that it's going to taste like coffee. Which it most distinctly does not." The ad tries to warm people up to Postum's "unique" flavor, but clearly many of its drinkers were looking for something that tasted like coffee.
You can depend on KRAFT QUALITY

A cheese food that spreads, slices, toasts, melts perfectly; that has a deliciously rich yet mild cheddar flavor; that gives you high-quality protein, milk minerals, food energy, vitamin A and D (riboflavin); that is pasteurized, and digestible as milk—there's Velveeta, Kraft quality in a cheese food. It's so popular that the supply seems short. But you'll get some if you keep tab on your favorite store.

MAKE YOUR GARDEN THRIVE IN '45

With many farm workers in the armed forces, it's important for all who can to have victory gardens. Vegetables and fruits may be in short supply in markets. Plant now and grow your own!

SOON AGAIN, WE HOPE Kraft American with its wonderful medium-mellow cheddar flavor! Our Old English with the tantalizing sharpness of rare, aged cheddar! They have been missing from your dealer's displays because of the Government's huge requirement of cheddar cheese. But keep on the look-out for the return of these old favorites.

The World's Favorite Cheeses are made by the Men and Women of Kraft
Another ad, Wesson Oil's "Ode to a Victory Garden" (Figure 8, June 1943), indicates that one can address shortages through the use of versatile products, such as theirs, "Ration Hint: Wesson Oil has many uses. You need it as a fine salad oil. But it's excellent also for frying, for making waffles, muffins, etc., and for seasoning hot vegetables."

Towards the end of the war, one begins to see a few ads that indicate that where a product had previously been in short supply, it no longer is. One example is "No More Shortage" (June 1944, ad not shown), which explains to the reader that Underwood Deviled Ham is back on the grocer's shelf.

Lack of Skilled Labor

Even as the war was winding down, in 1945, there were concerns about the food supply given the number of farmhands who were off fighting in the war. For example, in Figure 3, the Kraft ad mentioned above about depending on Kraft quality, there is a box inset over the agrarian scene of cows and barns, and the dish of asparagus with melted Velveeta and pimiento, encouraging all Americans to grow their own fruits and vegetables, given that there might be a shortage in industrial food production due to the labor shortage.

This concern about labor shortage also appears in other ads. For example, in Figure 20, also mentioned above, about the tuna shortage, the text reads: "The day the first bomb fell at Pearl Harbor, most of the great $3,000,000 Van Camp fleet of tuna clippers [presumably with their crews] went into the Navy. For 'the duration' they're 'out there' fishing, but they're fishing for something besides tuna. And they're 'playing for keeps!'" In "Betty Wins a Bet" (Figure 10, June 1944), an ad for Swift's Premium Frankfurts, Betty becomes a bus driver. As the text reads: "'THEY CAN COUNT ON ME,' decides Betty as she reads a U.S. Government appeal for more
women war workers. Not necessarily in factory; government says transportation, communications, etc., are war jobs too."

**Economizing**

A common theme in the advertisements is finding ways to economize, both to keep costs lower and to stretch further the foods that are in scant supply. In Figure 4, "The Thrifter Cuts of Meat" (January 1942), the American Meat Institute encourages the use of thrifter cuts of meat such as lamb neck slices, blade bone pot roast, and pork hocks. "Serve them [referring to your "hungry man" or "growing boy or girl"]," the ad advises, "more of the meat they want and which is being urged by the government along with milk, fruits, vegetables and bread for better balanced meals and as part of the national health-for-defense program." These cuts are affordable and in strong supply, and they are, according to the ad, a good supply of B vitamins, proteins and minerals; are 96 to 98 percent digestible; and are called for by physicians for people intending to lose weight.
The THRIFTIER Cuts of Meat

Like all meats, the thrifter cuts bring you important B vitamins and minerals and are a rich source of complete, high quality proteins—plus, of course, that good meat flavor.

There is variety, flavor, good nutrition and mealtime satisfaction in these thrifter cuts. Ask your meat-man for the “best buys” right now.

Ask a hungry man if he wants meat on the table.
Ask a growing boy or girl.
Serve them more of the meat they want and which is being urged by the government along with milk, fruits, vegetables and bread for better balanced meals and as part of the national health-for-defense program.

There is a new field of meat buying which will enable you to supplement your present diets with even more of those popular meals built around meat. The way is through—the thrifter cuts of meat.

Many of these make fine dishes which men like and frequently order in restaurants, and which they like at home too.

Study the thrifter meat cuts shown above. Show this ad to your meat-man and consult him about them. He is anxious to help you.

DID YOU KNOW THAT
—B vitamins, proteins and minerals are not stored in the body to any appreciable extent—they must be supplied daily in the foods you eat?
—All meat is 95 to 98% digestible?
—Lean meat is important in the modern physician’s reducing diet?

AMERICAN MEAT INSTITUTE
Chicago

Something women have been waiting for

A buying guide to the thrifter cuts of meat . . . A handy, 44-page, purse-size handbook of thrifter cuts of meat—what to ask for, how to prepare them. A buying and cooking guide to more than 80 thrifter cuts. Just send 5 cents in coin to Dept. J, American Meat Institute, Chicago.

Figure 4 Ladies’ Home Journal, June 1943
A number of the ads discuss economizing by suggesting ways to be thrifty. In Figure 29, the Quaker Oats ad mentioned above for putting pounds on babies, one insert is entitled "SUPER Thrifty." The text here tells that the regular sized package provides 20 "generous servings", the larger size 48; costing less than ½ cent per large bowl; "three times as much for your money as any of the six other leading brands of cereal." In Figure 12, the ad extolling the fun of cooking with Pyrex, the cost of the saucepan, pie plate, and other Pyrex items are claimed to be economical, which they back up by listing all the prices. Moreover, the Pyrex cookware saves fuel by cooking faster. In the ad mentioned above about the Magic Chef All-American stove, one insert discusses how its modern gas-saving burners save time and money. In Figure 30 ("...But you can't rub cold cream into your vegetables!", June 1941) the National Association of Ice Industries recommends the air conditioned ice refrigerator over a gas or electric refrigerator because the ice refrigerator costs a third to a half of the other types and the ice lasts three to five days longer than in old-fashioned ice boxes. You can also be thrifty by carefully choosing where to shop. For example, in Figure 28 ("It's time to turn to A&P", October 1944), the argument is made that customers should shop in America's largest supermarket chain because direct marketing methods eliminate unnecessary middlemen, thus reducing cost for consumers.

Economizing also comes from making meals that use up few ration points or use them wisely. Both Figure 34 ("V Mail from a ‘V' Male") and another Chef Boy-Ar-Dee ad, "Here's to Another War Hero" (Figure 25, June 1943) point to the low number of ration points required to make a nutritious meal if one uses Chef Boy-Ar-Dee products. Similarly, in a Del Monte Foods ad, "Meet the Most Critical Del Monte Customer in the Country!" (Figure 39, January 1944), the text reads "Every time you use any Del Monte Fruit or Vegetable, you'll know you're getting mighty fine value for your points."
Labor Saving

The food companies recognized that mothers were busier than ever--possibly with dad off fighting in the war--so that they had to take care of all family chores; especially if mom was off at work--in a war factory or perhaps driving a bus, like Betty in the Swift frankfurter ad mentioned above. Figure 5, Libby, McNeill & Libby's ad "Quick-Time Dinners for busy war days" (June 1943), focuses on labor saving in the kitchen. The ad reads in larger font than the rest of the text: "Now, when you're taking on more and more work outside your home, time is really precious. These dinners planned for good nutrition can be prepared in half an hour." The ad offers menus for three complete meals, with labor saving in mind. These menus are designed to require limited use of canned foods, which were often in short supply during the war. The menus are also crafted to work with a wide selection of "Libby's Fruits, Vegetables, or Juices, [the grocer] may happen to have."
Quick-Time Dinners for busy war days!

Now, when you’re taking on more and more work outside your home, time is really precious. These dinners planned for good nutrition can be prepared in half an hour.

You’re working against time and under pressure these war days—we all are. Often you have to plan dinners that can be quickly prepared.

And now the problem is harder than ever... what with time-saving canned foods rationed, and your dealer not always able to supply just the items you want.

So these quick-time meals, carefully balanced for good nutrition, are planned with rationing and shortages in mind. They make a limited use of canned foods, and they can be easily adjusted, according to foods your dealer has.

We know you can’t always find just the Libby’s Foods you want. Since millions of cases are going to our fighting men and allies, there are bound to be times when some specific item isn’t on your grocer’s shelves.

So, in buying for these dinners, just choose from whichever Libby’s Fruits, Vegetables, or Juices he may happen to have. They’re all packed with rich earth and smiling sun produce the finest foods. All canned by the scientific methods that begin guard nutritive values.

Libby, McNell & Libby

This is Libby’s 75th year

Libby packs a greater variety of foods under one label than any other company in the world.

Figure 5 Ladies’ Home Journal, June 1943
Many other ads play on this same theme of labor saving in meal preparation. In Figure 28, A&P mentions the time saving and convenience of one-stop shopping in their large grocery stores, instead of having to make separate trips to the butcher, baker, and other food stores. In "Betty Wins a Bet" (Figure 10), Mrs. D., the best cook in the neighborhood, advises Betty: "since you're late tonight [from driving the bus], I'd suggest Swift's Premium Frankfurts, my dear. They're just as high in quality as before the war. And they're precooked, you know, so they're ready in five minutes." In Figure 25, "Here's to Another War Hero," the spaghetti cooks in 12 minutes and the sauce is ready to heat. In the Del Monte Fruit Cocktail ad, "Aren't these the most important meal-time problems facing you today?" (Figure 38, January 1943), one of the problems is that "war work doesn't leave much time for getting meals!" The answer is fruit cocktail from the can, to be eaten as is, or with marshmallows or whipped cream. In another Del Monte Fruit Cocktail ad, "Quiet Mom's Getting Dinner" (January 1942, ad not shown), the company's product eliminates peeling, paring, and coring--with "Dad due home any minute!" In the Pyrex ad mentioned above (Figure 12) not only does the food cook faster, but cleanup is also easier.

Many of the cooking appliance ads also tout their ability to save time. The Magic Chef All-American stove lights automatically (no pilot to light), is designed to be easy to clean, has workspace for two people, and bakes quickly (36 biscuits in 12 minutes). The ice refrigerator (Figure 30) is designed to eliminate the task of defrosting. In the Westinghouse Electric Home Appliances ad, "Postwar Dreams of a bride with a man in the service" (Figure 35, June 1944), the dishwasher runs while the woman goes to the movies to relax, and the meal in the automatic electric range does not have to be watched while cooking.
Minimizing Waste

With food in shortage, another common theme was minimizing waste. Figure 6 ("Another Wartime Reminder from Frigidaire: How to Fight Food Waste with Your Refrigerator," October 1944) is devoted entirely to how to use your refrigerator appropriately in order to keep food from spoiling, losing nutrients, becoming tasteless, or mingling with the flavors of other foods. There are separate instructions for storing fresh meats, vegetables and fruits, dairy products, and leftovers. There are also a list of priority items to store in the refrigerator and lists of do's and don'ts.
Another Wartime Reminder from Frigidaire:

HOW TO FIGHT FOOD WASTE
WITH YOUR REFRIGERATOR

Check yourself on these Daily Rules for the big job of keeping food safe these wartime days.

It's always Summer in your kitchen! That's why your refrigerator is so important in Fall and Winter, as in the heat of July. Food must be protected at all times to guard health, prevent waste. Now, in wartime, it's even more important to know how and where to keep foods, what to store in your refrigerator—what to learn out to save space.

Some of the important rules for keeping food appear on this page. You'll find others in "101 Refrigerator Helps"—a new booklet offered free by Frigidaire to users of all makes of refrigerators. Also it's filled with recipes, hints on meal preparation, tips on how to use your refrigerator efficiently the best of its uses.

First thing to remember—most foods contain a lot of moisture. If this is lost, they get tough and tasteless. Also vitamins are destroyed. Unless your refrigerator is a high humidity type, keep foods to keep them moist.

Give perishables prompt attention! Never let exposure to room temperatures rob foods of nutritive values, appearance, flavor. Always refrigerate as soon as possible.

Food Fights

Fresh Meat may be kept uncovered in meat compartment or loosely wrapped just below frezen. If not used soon, wrap and freeze immediately. Wash poultry thoroughly, pat dry, wrap in waxed paper. Store in meat compartment. Always wrap fish. Frozen fish kept longer than 24 hours. For more information on meat keeping, see "101 Refrigerator Helps".

Vegetables and Fruits require moist storage. Wash, trim and store leafy vegetables immediately. Place them loosely in covered containers to prevent bruising. Soft, fresh fruits and herbs should be sorted, spread on a shallow pan, refrigerated. Do not cover. Never wash berries before you store them. Otherwise in "101 Refrigerator Helps".

Those foods get high priority in your refrigerator:
Milk Butter Cheese Meat Fish Poultry Eggs
Frozen Foods Fresh "ripe" fruits; berries, peaches, grapes Leftover meats and vegetables Opened portions of canned fruits, vegetables and juices

Do's!
Do be sure your refrigerator keeps Safety Zone Temperatures—from 32° to 40°F.
Do remove food from store wrappings or packages.
Do wrap and freeze ground meats immediately if not to be used within 24 hours. Some applies to "variety" meats like liver, sweetbreads.
Do separate ground meats into usable portions before freezing. Plane waxed paper between portions.
Do refer to "101 Refrigerator Helps" for more hints.

Dont's!
Don't crowd perishable foods in your refrigerator by overloading with bottled goods, bottles, relishes, etc.
Don't let milk stand room temperature—or permanent tarnish is almost sure.
Don't store extra foods uncovered.
Don't freeze more ice cubes than you need. Use the space for storing frozen foods.
Don't guess about food storage. When in doubt, refrigerate.

FRIGIDAIRE
Division of GENERAL MOTORS

GET THIS FREE 36-PAGE BOOKLET* from your Frigidaire Dealer

Figure 6 Ladies' Home Journal, Oct. 1944
The war theme is explicit in many of the ads about waste. People are made to feel guilty and unpatriotic by wasting food. In "KRAFT Cheese Spreads" (June 1944, ad not shown), there is a box inserted at the bottom of the ad with the title "Waste is ‘Sabotage.’" The Del Monte ad, "Meet the Most Critical Del Monte Customer in the Country" (Figure 39) notes that the War Food Administration has stated that "Enough food is wasted annually in the home to feed the larger part of our armed forces at home and abroad." The ad then offers a 9-point checklist for not wasting foods, such as buying only what you need, storing foods correctly, using up all leftovers, and turning in to the local authorities all waste fats for the war effort. In the Del Monte Fruit Cocktail ad "Aren't these the most important meal-time problems facing you today?" (Figure 38), one of these problems is that "IT DOESN'T SEEM RIGHT to throw away a thing!" Of course, adding fruit cocktail is the solution to dressing up leftover cake or gingerbread. In another Westinghouse refrigerator ad, "When dad's eyes are bigger than your marketing list" (Figure 31, October 1945), if dad brings home too much food from the market, you do not need to worry that it will go to waste because your Westinghouse refrigerator has a large capacity to store it and keep it fresh.

**Replacement Foods**

Some foods were in short supply during the war because they were rationed or otherwise in short supply. Reasons ranged from having much of the cheese sent to the troops overseas, to the labor shortage of farmers to grow enough fruit and vegetables, to a shortage of sugar because there were not ships available to transport the sugar cane from the Caribbean. In Figure 7 ("Work or play . . . which takes more energy?, June 1944) the Corn Products Refining Company makes the pitch for dextrose as an alternative to sugar. The images are graphic--of a tennis player, fashion
model, shopper and grocer, man reading a book, defense plant worker, and man gardening all wearing a device to capture exhaled breath so as to measure consumption of "body fuel". The point made is that dextrose is the sugar compound that is used directly by the body for energy, so that it would be a perfect substitute for the granulated sugar we buy in the store, made from sugar cane or sugar beets. Figure 26 ("Free! $7500.00 in U.S. Defense Bonds," June 1942), which is an ad for Staley's Waffle Syrup and Cube Starch, argues that its syrup is a good alternative to corn syrups. The text reads: "It [Staley's] is the only syrup made with Sweetose, a special, patented ingredient that gives it extra richness, superb flavor . . . and makes it twice as rich in dextrose and maltose as ordinary corn syrups."
Work or play... which takes more energy?

Science can measure the energy your body expends in action or at rest. A device captures exhaled breath in a large, sealed bag. The contents are analyzed to reveal how much "body fuel" has been used. Since all energy can be expressed in units of dextrose, this device may well be called a "dextrose-energy meter." It indicates the amount of dextrose needed to replace the energy consumed; dextrose being the sugar used directly for energy within the body.

Modeling clothes in an exclusive New York shop is regarded as tiring work. Yet the dextrose-energy meter found that Miss Mattie Reid used up energy at the rate of only 1 1/2 ounces of dextrose per hour. In fact tennis, however, Miss Reid used energy at the rate of 4 1/2 ounces of dextrose per hour.

A victory garden to Dr. Raynor of Chicago, is a great place to relax after a hard day in the defense plant. Swinging a hose takes only 3 1/2 ounces of dextrose per hour. Swinging a heavy grinder calls for dextrose at the rate of 4 1/2 ounces per hour.

After a busy day in his big modern food market—using up energy at the rate of 4 1/2 ounces of dextrose per hour—Mr. Patsy d'Agostino asks nothing better than to spend a quiet evening with a book. Even reading takes almost 1 ounce of dextrose per hour. Mr. d'Agostino is a prominent figure in grocery trade organizations. He is deeply interested in nutrition, knows much about it. While the energy tests were being made, he pointed out many items on his shelves that are rich in dextrose. These include canned fruits and juices, soft drinks, baked goods, candy, jams and jellies, table syrups, and many others. To all these foods, dextrose adds food-energy value and generally improves texture and flavor. Look for the word "dextrose" on food labels. It means genuine food-energy value at no extra cost.
There are also ads about replacement foods other than sweeteners. In the ad "You can depend on Kraft quality" (Figure 3), Velveeta processed cheese food is the replacement for traditionally crafted cheddar cheese. In the Campbell's Soup ad mentioned above, "It Took a War to Teach Me," (October 1945, ad not shown because of the authors' distaste for the blatant trading on wartime sentiment for commercial purposes) the lesson learned is that one's favorite soup can be replaced when it is not available on the grocer's shelves by some of the lesser known Campbell's brands, which are equally tasty. In Figure 2, "There is No Butter Shortage in America," one goal of the ad is apparently to avoid the replacement product, margarine. One headline in the text reads: "Butter Can't Be Copied!" and goes on to say "For years scientists have struggled to duplicate butter--without success."

**Victory Gardens**

Victory Gardens tended by individuals and private social groups were important in providing enough food during the war. Several of the ads promote Victory Gardens. In Figure 8 "Ode to a Victory Garden" Wesson Oil extols the value of Victory Gardens, which not only provide for more healthy eating for the family but also allow meals to be more varied in times of rationing. The ad's ode--doggerel, really--reads in part:

The salads that you make from it
Will guard your family's health--
And, in these times, their keeping fit
Is worth far more than wealth.
The "You can depend on Kraft Quality" ad (Figure 3) has an insert encouraging families to grow Victory Gardens. In case there is a shortage of fruits and vegetables in the markets, families should "Play safe and grow your own!" In "Work or play . . . which takes more energy?" (Figure 7), one of the images is of a man working in his Victory Garden, with the caption that it is "a great place to relax after a hard day in the defense plant."
ODE TO A VICTORY GARDEN

1. Your Victory Garden grows for you,
   With work and care and seeds,
   The vitamins, and minerals too,
   Which everybody needs.

2. The salads that you make from it
   Will guard your family's health—
   And, in these times, their keeping fit
   Is worth far more than wealth.

3. Give rationed meals variety
   With salads when you sup—
   To keep them tasty as can be
   Let WESSON dress them up!

Avoid Salad Sameness—Use WESSON'S "Quick-Change" Dressing Recipe

Mix: Shake or stir 2 minutes.

- ½ teaspoon salt
- ½ teaspoon sugar
- 1 teaspoon dry mustard
- 1 teaspoon oil
- 1 teaspoon rice vinegar
- 2 teaspoons lemon juice
- 1 teaspoon salt

The recipe above makes a delicious dressing for general use.

Salads make the most of the vitamins in your Victory Garden vegetables.

Use 2 teaspoons of the dressing in 1 quar t of seaweed, cooked
vegetables, or hominy every day. Use the remaining dressing to give variety to salads.

The Wesson Oil & Suet People, New Orleans, La.

RATING HINT: Wesson Oil has many uses. You need it as a
fine salad oil, but it's excellent also for frying, for making
waffles, muffins, etc., and for seasoning hot vegetables.
However, Victory Gardens were also a competitive threat to the food industry. In "It's Time to Turn to A&P" (Figure 28, which includes a header "Looking for the Pick of the Harvest?") an insert refers, ironically, to the fresh produce section as "the big Victory Garden." But, the ad continues, the supermarket is even better than the Victory Garden because it also incorporates five other types of food stores (butcher, baker, etc.). In another ad in the same "It's Time to Turn to A&P" series (June 1944, with the header "When You Can Your Winter's Food Supply . . .") the text suggests that the home canner should buy her produce from A&P instead of growing them at home because the quality is high, the produce is in good supply, and the cost may be lower than growing your own fruits and vegetables.

Changing Gender and Family Roles

The war created tension in home life in many ways. Not only did it mean doing more with less, it meant stretching labor roles so that women were doing what had been traditionally male work outside the home but still maintaining their traditional female work role in the home, as well as altering their relationships within the family. The duty of the homemaker was heightened during the war; what had been a duty to family now became as well a duty to country. But despite all these new duties and pressures, there could be a newly found pleasure in everyday life at home--so the ads claim.

Changing Gendered Labor Roles

In Figure 9 ("She Knows What Freedom Really Means," June 1942) a young wife is shown wearing her Red Cross Motor Corps uniform. The text talks about "Mrs. America stepping out
for Victory!" She serves her country from home by volunteering with the Red Cross, serving sandwiches at the military canteen, and "doing any of a dozen ‘extra duty’ jobs" while continuing to run her home "with perfect smoothness." The work, of driving a vehicle for the Red Cross, was not traditionally women's work, even if serving sandwiches and giving companionship to the soldiers at the Canteen was. Mrs. America can juggle these many roles, of course, because of the labor-saving General Electric appliances in her home.
She Knows
What Freedom Really Means

... And she has the time and youthful energy to fight for it. Mrs. America is stepping out for Victory! You may catch a glimpse of her dressed in the trim attire of the Red Cross Motor Corps—or handing out sandwiches down at the Canteen—or doing any of a dozen “extra duty” jobs. And meanwhile the daily routine of her home runs on with perfect smoothness, for tiring, time-taking tasks of housework were turned over long ago to efficient, dependable electric servants.

Your G-E appliances are now priceless possessions. For the duration they will be difficult or even impossible to replace because General Electric men and factories are on war work. With proper use and care, however, they should serve you well for a long time to come. General Electric and the thousands of G-E dealers also will give you every possible help to keep them operating with the utmost efficiency. Then, when Victory has been won, you may expect even better G-E electric servants. For advanced methods and materials will make possible still greater miracles of convenience, thrift and dependability tomorrow.

Until Tomorrow!

GENERAL ELECTRIC

Figure 9 Ladies’ Home Journal, June 1942
A number of the other ads reinforce this message about changes in gendered labor. In Figure 38 ("Aren't these the most important meal-time problems facing you today?") one of the three most important issues is that "War Work doesn't leave much time for getting meals."

Similarly, in Figure 5 ("Quick Time Dinners for busy war days"), women are taking on more work outside the home and thus are much more busy than in the pre-war era.

**Changing Family and Interpersonal Roles**

In "Betty Wins a Bet" (Figure 10), Betty takes on a non-traditional job for a woman as a bus driver. But what is especially interesting about this ad is that she has to negotiate with the male power structure of the home--her father--to get permission to expand her role into working outside the home. As the second panel of the cartoon style of the ad reads: "DAD'S A LITTLE DOUBTFUL, ‘Sure I want you to be patriotic, and I know women are needed. But I'm working hard myself. I need a good meal when I get home at night.'" It is incumbent upon Betty to find a way to balance her new role with her traditional role in the home so that service at home does not suffer.
Betty Wins a Bet

"They can count on me," decides Betty as she reads U.S. Government appeal for more women war workers. Not necessarily in factory, government says transportation, communications, etc., are war jobs, too. Betty keeps house for Dad and helps at the U.S.O., but she knows she can handle a job as well.

Dad's a little doubtful, "Sure I want you to be patriotic, and sure I know women are needed. But I'm working hard myself. I need a good meal when I get home at night."

"And you'll get it!" says Betty, "I betcha anything, even a shoe coupon, that my meals are going to be as good as ever!"

Betty the bus driver... thrilled with her new job and mighty proud that she can release a man to fight. Betty's had the job a week now and there's no let-down in her housekeeping. She gives special thought to new dishes because Dad says the meat makes the meal. And Dad is right!

On her way home, Betty stops to shop for dinner, Mrs. D., best cook in the neighborhood, advises her: "Since you're late tonight, I'd suggest Swift's Premium Frankfurts, my dear. They're just as high in quality as before the war. And they're precooked, you know, so they're ready in just five minutes."

This dinner does it. Juicy, tender Swift's Premium Frankfurts; canned new potatoes; peas; spiced apple, Dad admits Betty can keep house and swing a war job, too. "Um—um!" he says, "These frank's are wonderful! Let's have them again. And, by the way, here's my usual look with that shoe coupon."

Swift's Premium Frankfurts

Meat is mate! Is mate!
of War!

Superb flavor... Swift's Premium are processed to perfection, smoked over hardwood fires. They're precooked... you save time, waste, fuel.

Look for this label on every 4th link.
In Figure 35 ("Postwar Dreams of a bride with a man in the service") the bride looks forward to returning to old roles, socializing with the old gang, returning to old traditions, and having enough money to do it all. The ad does not acknowledge the harsh reality of the difficulties of women having to revert to traditional prewar roles. Many women liked working outside of the house, but there was strong pressure to lay off women and make jobs available to returning servicemen. Undoubtedly, some women were unhappy with the pressures to revert to traditional roles of wives and mothers.

Duty to Feed Family on Behalf of Country

In Figure 11, The Visking Corporation's "FOOD POWER! Woman's Weapon to Win the War" (October 1942) tells the reader that it is the homemaker's duty not only to her family but also to the nation to serve nutritious meals. The text reads: "BE GLAD, MRS. AMERICA, that on your shoulders rests the duty to keep the U.S. strong. For every day you buy and serve your family nutritional, strength-building foods--foods that have power. Food Power is your exclusive weapon to help win the war. Because without Food Power, there can be no man-power to build machine power!" The ad is for Skinless Frankfurters, and next to a dinner platter featuring their product and some vegetables, there are three skinless franks, dressed in military uniforms and saluting, with a talk bubble in which one of the franks says "NO SKINS! Stripped for Action!" In the middle of the page, in almost as large type as the header, the ad reads "Sausage is FOOD POWER!"
Figure 11 Ladies’ Home Journal, Oct. 1942
Figure 25 ("Here's to Another War Hero") makes a similar argument about the duty to provide nourishing food for the good of the country. Below the image of a woman feeding her husband a Chef Boy-Ar-Dee dinner, it reads, "Though he never fires a shot or drops a bomb, the man in your home has a place in America's war plans. He's working harder than ever, accomplishing more. Fortify him and your entire family with hearty nourishing meals. As you market, as you plan menus, as you cook, always remember: Good food builds the builders of Victory!"

Other ads also emphasize the national duty to serve nutritious meals. In "Betty wins a Bet" (Figure 10), Betty "gives special thought to meat dishes because Dad says the meat makes the meal," and a government sticker on the ad says that "Meat is materiel of war!" One can only conclude that Betty has a national duty to feed her father these war materials. In the Chef Boy-Ar-Dee ad "V Mail from a ‘V’ Male" (Figure 34), it reads: "Our fighters will come back to a safer, happier--yes, a healthier--homeland because we who stayed here are eating right. Appetizing, nutritious meals are the fuel of the Victory machine. The ‘Food Front' that reaches from farmer to food worker to grocer to YOU is the lifeline on which the hope of the world depends!"

**Fun versus Duty**

While so much of the advertising talks about duty, there is also a line of advertising that points to the fun that women can have while taking care of their housework. In the Pyrex cookware ad (Figure 12) the title is "Look! It's Fun to Cook in Clear Thrifty Pyrex Ware!" The first sentence of the text adds: "The modern housewife gets a real thrill out of cooking." This is presumably especially so if she uses the right cookware.
THE modern housewife gets a real thrill out of cooking! On top of your stove, sparkling "Pyrex" Flamework utensils turn out tastier food in less time and with less trouble than old style utensils. In the oven, clear "Pyrex" Ovenware saves fuel and browns foods quicker. "Pyrex" Ware - washes more easily; never absorbs odors. And every smart attractive all-glass dish does triple duty - for cooking, serving and storing. See these three at thrifty prices at your favorite store today!

HOW SCIENTIFIC RESEARCH SHOWS WHY YOU GET BETTER RESULTS WITH PYREX WARE

More than 50% of all oven heat is radiated. This is the same kind of heat that radiates from the sun. You know shiny metal surfaces reflect heat away back and waste it; while your clear glass "Pyrex" utensils let heat through to bake foods faster, more thoroughly, and with less fuel.

1. PYREX PERCOLATOR...a dainty and attractive Flamework addition to your kitchen and table service! Smooth, clear glass can't absorb odors or contaminate flavor. Even the pump is "Pyrex" brand glass. See coffee brewed to your individual taste, 6-cup size,.............. $2.45

2. PYREX SAUCEPAN...Smart, different. Straight sides, flat bottoms save fuel. Detachable glass handles for serving and storage. Glass cover locks on. Three sizes. One quart size, only........... $1.65

3. PYREX DOUBLE BOILER...transparent, easy-to-wash. Check water level and foods cooking at a glance. Greatest for your cream sauce, soups, formulas, 4 inches. Two sizes. One quart size,........ $3.45

4. PYREX CAKE MOULD that does double duty in your oven! Use casserole for multi-layered dishes or as small roaster. Cover keeps food hot on the table or serves as separate pie plate. 1/2 quart size,........... $6.50

5. PYREX PIE-PLATE...the easy way to crisp, flaky crusts and tasty pastry every time! Clear, transparent "Pyrex" brand glass means faster baking...and fuel saved. 9½" size, only............... $2.50

"PYREX" is a registered trade-mark of Corning Glass Works. Look for it for your protection.

PYREX OVENWARE...FLAMEWARE makes you a better cook!
After the United States enters the war and the ads to duty become more prominent, there are still adds about how carrying out one's duties can itself be fun. For example, in Figure 7 ("Work or Play . . . which takes more energy?") Cliff Raynor of Chicago finds his Victory Garden "a great place to relax" after a day working in the defense plant. In Lipton Tea's ad (Figure 18, "Rhymes for Trying Times, October 1942) father is whistling as he and his two children collect scrap metal for the war effort.

**Nutrition**

Nutrition is a common theme in the ads of the war years. Following a decade of Depression in which many people were undernourished, the government was concerned about nutrition as a matter of public health. The issue became more acute when the government became concerned about the fitness of its young men to serve in the military and of the rest of the adult population to work in the war plants or carry out other everyday business activities that had once been carried out by those sent off to war. In some cases, these ads are the result of a partnership of the government and the various private food companies; and the ads are used to privately disseminate government information about nutrition. In other cases, the food companies take it upon themselves to provide nutrition education.

**The Scientific Nature of Nutrition**

The first major breakthroughs in the scientific understanding of nutrition (e.g. calories, vitamins) were made in the period 1890 to 1920. By the early 1940s there was still novelty in describing to the public in the scientific nature of nutrition. In Figure 13 ("What a whale of a difference three
months make!”, January 1943) after three months away in the Army, Jim returns home only to find that his sports coat is too small for him. The hard work, regular hours, and especially the good food served by the Army have made Jim "huskier and healthier than he's ever been before."

Indeed, the most common health problem in the 1940s was being underweight, not overweight as it is today. As the ad asserts, "no other army in the world is fed as well or so scientifically as ours. The ad then goes on to detail the percentages of his daily requirements of protein, calcium, iron, and various vitamins, based on his weight, offered by what the National Dairy Products Corporation passes off in this ad as a "valuable food"--namely, ice cream!
What a whale of a difference three months make!

That was Jim's favorite coat — when he hung it in the closet three months ago and went to work for Uncle Sam!

Now — like millions of other soldier sons and brothers — he's huskier and healthier than he's ever been before. Hard work did it. And regular hours. And good food.

No other army in the world is fed so well or so scientifically as ours. And no other serves so generous a measure of dairy products — milk, cheese, butter and ice cream.

The diet experts who work on Army menus include ice cream several times a week—or every day in hot weather — not just because men like it, but because it's a valuable food.

A single serving of average commercial vanilla ice cream (one-sixth quart) gives a moderately active 164-pound man these approximate percentages of his daily requirements of the following specific nutrients: Protein, 5½%; Calcium, 17%; Iron, 2½%; Vitamin A, 7%; Vitamin B, 2%; Vitamin D, 3%; Vitamin C, 4%.

Even if vitamins don't mean much to you, you know that ice cream is good and good for you because it's made from milk — man's most basic and best balanced food.

Ice cream made by National Dairy is kept pure and safe by National Dairy's Sentinel quality control. It is brought to you by modern methods of processing and packaging worked out by the National Dairy organization.

National Dairy laboratories are developing many new products from milk — benefiting farmers, manufacturers and customers — pointing the way to a finer, stronger America.

Dedicated to the wider use and better understanding of milk as a human food... as a base for the development of new products and materials... as a source of health and enduring progress on the farm and in the towns and cities of America.

NATIONAL DAIRY PRODUCTS CORPORATION AND AFFILIATED COMPANIES

Figure 13 Ladies' Home Journal, Jan. 1943
In Figure 7 ("Work or Play . . . which takes more energy?") the ad concerns dextrose consumption by the body during various work and play activities, with the goal of educating the reader on the importance of the sugar dextrose. The beginning of the ad is devoted to a popular scientific description of energy consumption by the human body: "SCIENCE CAN MEASURE the energy your body expends in action or at rest. A device captures exhaled breath in a large, sealed bag. The contents are analyzed to reveal how much ‘body fuel’ has been used. Since all energy can be expressed in units of dextrose, this device may well be called a ‘dextrose energy meter’. It indicates the amount of dextrose needed to replace the energy consumed: dextrose being the sugar used directly for energy within the body."

The Pyrex ad (Figure 7, "LOOK! It's Fun to Cook in Clear Thrifty Pyrex Ware!") gives a scientific explanation of cooking. In a box offset with the ad, entitled "HOW SCIENTIFIC RESEARCH SHOWS WHY YOU GET BETTER RESULTS WITH PYREX WARE" the explanation reads: "More than 50% of all oven heat is radiant. This is the same browning kind of heat that radiates from the sun. You know shiny metal surfaces reflect these rays back and waste them; while your clear glass ‘Pyrex' utensils let them through to bake foods faster, more thoroughly, and with less fuel."

**Nutritional Claims**

Many of the ads make nutrition claims for their products. Some are very specific about the vitamins and minerals in their products, while others such as "Plain Jane" make these claims without being specific. (Figure 14, "Plain Jane," January 1942) In the early panels of the story board Jane is thin, nervous, and rundown. But how can Ovaltine help, Jane asks a friend who recommends it. Her friend tells her that "it guards against certain food deficiencies that
undermine vitality and health." After taking Ovaltine three times a day for a while, Jane is peppy and fresh in the morning, her improved looks are noticed by her husband, and she receives "compliments galore" while out in society.
“PLAIN JANE”

And How She Blossomed Out Again

ANN: Jane, what in the world are you doing—mooning at yourself in this mirror?
JANE: I tell you, it’s serious. I’m just realizing how terribly I’ve aged these last few months...

ANN: ... Besides, I’m always so exhausted and nervous. I’m just about at the end of my rope.
JANE: My dear, why don’t you try building yourself up? You ought to be taking the new, improved Ovaltine...

JANE’S HUSBAND: Say, honey, what’s come over you lately? I haven’t seen you so perky and fresh in the morning for years—just look sweeter every day.
JANE: Flatterer!

MAIL for free samples

RUNDOWN, or EASILY EXHAUSTED

If So, Don’t Fail to Try New, Improved Ovaltine

If you seem to be “aging” too rapidly—if your freshness and sparkle seem to be steadily slipping away—here’s important news. For science now finds that such under-par conditions are frequently due to some unexpected food deficiency. You may lack some essential protecting food element that you need for abundant vitality and health.

Such food deficiencies can be extremely baffling—because it’s often hard to tell just which food element is lacking. For example, if you don’t get enough vitamin A, resistance to disease will be lowered. If you don’t get enough vitamin B1, you can’t have sound, healthy nerves. A lack of iron impoverishes the blood—making you listless, pale and weak.

So it goes. If blood sugar reserves are not maintained at a proper level—you feel exhausted and fagged out.

This is a common cause of tiredness and fatigue. Clinical tests show that Ovaltine increases the energy fuel in the blood in as little as 15 minutes—thus helping to ward off attacks of fatigue.

As a protecting food-drink Ovaltine supplies a wide variety of essential food elements including those most likely to be deficient in ordinary foods—vitamin A, B1, D, C—and the minerals Calcium, Phosphorus and Iron. And recently, Ovaltine has been enriched with additional amounts of these vital elements. Equally important to these special factors, Ovaltine as a food is high in nutritive value—very easy to digest.

So, if you tire easily—if you feel worryingly fagged and run-down—try taking the new, improved Ovaltine three times a day, including a cup at bedtime as an aid to restful sleep—and to rebuild vitality while you sleep.

See if you don’t notice a surprising difference in the way you feel and look.

Ovaltine is served in over 1,700 American hospitals—doctors approve of use. Get a can at any grocery or drug store today. Or mail the coupon at the right for a free trial supply.

OVALTINE, Dept. A-47, July
360 N. Michigan Ave., Chicago, Ill.
Phone and sample packets of Regular and Chocolate Flavored Ovaltine, and informative illustrated booklet on nutritional value. One sample offer to a person.

Name...................................................
Address...........................................
City..............................................State...

Ovaltine
The Protecting Food-Drink
Many of the National Dairy Products Corporation ads promote the nutritional value of dairy products. Figure 22 ("Here's what one letherneck dreams about") talks about ice cream being rich in vitamins and calcium--one reason why it appears regularly on Army menus. "Asleep in the deep with a Jeep!" (June 1944, ad not shown), which tells the story of a U.S. submarine crew that took a jeep from a pier at Pearl Harbor and traded it to the men on a destroyer for three gallons of ice cream, makes the same claim about vitamins and calcium. "Favorite subject in 30,000 schools!" (Figure 15, October 1945) concerns the milk that is served at lunch break. Milk is championed as "nature's most nearly perfect food." In Figure 2 ("There is no Butter Shortage in America"), from a different dairy organization, butter is extolled for being a "dependable source of natural Vitamin A" and for providing energy.

The nutrition claims are made in more than the dairy products ads. In Figure 11 (FOOD POWER! Woman's Weapon to Win the War!) skinless frankfurters and some other meats are described as "concentrated Food Power, containing vitamins, complete proteins, carbohydrates and minerals . . . ." In Figure 21 ("How a neighborly chat helped young Mrs. R with a difficult family ‘Health Problem’", June 1942), the ad explains how that Nabisco 100% Bran cereal "helps supply those important food elements--iron, phosphorus and vitamin B₁." The Quaker Oats cereal (Figure 29, "SUPER for Putting Pounds on Babies and Underweight Children!) also brags about being rich in Vitamin B₁ (thiamin), which it claims fights fatigue and is "absolutely necessary for normal growth." In another box at the bottom, the Quaker Oats are claimed to be triple rich in iron and phosphorus, and "leads all whole grains in proteins." Other ads make claims about the vitamins, proteins, and minerals in meats, the carotene (Vitamin A) in corn, and Vitamin B₁ in farina.
Public Health

Several of the advertisements discuss the public health ramifications of eating nutritious food. Figure 15 "Favorite Subject in 30,000 Schools!") discusses the important role of school lunches in providing good public health. The text reads: "Last year, some 30,000 American schools served nourishing, well-planned mid-day meals. From these lunches, children learn good eating habits. And they gain a respect for food that can be of lasting benefit. War has shown more sharply than ever before how much a nation's health depends on diet." In Figure 32 ("What's wrong with America's health?") where a motley group of out-of-shape men stand in line for their military entrance physicals, the ad points out that 40 percent of these men are unfit for service—-a third of them because of nutritional deficiencies. Military service is argued to be a partial solution to this public health issue: "millions of men in uniform are learning better food habits. This should help America's health in years to come." The ad also points to the Surgeon General's recommendation of a pint of milk a day for adults and a quart a day for children, and lauds the practice of many schools and factories that serve milk in their cafeterias. "What the Joneses discovered during the war" (Figure 33, October 1944) includes, among other things, that by eating a nutritious breakfast their children have fewer colds.
The famous “three R’s” are “four R’s” now. To reading, riting and ’rithmetic, modern schools have added right eating.

Last year, some 30,000 American schools served nourishing, well-planned mid-day meals. From these lunches, children learn good eating habits. And they gain a respect for food that can be of lasting benefit. War has shown more sharply than ever before how much a nation’s health depends on diet.

School lunch requirements are flexible so far as most foods are concerned — because of local preferences and facilities. But there is one food for which there is no alternative — one food that is basic in every lunch for every child — a half-pint of whole milk.

Milk, of course, is nature’s most nearly perfect food. Here at National Dairy we’ve worked with milk and its many products for many years — making them purer, richer, easier to serve all the time. Our laboratories have developed milk products in special wartime forms — with promising peacetime uses — all contributing to the health of the nation.

Dedicated to the wider use and better understanding of dairy products as human food ... as a base for the development of new products and materials ... as a source of health and enduring progress on the farms and in the towns and cities of America.
Unlike the public health problem with obesity that we have today in America, the ads speak to the public health issue of being underweight. This is perhaps because of the shortages of nutritious foods available during the Depression of the 1930s, as well as the shortages and rationing of the war. Thus in Figure 32, most of the men who did not qualify for war service are underweight. Similarly, there is a concern about fattening up babies and children (Figure 29, SUPER for Putting Pounds on Babies and Underweight Children!). However, there is also occasional reference to weight gain, such as Mrs. Jones putting on pounds as she aged (Figure 33) and to dad having become "rather tubbish" (Figure 18, "Rhymes for Trying Times"). It was not until near the end of the war that there were ads specifically about losing weight. The most notable example is a series of ads for Ry Krisp crackers. One has the caption "You can't do it with mirrors . . . Better reduce the Ry-Kisp way!" accompanied by an image of an overweight woman staring at herself in a mirror at the funhouse that distorted her figure to be much thinner. (October 1944, ad not shown).

Private Dissemination of Government Information

The U.S. government partnered with a number of private food companies and advertising agencies during the war to get the word out about the importance of nutritious eating. A Morton's Salt's collaboration with the government resulted in Figure 16 ("Salt is Vital to the Nutritional Foods Uncle Sam wants you to eat," October 1942). The relationship to the government is reinforced by the image of the American eagle at the top of the ad. The text reads: "In the production, preservation, preparation, or serving of most of the ‘Victory Foods', SALT IS INDISPENSABLE." The ad also contains the USUS badge pasted in a prominent place on the ad. The USUS badge has a dark background of Uncle Sam lifting a morsel of food to his mouth
on a fork; and imposed on top of the Uncle Sam image is the American family (father, mother, and child). The text reads "U.S. needs US strong. Eat nutritional food."
SALT IS VITAL to the Nutritional Foods
Uncle Sam wants you to eat

In the production, preservation, preparation or serving of most of the "Victory Foods," SALT IS INDISPENSABLE.

DAIRY PRODUCTS—Cowboy life without salt. It’s indispenssable for the production of milk, butter, cheese.

BREAD AND CEREAL—in the making of corn and bread, salt is necessary to give them flavor.

VEGETABLES—Without that important "pinch of salt," most vegetables would taste flat, unappealing.

MEAT, POULTRY, FISH—Salt is essential to life of livestock and is indispensable in meat packing, fish curing.

EGGS—Salt is used in poultry feeding and, of course, adds to the palatability of eggs.

There will be no salt shortage in America

More than eight billion pounds of salt are produced annually in the United States.

The Morton Salt Company, America’s largest distributor, has modern laboratories and refineries strategically located to insure adequate distribution of pure, high-quality salt to every corner of the nation.

Plain or iodized, Morton’s Salt ends the annoyance of clogged salt cellars because its uniform cube crystals do not stick together in rainy weather. Costs the average family only about 2¢ a week to use.

MORTON’S SALT
When it rains it pours
The USUS badge appears in some other ads as well, sometimes in slightly modified forms, such as in Figure 17 ("Vegetables and your ‘Victory Cooking’", June 1942), where it includes additional text. Another common government badge to appear in these food ads is the 3F badge, as seen in Figure 33 ("What the Joneses discovered during the war"). It shows Uncle Sam's hand reaching down, holding a food basket, with the aphorism "FOOD Fights for freedom" (the title for this article). There are variations on this badge, such as additional text on the badge in Figure 39 ("Meet the Most Critical Del Monte Customer in the Country"), or no words, just food images in Figure 6 ("How to Fight Food Waste with Your Refrigerator"). A third badge appears once in the advertisements, containing an image of raw meat on a chopping block with the text "Meat is materiel of War" (Figure 10, "Betty Wins a Bet").

Nutrition Education

While some of the ads make nutritional claims for their products, other ads try to give more general and basic information about eating and nutrition. Figure 17 ("Vegetables and your ‘Victory Cooking’") is an educational ad from the Gas Industry. It notes that the government recommends a balanced diet including "two vegetables or more every day". Most of the ad is taken up with a chart showing "the kinds to eat and ways to prepare them". Different lines in the chart discuss how to get variety in your vegetable diet, how to add flavor to vegetables, and how to cook them so as to retain their vitamins.
Figure 17 Ladies’ Home Journal, June 1942
Some other ads also discuss aspects of nutritious eating, but less systematically than the gas ad does. All of them are somewhat self-serving in that they point out how the government recommendations for a nutritious diet can be met by the categories of food they are selling. In Figure 38 ("Aren't these the most important meal-time problems facing you today?") Dole mentions the call for plenty of fruit consumption as part of the government's nutrition food rules. In Figure 32 ("What's wrong with America's health?"), an ad produced by the National Dairy Products Corporation, points to the daily milk recommendations given by FDR's Surgeon-General Thomas Parran for healthy adults and children. In Figure 4 ("The Thriftier Cuts of Meat") the American Meat Institute points out that the serving of meat is "urged by the government along with milk, fruits, vegetables, and bread for better balanced meals and as part of the national health-for-defense program."

**Patriotism and the American Way of Life**

The war period was a difficult time for American families. Many families were broken up, with members of the family (usually male) off in harm's way in the military service, many women stretched thin by work and home and possibly being a single parent. There was loneliness and exhaustion and worry. Some foods were rationed or in short supply. Yet people on the home front were expected to carry out their patriotic duties happily, and the strong sense of identity as Americans and the familiarity and appreciation with the American way of life helped carry them through their daily lives, whether on the war or home front. The ads discuss various coping strategies employed in these difficult times, give reassurance that things were still okay in America, discuss the virtues in sacrifice, and show how the notion of food was wrapped up in
notions of the American way. As there had always been, there continued to be some racial stereotyping, which also is reflected occasionally in the ads.

**Coping in Adverse Times**

In Figure 18 ("Rhymes for Trying Times"), father is coping by doing his part for the war effort by arranging a Salvage Squad. He is happy doing this work, but it tires him out—however, afterwards, he can come home and relax with a cup of his favorite tea. In Figure 35 ("Postwar Dreams of a bride with a man in the service") the war bride copes for her husband's absence by sitting in front of a cozy fire, reading his letters, remembering the good times before he went off to war, and imagining how these good times will resume after the war ends. In Figure 19 ("Honest-to-gosh American food!", January 1944), the family at home can feel better that even though their family member is a prisoner of war, those Red Cross packages are getting through to him, so that he has nutritious food and memories of America to tide him through. In Figure 33, the Joneses discovered during the war that changes in their diet--even if caused by rationing or shortages--can lead to many positive impacts on the family's health. In Figure 25 ("Here's to another War Hero") the man working on the home front is commended by his wife "for the way you grin and grit your teeth when the worries are thickest . . . for your enthusiasm and courage and your fighting faith in your country." In the Campbell's Soups ad, "It Took a War to Teach Me . . . " (October 1945, ad not shown), people cope by eating alternative foods to those in short supply, and through this strategy may even learn about new foods that they like, and which are delicious and nourishing.
Reassurance is a theme that runs through a number of ads. Things might look tough right now, but our country is strong, we have ample resources, we take care of our people, and in the end we will prevail. In Figure 19, "Honest-to-gosh American food!", we may have a loved one in a German prisoner of war camp right now, feeling hungry and homeless, but the Army does not
forget them. Each week the Army sends an 11-pound package to each POW, with "familiar cans and packages. Labels that look like old friends. . . . The food is really needed to help keep American boys healthy and hopeful until V-day arrives." Later in the ad, the text talks not about what happens not if, but "when the barbed wire [shown in the image] comes down and the boys come home again."
Put yourself behind German barbed wire—a prisoner of war. You’re hungry and homesick. Into your hands comes an 11-pound package of food.

It’s all yours. Raisins, sugar, coffee, oleo, corned beef, biscuits, ham, salmon, orange concentrate, milk chocolate, cheese, powdered milk, soap and cigarettes! Familiar cans and packages. Labels that look like old friends.

Can you imagine your gratitude?

The Army arranges for a carton of this kind to be sent to every American soldier in every German prison camp every week. The food is really needed to help keep American boys healthy and hopeful until V-day dawns.

To that end, the kinds of food in the carton are carefully selected to provide the best balanced and most nutritious diet possible under prison conditions. Dairy products are well represented, of course, because milk is nature’s most nearly perfect food.

National Dairy regularly supplies products for the prisoners’ packages. National Dairy Laboratories helped develop cheese and milk which can safely be shipped anywhere in any climate.

When the barbed wire comes down and the boys come home again, they’ll meet new materials and products that are being born today in the treasure-house of milk.

Dedicated to the wider use and better understanding of dairy products as human food...as a base for the development of new products and materials...as a source of health and enduring progress on the farms and in the towns and cities of America.
Other ads have a similar theme. In Figure 16, "Salt is Vital to the Nutritional Foods Uncle Sam wants you to eat," there is reassurance that there is enough salt for all Americans. "More than eight billion pounds of salt are produced annually in the United States! The Morton Salt Company, America's largest distributor, has modern laboratories and refineries strategically located to insure adequate distribution of pure, high-quality salt to every corner of the nation." In Figure 2, "5,000,000 Strong . . . we dairy farmers give you our word" that "There is no butter shortage in America!"

The Virtue of Sacrifice

A number of the ads play on the theme of virtue of sacrifice, that is, the willingness to relinquish some material good for the benefit of others and the fact that the very act of making this sacrifice can make one feel good about oneself as well as make one a better person. In Figure 20, "Where, oh, where can that good tuna be?", the shortage of tuna is acknowledged but "as long as the war lasts, we're asking housewives to be ‘good sports' and share-and-share alike . . . and do it with a smile, in the good old American way." In Figure 24 ("This is how a New 1943 Norge would look in your kitchen", June 1943) the company discusses how it has used the materials, know-how, and labor of its employees to build gun turrets to win the war instead of building refrigerators. The virtue of sacrifice message is also present here: "Your reward for doing without your new Norge is the knowledge that you, too, have helped to speed the day of Victory and Peace." In "V Mail from a ‘V' Male" (Figure 34) mom and dad are "mighty humble" about how little they can do for the war effort, compared to those like their son who is on the war front; and although they grumble about "rations, and taxes, and doing without the car" they nevertheless are "glad to give up whatever it takes to help America win." In Figure 36 ("When the wounded come home,"
October 1944), in discussing the healing and nurturing of the wounded veterans returning home from the Pacific front, the text reads: "we know you'll willingly share your ice cream and milk with boys like these--even if it sometimes means doing with a little less."
Where, oh, where can that good tuna be?

Buy War Savings Bonds • Stamps

Here's why you sometimes find these famous brands of tuna on your grocer's shelves... and sometimes you don't!

The day the first bombs fell at Pearl Harbor, most of the great $1,000,000 Van Camp fleet of tuna clippers went into the Navy. For "the duration" they're "out there" fishing, but they're fishing for something besides tuna. And they're playing "for keeps!"

Our remaining boats are smaller. They can't go far out to sea. They can't bring in the "catch" that the giant clippers did.

But they're working overtime to try to supply the demand. And, to their everlasting glory, they've accomplished almost a miracle! For the first 9 months of 1942, thanks to their heroic efforts, we caused 70% of our normal average pack.

However, wartime demand for our tuna is far above normal. For one thing, a lot of people have a lot more money to spend and more of them want tuna.

We are shipping proportionate amounts to every part of the country, so that every one may enjoy these quality tunas as often as possible.

So, as long as the war lasts, we're asking housewives to be "good sports" and share-and-share alike... and do it with a smile, in the good old American way.

Sure, keep on asking your grocer for these quality brands of tuna. He'll frequently have them for you.
Sense of Community

In several of the advertisements, there is a discussion of the importance of community--of people helping their friends and neighbors--to get through the trials and tribulations of the war. In Figure 21 ("How a neighborly chat helped young Mrs. R with a difficult family ‘Health Problem’"), young Mrs. R is worried about her husband's constipation. The doctor has advised eating more bulk foods, but Mrs. R believes that Jim won't like eating them. She visits a neighbor, and while they are sitting on the porch chatting, the neighbor tells Mrs. R of a new product that is delicious and less irritating because of its milling process. This solves Mrs. R's "health problem". In Figure 10 ("Betty Wins a Bet"), Betty is trying to make sure she can both drive a bus and take care of her father. Late from work, she stops at the supermarket to try to find something for dad's dinner, and Mrs. D, the "best cook in the neighborhood", recommends a product for dinner that is both high in quality and quick to fix. In Figure 18 ("Rhymes for Trying Times"), dad's salvage squad gets members of the community to provide spare metal for the war effort.
How a neighborly chat helped young Mrs. R. with a difficult family “Health Problem”

“I don’t know what to do about Jim,” I confided to my neighbor. “The doctor says he probably wouldn’t be troubled by constipation if he ate more bulk foods. But somehow I just can’t get him to.”

“Have you ever tried having bran for breakfast?” she asked.

“Jim wouldn’t like it, I’m sure!” My neighbor laughed. “Don’t you be so positive about that! There’s a new form of bran made by Nabisco that’s simply delicious. The fibers are smaller and less likely to be irritating because of an improved double-milling process. You take home my package and try it tomorrow!”

That’s how we discovered Nabisco 100% Bran. Jim and I never got tired of its marvelous flavor. Anything made by the bakers of Ritz crackers is bound to be extra good!

We’re mighty grateful for its mild, gentle action and the fact that Nabisco 100% Bran helps supply those important food elements—iron, phosphorus and Vitamin B1. It’s a cereal I never want to be without.

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NABISCO 100% BRAN

BRAN ORANGE COOKIES


Baked by Nabisco • National Biscuit Company
Food and the American Way

In many of the ads, food is a symbol of what is good about America. In several of the National Dairy Products Corporation ads, ice cream is employed as the representation of America. Figure 22 ("Here's what one leatherneck dreams about!") presents an image of a Marine dwarfed by a mountain of strawberry ice cream. Writing to his "girl" at home from Guadalcanal, the Marine says that he wants to eat strawberry ice cream three times a day for five years. The text analyzes this claim: "Strawberry ice cream was a symbol, of course, to a hot, tired fighting man in a foxhole--a symbol of his home town and the corner drug store--a symbol of America. It must have appealed to lots of folks, for many newspapers carried the story." Figure 36 ("When the wounded come home") reads: "To those wounded men, ice cream most nearly represents home and civilization." In "Asleep in the deep with a jeep!" American soldiers in Tunisia "rate ice cream as next best to a date with a pretty girl."
Here's what one leathernneck dreams about!

One Marine's dream of the post-war world is a mountain of strawberry ice cream. He wrote his girl from Guadalcanal that he wants it three times a day, every day for five years. In standard servings, that's more than 900 quarts!

Strawberry ice cream was a symbol, of course, to a hot, tired fighting man in a foxhole — a symbol of his home town and the corner drug store — a symbol of America. It must have appealed to lots of folks, for many newspapers carried the story.

There are good reasons why ice cream is on Army menus regularly — good reasons why busy war workers eat so much of it.

It's more than a delicious dessert — it's a valuable food — rich in vitamins and calcium.

Right now, of course, ice cream must come from the same milk supply that furnishes milk, cream, butter and cheese to soldiers, civilians and allies alike. That means less ice cream for your family's use. But if you'll be content with your fair share — if you'll accept part of your order in fruit ices — you can continue to enjoy ice cream.

And we'll continue to improve ice cream processing and packaging — controlling its quality — keeping it pure and good.

We'll continue our intensive laboratory research ... developing important new products from milk ... bringing to America's fighters, workers and friendly allies the full benefits of nature's most nearly perfect food.

Dedicated to the wider use and better understanding of dairy products as human food ... as a base for the development of new products and materials ... as a source of health and enduring progress on the farms and in the towns and cities of America...

NATIONAL DAIRY PRODUCTS CORPORATION AND AFFILIATED COMPANIES

Orphans of the Secret System of Laboratory Protection
In Figure 2 ("There is no butter shortage in America"), butter is called "an American symbol of good living. The familiar products in the food package sent weekly to Americans in German POW camps--the "raisins, sugar, coffee, oleo, corned beef, biscuits, ham, salmon, orange concentrate, milk chocolate, cheese, powdered milk, soap and cigarettes" are symbols of home (Figure 19, "Honest-to-gosh American food!").

Racial Stereotypes

Unfortunately, during this time of national unity behind the war effort, not everyone in America was represented in the same way; racism was also a part of the American way of life. Surprisingly, only one advertisement played clearly on racial stereotypes. This was an advertisement with a mammy figure--for Aunt Jemima [pancake] Ready Mix (Figure 23, "I'se in town honey", October 1941). This ad appeared just before the United States entered the war.

It is noteworthy that, while the Germans and Italians were enemies during the war and there was more than a little suspicion and even hatred shown here at home to German-Americans and Italian-Americans and their communities during the war, these attitudes appear nowhere in the ads for Italian and German ethnic foods such as spaghetti or skinless frankfurters. It might seem obvious that the manufacturers of these products, Chef Boy-Ar-Dee and Visking, would want to play these products up as American and not as ethnic foods, so as to not attract anti-American sentiment. There are no images of Germans or German-Americans in any of the ads sampled. Some might ask about stereotyping of Italian-Americans in the Chef Boy-Ar-Dee ads. These ads do include an image of the chef, but it should be remembered that Chef Boy-Ar-Dee was a real person, Ettore Boiardee, an American immigrant from Italy who worked his way up to
be head chef at the Plaza Hotel in New York City. Later, after he opened his own restaurant (The Garden of Italy), in Cleveland, he began to sell the spaghetti sauce that he cooked there, and this evolved into his company, Chef Boy-Ar-Dee, spelled in this way to aid American pronunciation.
"I' SE IN TOWN HONEY!"

Happy days is here! Time ro' dee-licious Aunt Jemimah made with my secret recipe ready-mixed ro' you!

WOW! If the Aunt Jemima Season has opened I'll have to start rolling out on time!

I'll bet the Navy would be heaven if they saw you eating Aunt Jemimah!

But I don't want to stoop to easy as 1-2-3 to fix!

Cool pop eat some bacon until I catch up!

Look Aunt Jemima Double Syrup, too!

I'll pass that on to the Admiral and tell him Aunt Jemimah are also light, pluffy and digestable!

Aunt Jemima
READY MIX
FOR PANCAKES - BUCKWEATS

Time for a good breakfast with Aunt Jemima's alfalfa pancakes! Just add water or milk to Aunt Jemima Ready-Mix, stir, and pour in the griddle. They always turn out perfect—nutritious, delicious, easy to make full of nourishment—and cost so little!

Get the recipe for pancakes—the yellow box for buckwheats!
One advertisement "Pudding Pow-Wow!" (January 1944, ad not shown) gave a Betty Crocker recipe for Mock Indian Pudding. The image includes two Native American dolls, but there is no stereotyping (nor anything particularly culturally authentic about the recipes given).

**Militarization of the Kitchen**

Directly or indirectly, a number of the advertisements talk about the kitchen as an important military front in the war effort. This is discussed in terms of the manufacture of war products instead of kitchen appliances, buying war bonds, and speaking of the kitchen as a "front" in the national wartime effort.

**Militarization of Kitchen Appliances**

None of the food advertisements explicitly discuss the kitchen itself as a military zone, but this theme does run through several of kitchen appliance ads. In Figure 24 ("This is how a New Norge would look in your kitchen"), a husband and wife are taken aback when they see a Norge machine gun turret in the place where their Norge Rollatore refrigerator would normally stand. The ad praises the capability of this gun, which is made possible only because the homemaker is willing to forego a new refrigerator so that the materials, labor, and know-how can be poured into building this fighting machine. Figure 37 ("Inside Story of a new Defense Weapon!") explains that the Magic Chef All-American stove is a defense weapon: "A gas range as a defense weapon? You bet! It takes plenty of good, vitamin-rich food to keep up morale--and the All-American's the range that can do it." In Figure 6 you have "Another Wartime Reminder from
Frigidaire: How to Fight Food Waste with your Refrigerator." The ad offers "Daily Rules for the big job of keeping food safe these wartime days."
Sturdying, isn't it? But here is the new 1943 Norge Rollator Refrigerator which you are doing without.

The American behind the pair of guns can swing his turret completely around as swiftly as you can point your finger. In a flash, he can tilt his sights up to the sky or dart them toward ground or water.

No foe in air, on land, or sea is fleet enough to elude his searching aim. The target found, he can check his motion in a hair's breadth and, in the same split instant, can loose a shattering stream of fire.

Such is the new Norge for 1943. It embodies more than the actual steel and other critical materials which would have gone into your refrigerator. Into it have gone, too, the bold imagination, the conscientious skill, the mechanical dexterity, the "know-how" which have made Norge refrigerators so fine in the past and which would have made your new Norge the finest ever built.

Your reward for doing without your new Norge is the knowledge that you, too, have helped to speed the day of Victory and Peace.

When the guns are stilled, you can be sure that Norge thinking and Norge skill, stimulated by the stern school of war, will bring you even greater satisfaction, greater convenience than you have enjoyed before.
Several of the ads discuss a food front, sending the message that feeding the nation is critically important, just like building bombs and fighter jets, or fighting on the battle lines in Europe and the Pacific. The two Chef Boy-Ar-Dee in this collection speak to this issue. Figure 34 ("V Mail from a ‘V’ Male") describes the food front: "The ‘Food Front' that reaches from farmer to food worker to grocer to YOU is the lifeline on which the hope of the world depends!" Figure 25 ("Here's to another War Hero") points out that the "'Food Front' backs up the battle fronts and the production front. Be proud of your war assignment!"
“HERE’S TO ANOTHER WAR HERO!”

“...For those extra hours you put in on the job day after day... for the way you grin and grit your teeth when the worried are thickest... for your enthusiasm and courage in your fighting faith in our country... I hereby award you this Distinguished Service Meal.”

THOUGH he never fires a shot or drops a bomb, the man in your home has a place in America’s war plans. He’s working harder than ever, accomplishing more. Fortify him and your entire family with hearty, nourishing meals. As you market, as you plan menus, as you cook, always remember: Good food builds the builders of Victory!

The “FOOD FRONT” Must Not Falter!
A well-fed nation has what it takes to win. Uncle Sam’s soldiers of food—farmers, food plant workers, grocers, home makers—form the “Food Front” that backs up the battle fronts and the production front. Be proud of your war assignment!

For a Nutritious Meal, Low in Ration Points...
...serve Chef BOY-AR-DEE Spaghetti Dinner. One handy carton provides for 4 servings of tasty dorum spaghetti, ready-to-heat spaghetti sauce (low in ration points) and tasty Parmesan style cheese. Thrifty, delicious—ready in 12 minutes!

Chef BOY-AR-DEE	QUALITY FOODS
—Serving the Armed Forces and the Home Forces

GOOD FOOD BUILDS THE BUILDERS OF VICTORY
War Bonds

Another way in which readers of Ladies' Home Journal were asked to participate in the effort was to buy war bonds. The most obvious ad about war bonds was one for Stayley's Waffle Syrup and Laundry Starch Cubes (Figure 26, "Free! $7500.00 in U.S. Defense Bonds"). Most of this full-page ad is devoted to a contest (writing the last line of a jingle about the two products advertised). 117 prizes were to be awarded--all war bonds in value of between $25 and $1000. All of the National Dairy Products Corporation ads [Figures 15, 19, 22, 36, as well as "Asleep in the Deep with a Jeep!"] have a banner, typical halfway down the page, on the right-hand side, just below the main graphic image, encouraging readers to buy war bonds and stamps. Similarly, the Van Camp Seafood ad, "Where, oh where can the good tuna be (Figure 20), has a prominent sign next to the main graphic encouraging readers to buy war savings bonds and stamps.
FREE
$7,500 00
in
U.S. Defense Bonds

You May Win a $1,000.00 Defense Savings Bond for just a few minutes of your time...117 Prizes in All

FIRST PRIZE... $1,000.00 Bond
2nd Prize Group... 6—$500.00 Bonds
3rd Prize Group... 10—$100.00 Bonds
4th Prize Group... 100—$25.00 Bonds

All prizes quoted are maturity value

It's Easy! Just finish this jingle!
Staley's Waffle Syrup tastes just right
Staley's Cube Starch is a laundry delight
Try them and see
How thrilled you'll be.

HOW TO WIN:

PURPOSE OF CONTEST: To induce more women to try Staley's Waffle Syrup, and Staley's new, improved Laundry Starch Cubes.

HELP PROTECT YOUR FUTURE, and Help America, by winning one of these FREE United States Defense Savings Bonds.

WHAT YOU DO: Just write a last line for the jingle given above. It's easy...once you try Staley's Waffle Syrup and Staley's Laundry Starch Cubes.

Here's why it's so easy:

Staley's Waffle Syrup
Will give you an entirely new idea of how really delicious a maple-flavored syrup can be. It is the only syrup made with Sweetox, a special, patented ingredient that gives it extra richness, superb flavor...and makes it twice as rich in dextrose and maltose as ordinary corn syrups. And twice as sweet, too.

Staley's Improved Cube Starch
Is the only laundry starch on the market to come in ready-measured cube form, therefore the only starch that gives you the same perfect results every time. Staley's Laundry Starch Cubes eliminate guesswork; eliminate waste. And contain special lubricants so make ironing easier.

So get Staley's Waffle Syrup, and Staley's Laundry Starch Cubes at your dealer's today. Then enter the contest and put yourself in line for a FREE U.S. Defense Bond.

Hints on How to Win

TO write a winning last line, and get your share of the $7,500.00 in Defense Bonds being given away, read the jingle two or three times. Then write a last line ending with a word or two that rhyme with "right" and "right." You'll find it's easy...especially if you make a list of rhyming words first.

Here's an example: "As the way down to Happy and Bright." But you can do much better than that. Try it.

And remember, every entry you send is given a better chance to win. There's no limit to the number of entries you can send.

So get busy right away. Send your first entry today. Then send at least one or two more. And don't think your last line isn't good enough to send in. The very line you think you can't use may be a winner!

FREE ENTRY BLANK

It may bring you a $1,000.00 U.S. Defense Savings Bond FREE

Staley's, Dept. A, Box 5456, Chicago, Illinois

Here is my entry:
Staley's Waffle Syrup tastes just right
Staley's Cube Starch is a laundry delight
Try them and see
How thrilled you'll be.

Write contest idea on this card. Affix label at marked circle:

MAIL
ADDRESS

CITY
STATE

GROCER'S NAME
ADDRESS

Entries must be postmarked on or before midnight, June 20th.

1. Prize or prizes your last line plainly, and official rules to create the
2. All official rules to create the
3. All entries must be numbered and submitted to the
4. Winners will be notified by mail.
5. Winners will be notified by mail.
Industrialization and the Food Business

This section examines the way in which food affected individuals when mediated by changes in the food industry. One of the common themes in the advertisements is the power of industrialization in providing abundant and consistently high quality food across America. The ads also discuss the role of supermarkets, as opposed to shopping in specialty food shops (bakers and butchers) or at small local grocers, or to growing one's own food. Through rationing, reduced transportation, and labor shortages, the war caused serious disruptions in the ability of food companies to reliably stock their products on grocer's shelves, and this led the food companies to present ads that were about brand loyalty and maintenance and even industry maintenance. This was even more true of the kitchen appliance companies, who could not obtain the metal needed to build stoves and refrigerators, and whose personnel and factories were repurposed for building war equipment. This section also briefly examines some of the elements of the advertising style adopted by the food companies during the war.

Industrialization of Food

One major theme in the ads is the uniform standards of quality achieved through industrialization. In "It Took a War to Teach Me . . . " (June 1945, ad not shown), Campbell's Soups claims a standard of quality and nourishment across its entire line of 21 soups. In Figure 5 ("Quick-Time Dinners for busy war days"), Libby's industrial processes assure the capture of nutritive value: " . . . just choose from whichever Libby's Fruits, Vegetables, or Juices [the grocer] may happen to have. They're all packed where rich earth and smiling sun produce the finest foods. All canned by the scientific methods that best guard nutritive value." In Figure 22
"Here's what one leatherneck dreams about"), the dairy industry continues "to improve ice cream processing and packaging--controlling its quality--keeping it pure and good, "and even to create new products from milk. In Figure 13 ("What a whale of a difference three months make!") ice cream is made "pure and safe by National Dairy's Sealtest quality control." This is enhanced by industry-wide standards, i.e. by "modern methods of processing and packaging worked out by the National Dairy organization."

All of the Del Monte ads examined in this study also make claims about uniform standards of quality. In Figure 39 ("Meet the Most Critical Del Monte Customer in the Country!") the ad points out that to get the best texture and flavor when canning, the homemaker has to prepare pears, peaches, and plums differently and that as the canner gains more experience, the results improve. "It's exactly the same with Del Monte. We've had more than fifty years experience and it shows." In Figure 38 ("Aren't these the most important meal-time problems facing you today?") there is a claim of uniformity of quality and the same, appropriately balanced proportions of each of the five fruits in their fruit cocktail, no matter whether packed in cans or glass. "QUIET Mom's Getting Dinner!" makes similar claims about uniform quality.

Another impact of food industrialization was higher quality products. In "Asleep in the deep with a jeep!" the dairy industry commits to "continue and enlarge the program of research that has constantly improved the quality of ice cream." In Figure 27 ("This can of corn represents the new food standard of America," October 1941), Niblets Brand whole kernel corn is superior in color, tenderness, and flavor because it uses a new variety of corn, an improved harvesting method, and the introduction of vacuum canning. These Niblet practices also lead to efficient canning, which makes for less expensive products. In Figure 16 ("Salt is Vital to the Nutritional
Foods Uncle Sam wants you to eat"), the Morton salt is improved by its uniform cube crystals so as to not stick together in rainy weather, as did salt from traditional salt cellars. In Figure 11 ("Food Power! Woman's Weapon to Win the War!"), improved cellulose casings created by the Visking Corporation protect the food flavor.
This can of corn represents the new food standard of America.

Modern nutritional knowledge is putting more emphasis on quality in food. Tables are brighter with better and more appetizing things to eat... Take, for example, this can of Niblets Brand whole kernel corn.

About ten years ago in the Hiawatha country of Minnesota we pioneered a new idea in corn—golden whole kernels cut from the cob and packed in vacuum.

At first there was just enough for our friends to try. They liked it. We packed more—named it Niblets Brand Corn—put it on the market with the Green Giant on the label.

Originally a special treat for special occasions, it can now go anywhere at any time. It's so good that people are asking for it every day.

By growing it from an exclusive breed (D-138), we have given it a distinctive character in buttered corn, juicy tenderness in a crisply tender jacket and a real country flavor you can roll on your tongue.

By unique and precise control of growing, harvesting and canning we have kept that delightful fresh-corn character as it comes to you in vacuum cans.

You'll love the warm and friendly eating in Niblets Brand Corn.

You can...the Green Giant on the label...it seems up large on the Nielsen Corn can to help you be sure you got the corn you want. If by any chance you got a can of whole kernel corn without a Green Giant, it is NOT Niblets Brand. So look for this name with this figure...on your grocer's shelves.

Niblets
Brand WHOLE KERNEL CORN

Nutritional Facts

As in golden color indicates, Niblets Brand Corn is rich in carotene (vitamin A). It is also a good source of vitamin C. One 13-oz. can, when heated as for serving, contains, on the average, the following vitamins:

Vitamin A

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Vitamin C

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Industrialization also leads to improvements in mass production and distribution. In Figure 15 ("Favorite subject in 30,000 schools!") the dairy industry is up to the task of providing enough fresh milk every school day to serve all the children in 30,000 schools nationwide. In Figure 19 ("Honest-to-gosh American food!") the "National Dairy Laboratories helped develop cheese and milk which can safely be shipped anywhere in any climate." Another aspect of industrialization mentioned in the ads is the organization of laboratories and factories in a scientific way. In Figure 16 ("Salt is Vital to the Nutritional Foods Uncle Sam wants you to eat"), Morton's "has modern laboratories and refineries strategically located to insure adequate distribution of pure, high-quality salt to every corner of the nation."

Supermarkets

The supermarket as we know it today - with self-service, separate product departments including fresh meat, dairy, and produce as well as packaged goods, a wide variety of offerings, volume selling, discount prices, and convenient parking—became much more commonplace as a result of the price sensitivity that occurred during the Depression of the 1930s. Thus the supermarket was still a novelty during the Second World War. The only supermarket company advertising in Ladies' Home Journal during the war was A&P. It began in 1859 as a retailer of coffee and tea (The Great Atlantic & Pacific Tea Company), and even in the supermarket era it was proud of the teas and coffees it offered. For example, see its ad, "love at first taste", (Figure 40, October 1941) in which a young woman is staring longingly into the eyes of a man dressed in military uniform while they drink tea. The ad reads, "As a real tea-lover, don't put off your enjoyment another day"—although the object of the women's affection is somewhat ambiguous in the ad (the
A&P became the country's first grocery chain in the late nineteenth century, added value pricing in 1912, began offering fresh meat and produce in the 1920s, and added self-service in 1936. From the First World War into the early 1970s, it was the largest food retailer in the nation. In its 1944 ad, "It's time to turn to A&P ..." (Figure 28), it focuses on its advantages as a supermarket: one-stop shopping, a wide variety of fresh produce together with other food types, and business practices that translate into savings for customers.
LOOKING FOR
THE PICK OF THE HARVEST?

Do you have a real "yes" for crisp, flavorful vegetables...juicy, luscious fruits? And do you want them at thrifty prices, too? Then go "a-harvestin'" today at your friendly A&P "Super"—where you'll find a fall festival of the finest of farms, orchards and groves.

It's time
to turn to A&P...

Yes, if you want to enjoy fresh fruits and vegetables at their finest...and make worthwhile savings, besides...it's time to turn to the Fresh Fruit and Vegetable Department of your A&P Super Market! The choice of the Nation's harvest is rushed direct from growing areas to you, as Nature's good things are yours extra-fresh...extra-delicious! And attractively priced, too...because A&P's direct marketing methods eliminate many unnecessary in-between expenses...and the savings are shared with you.

Visit your A&P today—see why millions agree, "It's time to turn to A&P!"

ATLANTIC COMMISSION COMPANY
Affiliate of
THE GREAT ATLANTIC & PACIFIC TEA CO.

©1944, Atlantic Commission Co.
Brand Loyalty

It was common in these food advertisements to find appeals for brand loyalty: you should not just buy canned fruits, you should buy Del Monte brand canned fruits. Branding of food products began in the late 19th century and accelerated in the 20th century, especially with the rise of national grocery chains and national marketing campaigns to compete with local products for the consumer's affections. Early branded foods included Campbell's Soups, Quaker Oats, Aunt Jemima, and Coca Cola—all of which, other than Coca Cola, were represented in this ad collection. For example, in Figure 29 ("Super for Putting Pounds on Babies and Underweight Children!") Quaker Oats advertises itself as "America's SUPER Breakfast Food," In "QUIET Mom's Getting Dinner", there is a cartoon in the bottom right of the ad. The daughter says, "I thought we'd probably like this brand as well" and mom replies, "Perhaps--but why experiment? You can always depend on Del Monte's quality--it's just smart to depend on it always." Claims about high quality or uniqueness are common across the wartime ads. Some of the many examples from these advertisements include: Figure 5 (Libby's, "100 Famous Foods"), Figure 14 (Ovaltine), Figure 18 (Lipton Tea, "America's largest-selling brand", Figures 25 and 34 (Chef Boy-Ar-Dee spaghetti), and Figure 26 (Staley's Maple Syrup).
LEGIONS of mothers say, "You just ought to see my baby since he started getting Quaker Oats." More surprising to many is the way Quaker Oats helps put pounds on many nervous, underweight children. Whole-grain oatmeal is up to 50 per cent richer than many other cereals in protein and is a rich source of food energy, to help put solid pounds on young bodies. It is the richest, thriftiest, natural source of Thiamin (Vit. B1), absolutely necessary for normal growth. Try Quaker Oats for thirty days and watch results! And these same superior qualities make it ideal for all children even before the first birthday.

SUPER for Putting Pounds on Babies and Underweight Children!

This "Super Breakfast" of Whole-Grain Quaker Oats

LEGIONS of mothers say, "You just ought to see my baby since he started getting Quaker Oats." More surprising to many is the way Quaker Oats helps put pounds on many nervous, underweight children. Whole-grain oatmeal is up to 50 per cent richer than many other cereals in protein and is a rich source of food energy, to help put solid pounds on young bodies. It is the richest, thriftiest, natural source of Thiamin (Vit. B1), absolutely necessary for normal growth. Try Quaker Oats for thirty days and watch results! And these same superior qualities make it ideal for all children even before the first birthday.

SUPER in Anti-Fatigue Vitamin B1. Energy for normal work and play is impossible without the spark plug vitamin (B1). Thiamin. Quaker Oats has enough natural Thiamin to help convert itself and release again as much additional food for energy. "Fatigue" tests by authority Dr. A. H. Ryan indicate that many people, even when getting so-called adequate amounts, actually needed more Thiamin for more energy, less fatigue.

SUPER Because It's Hot. Recently 142 prominent dietitians were asked: "Which would you recommend for the average family—a hot or a cold breakfast cereal?" 136 or 95 per cent said "a hot cereal." Quick Quaker Oats gives you a hot cereal in as little as 2 1/2 minutes. Quicker than coffee. And that's so delicious as a piping hot bowl!

SUPER Thrifty. Did you know that the regular sized package of Quaker Oats gives you 20 generous servings? The larger size, 48 servings. That's less than 1/4 cent for each big bowl. Three times as much for your money as any of the six other leading brands of cereal.

QUAKER OATS
AMERICA'S SUPER BREAKFAST FOOD

Figure 29 Ladies' Home Journal, Oct. 1941
Expert Endorsement

One of the features of the wartime ads that is less common today is the use of expert endorsement. Some product types were endorsed by trade associations, for example the recommendation of the Olympic ice refrigerator and ice refrigerators in general (over electric or gas ones) by the National Association of Ice Industries (Figure 30, "... But you can't rub cold cream into your vegetables"); or of thriftier cuts of meat in the ad by the same name (Figure 4) by the American Meat Institute. Sometimes the endorsements came from the medical profession in various ranges of specificity about the endorser: from the American Medical Association (of Pillsbury Farina in Figure 42, "How to make a husband eat out of your hand"); to Army nutritionists (of ice cream in Figure 13, "What a Whale of a difference three months make!"); to 1,700 American hospitals (of Ovaltine, in Figure 14 "Plain Jane and How She Blossomed Out Again"); to doctors generically (of thriftier cuts of meat for dieting, from Figure 4). Other expert endorsements come from Good Housekeeping magazine (the seal of approval given to products since 1909, shown for Pyrex cookware in Figure 12 ("Look! It's Fun to Cook in Clear Thrifty Pyrex Ware"); restaurant critic Duncan Hines (of Swift Premium Ham, in the ad "At 'The Krebs' in Skanneateles ...", June 1941, ad not shown); and singer Kate Smith ("Singing the praises of Jell-O and Jell-O Puddings!", October 1942, ad not shown).
...But you can't rub cold cream into your vegetables!

You know what dryness does to your skin. Dry cold is just as great an enemy to your vegetables—and to your other foods as well. You can't give them a facial. But you can easily protect them against drying out.

**Dry Cold robs foods of their rich nutritive juices. Proper moisture protects them. And this protection is at its best in the modern air-conditioned ice refrigerator. The film of water which is always present or melting ice is a natural humidity adjuster—keeping vegetables garden-fresh, meats juicy and well-flavored.**

Foods also need protection against the exchanging of flavors. And that, too, the air-conditioned ice refrigerator gives them—by its never-seas circulation of clean, cooled air. In no other type of refrigerator are you assured this three-way combination of proper moisture, vitalized air and constant cold.

See these beautiful new ice refrigerators. You will be amazed at their low cost—only a third to a half as much as other types. Economical to use—a servicing of ice lasts three to five days or longer. Nothing to get out of order...no noise...no defrosting. Plenty of pure, crystal-clear, taste-free ice cubes in three to five minutes.

Talk to your Ice Service Man today—or phone your local Ice Company. Arrange for a free trial right in your own kitchen.

**NATIONAL ASSOCIATION OF ICE INDUSTRIES**

251 N. La Salle Street, Chicago, Ill. • In Canada: 137 Wellington St. W., Toronto

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**LOOK FOR THIS SEAL...** for your protection it is placed only on genuine air-conditioned ice refrigerators which conform to rigid standards of construction and performance established by the National Association of Ice Industries—refrigerators built to give you complete food protection and a lifetime of trouble-free, economical service.

**FOR PERFECT REFRIGERATION**

Cold alone is not enough...USE ICE!
Brand Maintenance

In addition to ads for brand loyalty, there are ads for brand maintenance: you have been loyal customers of our products in the past, our products are not currently available or are in short supply, but the products will eventually return to the marketplace and they will then be better than ever. These ads were especially common for kitchen appliances because of the use of the metals and factories for production of war products instead. For example, in Figure 31 "When dad's eyes are bigger than your marketing list"), after advertising and extolling the virtues of three kinds of Westinghouse refrigerators and freezers, the ad says: "No, these grand Westinghouse Refrigerators and Home Freezers are not available now. But some glad day you can count on Westinghouse for exactly the type of protection you need to keep your food fresh and delicious." Given that this ad appeared in October 1945, the company presumably figured it would not be long before the company could return to domestic production. When that production resumed, the customer was told they should choose Westinghouse because of all the quality products they had made for consumers in the past. An inset in the text reads: "30 MILLION Electric Home Appliances are your promise of still finer ones to come." A similar message is presented in another Westinghouse ad from the year before (Figure 35, "Postwar Dreams of a bride with a man in the service . . . ").
When dad's eyes are bigger than your marketing list!

What if he does buy twice as much food as you need? There's nothing to worry about provided you have the right refrigeration to keep the food fresh. And, one of these days, you can have exactly the refrigeration best suited to your needs.

For instance, you can have a big, well-planned Westinghouse Refrigerator with 5 kinds of cold. There are special places for everything—meat, fruits and vegetables, staples and leftovers, beverages—and a generous section for frozen foods.

Or, if you want to store larger quantities of frozen meats, fruits and vegetables, you can have one of the wonderful new Westinghouse two-temperature Refrigerators. These beauties have plenty of room for standard refrigeration plus a special large-size compartment where you can both freeze and store a big supply of frozen foods.

Then there's a third type of Westinghouse refrigeration coming. It's a handsome, new, upright Home Freezer... designed as a companion to the Westinghouse Refrigerator. It will freeze and store enough food for six months or a year. You'll like its "Reach-in Convenience" that makes it easy to put food in or take it out.

No, these grand Westinghouse Refrigerators and Home Freezers are not available now. But some day you can count on Westinghouse for exactly the type of protection you need to keep your food fresh and delicious.

Westinghouse
Refrigerators and Home Freezers

Westinghouse Electric Corporation • Offices in 35 Cities • Offices Everywhere • MASSIE, OHIO

Pre-war Westinghouse Electric Home Appliances are your promise of still finer ones to come

30 MILLION

The new Westinghouse Home Freezer will be available with "Reach-in Convenience" just like this household Refrigerator.
It was not only Westinghouse that practiced brand maintenance in its ads. In "This is how a New 1943 Norge would look in your kitchen" (Figure 24), where the husband and wife are startled by the gun turret where the refrigerator should have been, the ad concludes: "When the guns are stilled, you can be sure that Norge thinking and Norge skill, stimulated by the stern school of war, will bring you ever greater satisfaction, greater convenience than you have ever had before." Brand maintenance goes beyond kitchen appliances to other products that are in short supply during the war (even if they are not completely absent), such as White Star and Chicken of the Sea tunas from Van Camp Sea Foods.

Industry Loyalty

In some cases the ads are intended to bolster loyalty for an entire industry, such as the dairy or the cooking and heating gas industries, instead of for a particular company or a particular product. These ads are typically sponsored by trade associations. For example, Figure 32 ("What's Wrong with America's health?), supports dairy products in general. This ad was one of several (also see Figures 13, 15, 19, 22, and 36) sponsored by the National Dairy Products Corporation and Affiliated Companies. In italics at the end of the ad, the purpose of the advertising campaign is stated: "Dedicated to the wide use and better understanding of dairy products . . . as a base for the development of war products and materials . . . as a source of health and enduring progress on the farm and in the towns and cities of America." Perhaps because the ads are not focusing on a specific product, or perhaps because this corporation had more funding to devote to advertising than did other companies or product lines within companies, these National Dairy Products Corporation are among the most imaginative and visually stunning ads appearing in the magazine during the war.
Doctors, editors, congressmen and many a thoughtful citizen are deeply concerned by the same stark fact: 30% of America's young men are unfit for military service. *

This doesn't make us a nation of weaklings. Ask our enemies! And it's no reflection on the men themselves. Most of them are serving usefully in other ways. But it does show that America's health is far below what it should be.

Three chief remedies have been suggested—preventive medicine, physical training, and diet. The last is often overlooked. But it has been officially estimated that about 50% of all Selective Service rejections are caused directly or indirectly by nutritional deficiencies—lack of food or improper food.

That's one big reason for the government's food education program, "U. S. needs U. S. strong." It's one reason why schools and factories regularly serve milk to their students and workers. For milk is nature's most nearly perfect food. Surgeon-General Parran recommends "a pint a day for adults, a quart for children."

Moreover, millions of men in uniform are learning better food habits. This should help America's health in years to come. Meanwhile, at National Dairy, we are doing our best to protect and improve the quality of milk and its many products—while our laboratories develop milk in other new forms that will benefit everybody.

National Dairy Products Corporation was a conglomerate rather than a trade association. It was formed in the heyday of mergers of the 1920s, and it kept acquiring companies--more than 30 of them--during the 1920s, including household names such as Breyer Ice Cream and Kraft Phenix Cheese. It was the largest food products company in the United States, mostly focused on dairy products but also on some other food products such as sausages and orange juice. Sales were down during the Depression of the 1930s, but the war was very favorable for the company, especially through its government contracts. Because it was run as a conglomerate, it operated very much like a trade association in the way it advertised for dairy products generally, not for specific dairy products or specific companies within its fold.

The American Dairy Association, a trade organization mainly made up of the dairy industries of the Midwestern states, extols the virtues of dairy products as well, but in particular the virtues of butter. In Figure 2 ("There is no butter shortage in America") the 5 million strong dairy farmers stand together to assure the consumer that, they will get their butter, and moreover that "Butter is an American symbol of good living."

The gas industry also supported advertising for the use of gas in cooking. "The Wife's Side . . . The Husband's Side" (Figure 41) praises gas for being economical, efficient, clean, flexible, and time saving. The ad calls gas "The Wonder Fuel for Cooking." In Figure 17 ("Vegetables and your 'Victory Cooking'"), the gas industry notes that gas is the preferred fuel for cooking, including its ability to retain vitamins and minerals when cooking, and is used by 85 million Americans. The gas industry, the ad boasts, is giving back by supporting the Government's National Nutrition Program.

Lessons We Learned
Especially as the war was winding down and it became clearer that there was a bountiful peace time in store for America, there was an increasing sentiment that the war was not only something that had to be endured, but that America had gained from the war in various ways--that individuals had learned about better nutrition and self-reliance, that the nation had learned about public health issues, and that the manufacturing sector had gained valuable experience from its wartime experience that would redound in better peacetime products.

**What Shortage Taught Individuals**

In Figure 33 ("What the Joneses discovered during the war"), each member of the Jones family--mom, dad, sister, and brother--learned important lessons from the shortages of the war: changes in diets, such as fewer sweets, can help one to lose weight and take on a preferred figure; substituting more vegetables for other foods that were in short supply can lead to a healthier diet; eating a sound breakfast can contribute to better academic performance, more beauty, and overall better health; and even a skimpy meal can be more fulfilling if it is supplemented by a simple desert (such as Jell-O puddings).
What the Joneses discovered during the war

Mom, we'd been putting on weight, has taken low-sugar in her coffee and eaten a lot fewer rich desserts. Happy day! ... she can wear a 14 again!

Did you ever sell salads and green vegetables “green.” But he’s filled up many anchovies with them since rationing began. Now he’s as full of ginger as a colt.

Son has stopped living all day on the ends of her nerves—she drinks milk with her lunch and cleans up her plate at dinner. If she forgets her rouge these days, nobody notices.

Brother, who used to go off to school with a crummy, now has a good breakfast, including a cereal with whole-grain nourishment. Result: fewer colds and a handsome report card.

Mom’s downright, dearer at making the Joneses forget all about rationing and shortages. A delicious, satisfying Jell-O Pudding is one of her favorite stand-bys for bolstering up a skimpy meal.

It's O.K. with the Joneses—whatever flavor of Jell-O Pudding Mom can get at the store—Chocolate, Vanilla, or Butterscotch. All these have that real, old-fashioned goodness!

Jell-O Puddings go faster 'cause the flavors are extra-special—rich Chocolate, specially made for Jell-O Puddings by the famous Walter Baker Chocolate people—delicate, smooth Vanilla ... brown-sugary, old-fashioned Butterscotch. Jell-O Puddings are products of General Foods.

Now Sunday time for The Kate Smith Hour! C.B.S. Network. 7 P.M., E.W.T.—Consult your local newspaper for time and station.

Produce and Conserve...Share and Play Square
What the War Taught the Nation

In Figure 15 ("Favorite subject in 30,000 schools") the public has learned from the war about the importance of the 4th R ("right eating") to the health of America's children and their educational performance. In Figure 34 ("V Mail from a ‘V’ Male") "our fighters will come back to a safer; happier--yes, a healthier--homeland because we who stayed here are eating right." Moreover, the war efforts led to better food products (Figure 15) and to better kitchen appliances (Figure 24, "This is how a NEW 1943 Norge would look in your kitchen").
FROM A "V" MALE

Dear Son:

Surely it seems you got there safely and have everything you need. It will be up to us, however, to see that you keep on getting "everything you need."

All of us here at home feel mighty humble about being able to do so little, compared with you fellows, out there, but actually, we're glad to give up whatever it takes to help America win.

Don't you worry, though—we're getting plenty to eat, too. Much more variety, really. The kids always have a good appetite—enough wholesome, nourishing food for everybody. And somehow your Mother manages to make food stick out on the table better than ever, since food is best when the people at the table are healthy. At least she can keep us well-overflowed and happy.

Actually, I think it's people like her who are helping us win, because while we are far from the battlefronts, we're building for Victory too. We women on the well-serving line are building too!

Affectionately,

Dad

The Food Front Is Building for Victory

Our fighters will come back to a safer, happier—yes, a healthier—homeland because we who stay here are eating right. Appetizing, nutritious meals are the fuel of the Victory machine. The "Food Front" that reaches from farmer to food worker to grocer to YOU is the lifeline on which the hope of the world depends!

Save Time—Money—Ration Points!

Serve Chef BOY-AR-DEE Spaghetti Dinner, ready in 10 minutes. All in one delicious package. 3 or 4 servings (luscious dinner spaghetti, spaghetti sauce, cheese in rations). Extra-economical, delicious.

Chef Boy-Ar-Dee Quality Foods, Inc., Allentown, Pennsylvania

Chef BOY-AR-DEE
QUALITY FOODS

Serving the Armed Forces and the Home Fronts

GOOD FOOD BUILDS THE BUILDERS OF VICTORY
Deferred Gratification

One of the coping strategies during the war was to think about the many ways in which life would be better after the war. Some of these thoughts focused on having loved ones back at home, the family reunited, and the renewed ability to socialize with friends. Other positive thoughts focused on the material goods that would again be available, such as new kitchen appliances and the elimination of shortages and food rationing. There was a dawning recognition as the war went on, however, that the war would have a lasting affect after the war such as family members who never returned from the war or returned wounded.

Postwar Dreams

The notion of the postwar dreams is perhaps most clearly articulated, not surprisingly, in Figure 35 ("Postwar Dreams of a bride with a man in the service . . ."). The bride's husband will return safe and sound, they will again have a chance to have picnics with their friends, the bride will have fewer hard and messy tasks in the home, food will cook almost automatically, and she will have the leisure time to take in a movie—all through the goodness of new Westinghouse appliances. America is going to be a land of abundance, where one can even eat ice cream three times a day for five years! (Figure 22, "Here's what one leatherneck dreams about!"). The people will be safer, happier, and healthier (Figure 34, "'V Mail from a 'V' Male"). Homemakers will have new, superior products that make life even better than before. (Figure 9, 19, 24, 31).
Postwar Dreams
of a bride with a
man in the service...

Our promise to you...

When the war is over, and you and that man of yours set up a
dream home of your own, Westinghouse will make all those new
time-and-work-saving appliances you’ve set your heart on. They’ll
be no tamed, experimental models either. Indeed not. Into each
and every one will go all the know-how and experience acquired in
building 30 million pre-war home appliances.

Meanwhile, we’ll stick to the job you want us to do most—turning
out war material. You can count on it. We’ll give everything we’ve got
to help speed the day when, as HE says, “Darling, I’m home for keeps!”

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
Plants in 25 Cities — MUNSFIELD, OHIO — Offices Everywhere

“Top of the Evening” — Mon. Wed. Fri. 7-8 EET, Blue Network

30 MILLION PRE-WAR
Westinghouse
ELECTRIC HOME APPLIANCES
YOUR PROMISE OF STILL FINER ONES TO COME
Preparing for Postwar Problems

The only ad in this collection to acknowledge postwar problems is Figure 36 ("When the wounded come home"), which appears late in the war (October 1944). It acknowledges the war casualties, both mental and physical damage -- indeed, large volumes of injuries. However, the ad couches the issue in a highly positive way. For example, ice cream (for this is a National Dairy Products Corporation ad!) can help with both strength and morale when the wounded come home.
They come more quickly, more comfortably and with higher hopes than ever before in history. American doctors and nurses are doing a magnificent job of healing both body and spirit.

Dairy products are a prime part of the treatment. For example, the medical officer of a hospital ship which handled 45,000 South Pacific casualties and lost only seven, reports:

"Ice cream was served the patients every day as a food and a medicine. It helped build both strength and morale. To those wounded men, ice cream most nearly represented home and civilization."

And landing again in the U. S. A. is a tonic to appetites, too. Listen to the busy mess officer of an army hospital, where patients roll right in from the gang-plank.

"These 700 boys have already drunk up 1500 quarts of milk and the day's not over. There won't be enough milk is the state to fill them up!"

We know you'll willingly share your ice cream and milk with boys like these—even if it sometimes means going with a little less.

For our part, we're proud that our laboratories have been able to develop for the Army and Navy so many products made from milk—nature's most nearly perfect food.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.
Methodological Considerations

The authors selected Ladies' Home Journal for this study because it was the most popular women's magazine of the time. They examined all food advertisements in the January, June, and October issues of the years 1941-1945, inclusive. Food ads represented a little more than 30 percent of the totality of ads that appeared in the issues that were examined. In all, 651 food ads were examined.

The analysis in this article uses a non-quantitative, cultural history approach. It is not a social science approach that depends on formal coding and counting of advertisements. Instead, the approach is one of critical reading, in the humanities tradition of semiotics. The authors did all of the analysis together, so no issue similar to inter-rater reliability arose, as a social studies analysis would have to deal with. The study began by reviewing and talking about each of the 651 ads, in order to both identify themes and narrow the set of ads to be considered more carefully. The authors identified 42 themes in the ads and narrowed the set of ads for further consideration to 110. The authors then reviewed each of the 110 ads 42 times, to discuss whether or not each ad represented the theme under consideration. In the end, the authors reduced the number of themes to 36 by eliminating a few and consolidating several others. Those 36 themes were further organized into nine overarching themes, which provided the organizing structure for the article.

Most of the ads represent more than one theme--sometimes as many as eight. However, the authors selected one ad to be the iconic depiction of each theme (Figures 1 through 36), and typically discussed the theme as it applied in this ad before discussing other ads that reflect the same theme. The figures include six additional ads, either because these ads were discussed multiple times in the text or because there was something about the graphic nature of the
particular advertisement that was hard to capture in words (e.g., see Figure 40, "Love at First Taste!"). Eleven other ads are mentioned in the text but not given in figures, in order to save space.

One of the authors had previously published a study that involves reading advertisements--in this case of computing systems. That experience guided the analysis here. Only after the analysis of the Ladies' Home Journal ads did the authors look at the secondary literature. For the reader who would like to explore these issues--both the method and the content—the authors suggest three bodies of literature: on methods for reading advertisements, on the history of advertising in America, and on women and the home front during the Second World War. With regard to reading advertising, Williamson is particularly strong on reading advertisements, but also note Berger and Goldberg, Goffman, and Stokes. There is a strong literature on the history of advertising in America. For the literature on women and the American Home Front in the Second World War, see for example: Anderson, Braverman, Covert, Harris, Mitchell and Schecter, Honey, McEuen, O'Brien and Parsons, and Satterfield. For comparative purposes, one might want to examine similar issues for British women on the home front during the war, or read about the history of British women's magazines. Scanlon focuses specifically on Ladies' Home Journal in trying to understand women's role in the rise of consumer culture. One section of Scanlon's book covers the 1940s. On women and food throughout American history.

Conclusions

The critical reading of advertisements can be particularly effective because, if the ads have been competently produced, they have a certain salience. They concentrate attention on and take
advantage of important hopes and fears and interests of their target audience in order to persuade them to do something in the company's interest, such as buying a product, remembering a brand name, or not becoming frustrated when there is a shortage on the grocery shelves. The companies that sponsored ads in *Ladies' Home Journal* expended considerable budgets to reach their target audience--middle-class American women--and by and large the ads, especially the full-page ads, were produced to high advertising standards. By reading the ads critically, not to get at what is being sold but instead to understand the salient hopes and fears and interests, the scholar can come to a better understanding of middle-class American women in this time of war.

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<tr>
<td>1</td>
<td>Drive Those Morning Blues Away</td>
<td>Dole</td>
<td>Oct 41</td>
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<td>2</td>
<td>There is No Butter Shortage in America</td>
<td>American Dairy Association</td>
<td>Jan 42</td>
</tr>
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<td>3</td>
<td>You Can Depend on Kraft Quality</td>
<td>Kraft</td>
<td>Jun 45</td>
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<td>4</td>
<td>The Thriftier Cuts of Meat</td>
<td>American Meat Institute</td>
<td>Jan 45</td>
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<tr>
<td>5</td>
<td>Quick-Time Dinners for Busy War Days!</td>
<td>Libby’s</td>
<td>Jun 43</td>
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<td>6</td>
<td>How to Fight Food Waste with your Refrigerator</td>
<td>Frigidaire Division of General Motors</td>
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<td>8</td>
<td>Ode to a Victory Garden</td>
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<td>9</td>
<td>She Knows What Freedom Really Means</td>
<td>General Electric</td>
<td>Jun 42</td>
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<tr>
<td>10</td>
<td>Betty Wins a Bet</td>
<td>Swift</td>
<td>Jun 44</td>
</tr>
<tr>
<td>11</td>
<td>Food Power! Woman’s Weapon to Win the War!</td>
<td>Visking Corp.</td>
<td>Oct 42</td>
</tr>
<tr>
<td>12</td>
<td>Look! It’s Fun to Cook in Clear Thrifty Pyrex Ware!</td>
<td>Corning Inc.</td>
<td>Oct 41</td>
</tr>
<tr>
<td>13</td>
<td>What a Whale of a Difference Three Months Make!</td>
<td>National Dairy Products Corp.</td>
<td>Jan 43</td>
</tr>
<tr>
<td>14</td>
<td>‘Plain Jane’ and How She Blossomed Out Again</td>
<td>Ovaltine</td>
<td>Jan 42</td>
</tr>
<tr>
<td>15</td>
<td>Favorite Subject in 30,000 Schools!</td>
<td>National Dairy Products Corp.</td>
<td>Oct 45</td>
</tr>
<tr>
<td>16</td>
<td>Salt is Vital to the Nutritional Foods Uncle Same Wants You to Eat</td>
<td>Morton’s Salt</td>
<td>Oct 42</td>
</tr>
<tr>
<td>17</td>
<td>Vegetables and your ‘Victory Cooking’!</td>
<td>Gas industry</td>
<td>Jun 42</td>
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<td>Title</td>
<td>Company</td>
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<td>18</td>
<td>Rhymes for Trying Times</td>
<td>Lipton Tea</td>
<td>Oct 42</td>
</tr>
<tr>
<td>19</td>
<td>Honest-to-gosh American Food!</td>
<td>National Dairy Products Corp.</td>
<td>Jan 44</td>
</tr>
<tr>
<td>20</td>
<td>Where, oh, Where Can That Good Tuna Be?</td>
<td>Van Camp</td>
<td>Jan 43</td>
</tr>
<tr>
<td>21</td>
<td>How a Neighborly Chat Helped Young Mrs. R. with a Difficult ‘Health Problem’</td>
<td>National Biscuit Co.</td>
<td>Jun 42</td>
</tr>
<tr>
<td>22</td>
<td>Here’s What One Leatherneck Dreams About!</td>
<td>National Dairy Products Corp.</td>
<td>Jun 43</td>
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<tr>
<td>23</td>
<td>I’se in Town Honey!</td>
<td>Quaker Oats Co.</td>
<td>Oct 41</td>
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<tr>
<td>24</td>
<td>This is How a New 1943 Norge Would Look in Your Kitchen</td>
<td>Borg Warner Corp.</td>
<td>Jun 43</td>
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<tr>
<td>25</td>
<td>Here’s to Another War Hero!</td>
<td>Chef Boy-Ar-Dee</td>
<td>Jun 43</td>
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<tr>
<td>26</td>
<td>Free $7500.00 in U.S. Defense Bonds</td>
<td>Staley’s</td>
<td>Jun 42</td>
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<tr>
<td>27</td>
<td>This Can of Corn Represents the New Food Standard of America</td>
<td>Minnesota Valley Canning Co.</td>
<td>Oct 41</td>
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<tr>
<td>28</td>
<td>It’s Time to Turn to A&amp;P</td>
<td>Atlantic Commission Co.</td>
<td>Oct 44</td>
</tr>
<tr>
<td>29</td>
<td>SUPER for Putting Pounds on Babies and Underweight Children!</td>
<td>Quaker Oats Co.</td>
<td>Oct 41</td>
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<tr>
<td>30</td>
<td>…But You Can’t Rub Cold Cream Into Your Vegetables!</td>
<td>National Association of Ice Industries</td>
<td>Jun 41</td>
</tr>
<tr>
<td>31</td>
<td>When Dad’s Eyes are Bigger Than Your Marketing List!</td>
<td>Westinghouse Electric Corp.</td>
<td>Oct 45</td>
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<tr>
<td>32</td>
<td>What’s Wrong with America’s Health</td>
<td>National Dairy Products Corp.</td>
<td>Jun 45</td>
</tr>
<tr>
<td>33</td>
<td>What the Joneses Discovered During the War</td>
<td>General Foods</td>
<td>Oct 44</td>
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<tr>
<td>34</td>
<td>V Mail from a ‘V’ Male</td>
<td>Chef Boy-Ar-Dee</td>
<td>Oct 43</td>
</tr>
<tr>
<td>35</td>
<td>Postwar Dreams of a Bride with a Man in the Service…</td>
<td>Westinghouse Electric Corp.</td>
<td>Jun 44</td>
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<td>36</td>
<td>When the Wounded Come Home</td>
<td>National Dairy Products Corp.</td>
<td>Oct 44</td>
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<tr>
<td>37</td>
<td>Inside Story of a New Defense Weapon</td>
<td>Magic Chef</td>
<td>Oct 41</td>
</tr>
<tr>
<td>38</td>
<td>Aren’t These the Most Important Meal-time Problems Facing You Today?</td>
<td>Del Monte Foods</td>
<td>Jan 43</td>
</tr>
<tr>
<td>39</td>
<td>Meet the Most Critical Del Monte Customer in the Country!</td>
<td>Del Monte Foods</td>
<td>Jan 44</td>
</tr>
<tr>
<td>40</td>
<td>Love at First Taste!</td>
<td>Great Atlantic and Pacific Tea Co.</td>
<td>Oct 41</td>
</tr>
<tr>
<td>41</td>
<td>The Wife’s Side…The Husband’s Side</td>
<td>Gas Industry</td>
<td>Oct 41</td>
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Food is a central element during the war years. It is the war materiel that keeps the war factory workers and prospective soldiers in fighting shape. It is a critical element in the care package sent to the prisoner of war—nourishment not only of the body but also of the soul. Memories of ice cream and other foods from home are part of what keeps soldiers connected to their hometown.

This examination of these ads has uncovered a number of major themes. (See Figure 4) The war years are different from those years immediately before the war. Just coming out of the decade-long Great Depression, families were focused on returning to a more comfortable material life, celebrating friends and family, and material possessions. The concerns changed markedly with the beginning of the war. Material possessions became less central in people's daily lives. Lives were changed as family members went off to war, and women took over additional duties as war workers and breadwinners, even as they retained their domestic responsibilities. Family relationships changed because of the war as well. Food preparation, which had once been a straightforward part of the gendered division of labor, took on a new dimension of duty to nation. With shortages in foods, there was a newfound focus on eliminating waste and economizing. At the beginning of the twentieth century, most American families had been producers of a large portion of their food supply, but by 1940 Americans—especially the majority of the population who now lived in towns and cities—had become consumers. The war caused a push back toward production, with millions of families and communities tending Victory Gardens. These were trying times, and the ads are filled with discussions of coping strategies, reassurance that things will be okay, and the message that sacrificing is a virtue and
has its own rewards. People relied heavily on their community in these trying times, and they
looked to the future when their loved ones would return and material possessions would again be
bountiful. There are things we forget about people from the 1940s, who we think of as modern
and much like we are today. The industrial might of America was still new enough that the high
levels of standardized production and distribution were still remarkable then. Similarly, the
business structure of food distribution, the supermarket, which is taken for granted today, was
still in its infancy then. We also forget that many Americans were unhealthy at the time because
of the lack of food and of nutritious foods during the decade of the 1930s; and how the science of
nutrition, taken as well known if often ignored today, was still new enough to be remarkable.

In many ways, the war years of the early 1940s were an exceptional time. Many people
who lived through those years found them to be so poignant as to be vividly remembered a half
century later. But the authors believe that if one had selected any five-year period from the
middle of the twentieth century, one would have found an equally compelling cultural story to
tell from the advertisements. The ads allow one to understand what was new and compelling in
that period of time. The art and craft of advertising began to be professionalized in the 1920s, so
the ads prior to the 1930s may be too crude a set of documents to read effectively. Historical
distance is also important for the critical reader, so whereas one might readily see the themes
emerge from the ads of the 1950s one might just see things as "natural" in the ads of the 1990s.
The authors hope to return to this technique to carry out a wider reading of food ads, in different
periods of the twentieth century and from additional sources to Ladies' Home Journal.
Inside story of a new Defense Weapon!

1. A GAS RANGE & A DEFENSE WEAPON! You bet! It takes plenty of good, vitamin-rich foods to keep up morale—and the All-American is the range that can do it. To begin with it's BIG. Top takes 4 big pans without crowding.

2. AND LOOK AT THE OVEN! 30 x 28 x 14 inches! It's big enough to roast a 25-pound turkey! And FAST! Bake 50 biscuits in 22 minutes from a cold start. And no pecking! Timer gives warning ring when food is done!

3. "DEEPLY FOR HEALTH!” say dieticians. You can boil a roast in All-American’s bigger swing-out tender... an exclusive Magic Chef feature. Or “luscious” two chickens and use space below for warming compartments!

4. SAVE THE VITAMINS! Experts say most food is cooked to death...precious vitamins boiled away. Not in the All-American! Patent-pending simmer burners allow simmering control for beautiful waterless-type cooking.

Only the Magic Chef
All-American has all these
Home-Defense Features

Even eat "broiled" chicken?

WANT TO SAVE
vitamins? SEE NO. 4

WANT TO MAKE
your work easier? SEE NO. 5

NEED A BIGGER OVEN? SEE NO. 2

SAVE TIME, FOOD
AND MONEY WITH A
Magic Chef
The "1ST HOUSE" Gas Range
WITH THE LIFETIME BURNER GUARANTEE

6. SAVE TIME AND MONEY with Magic Chef’s modern, gas-saving burners. Light automatically...no matches...no pilot button. Burner pots on sides prevent spillovers...clog-free. A lift and a wipe keeps them spotless. All Magic Chef burners are guaranteed sufficient to original purchaser for life of range.

7. LOOK FOR THE "PEP WHEEL." It’s the symbol of frost-free baking. Hee no matter what the Magic Chef Red Wheel, the original regulator that controls oven heat and assures delicious cakes and roasts time after time.

8. LEAVE NO GAS RAINING! Magic Chef ranges are available for Propane Gas in East and Central States, other LP (Buttered) Gas areas elsewhere. See your range dealer or gas company today! American Stove Company, St. Louis, Mo.
Aren't these the most important meal-time problems facing you today?

HERE'S HELP!

WAR WORK doesn't leave much time for getting meals!

When you rush in late—what a help to have Fruit Cocktail ready to start dinner. A fine dessert, too—"in a jiffy," in mixed with whipped cream. And you don't waste one minute peeling, slicing, or mixing fruit. You have fresh fruit, ready to eat!

IT DOESN'T SEEM RIGHT to throw away a thing!

Especially with leftovers (such as cake or gingerbread) you want lively color and brand-new looks and flavor. That's why you'll be wise to use Del Monte Fruit Cocktail and be sure of juicy, tender fruits. Peaches, pears, pineapple, grapes, cherries. The same quality—Del Monte quality—in cans or glass. Why not get a week's supply of Del Monte Fruit Cocktail at once? Save time and money.

I WANT TO BE SURE my family gets the foods they need!

Plenty of fruit, says your government's minimum food rules. And how folks take to the balanced goodness of this Fruit Cocktail. That's because Del Monte proportions each fruit so no one flavor steals the show. You taste all five flavors. See what that does for rice pudding, baked custard, and many other wholesome desserts.

Fruits for Salad, too. But don't confuse the Del Monte treat with Del Monte Fruit Cocktail. In Fruits for Salad you get pears, peaches, pineapple, strawberries and cherries—cut in large pieces, especially for salads. Both styles are one and the same in quality.

Del Monte Fruit Cocktail
-SAVES TIME—SAVES WORK
-MAKES MEALS BRIGHTER
MEET THE MOST CRITICAL DEL MONTE CUSTOMER IN THE COUNTRY!

And if you did any home canning last summer, you'll be just as keen a judge of quality as she is. Every time you use any Del Monte Fruit or Vegetable, you'll know you're getting mighty fine value for your points.

Probaby you've used Del Monte Foods for years without asking yourself why they are all so good, every season. Along with millions of women, you know and trusted this label—and that was that!

But when you understand to eat fruit, you certainly found out that quality isn't so easy to come by. Peas, peaches and plums, for example—you couldn't treat them all alike. You had to prepare them differently—then cook each fruit by the clock for best texture and flavor.

And—the more you tasted, the more expert you became!

It's exactly the same with Del Monte. We've had more than fifty years' experience, and it shows. For instance, take a good look at that jar of Del Monte Fruit Cocktail on your shelf. Did you ever see five more tempting fruits? Or, take Del Monte Whole Kernel Corn—grown from our own special strain, picked so the flavor stays sweet and natural.

Of course, you'll want Del Monte Foods—all your points will allow. We're doing our best to distribute fairly the percentage allowed civilians.

Save the cans! The need is more urgent than ever before!
love at first taste!

One sip of an A&P Tea—and you know you’ve met the one and only! These famous teas, so fascinating in fragrance and flavor, have won millions of tea-lovers since the first A&P Store was opened in 1859 with a cargo of tea brought by clipper ship direct from China.

Yes, for 82 years, this very month, fine tea has been a tradition with A&P... and as importer, blender and packer, A&P guards the quality from source to salé. That’s why more people in the United States buy A&P Tea than any other! That’s why A&P’s Nectar Tea and Our Own Tea are such outstanding values.

That guarding of quality explains why you also enjoy the goodness of other fine foods sold exclusively by A&P... such as Jane Parker Cakes, Cans and Rolls... oven-fresh Marvel "Enriched" Bread... the famous 33 Ann Page Foods... White House Evaporated Milk.

And to practical souls, here’s the "icing on the cake": many of these fine A&P Foods bring you surprising savings! This is possible because A&P can cut many unnecessary in-between costs, and share the savings with you.

As a real-tea-lover, don’t put all your enjoyment another day. Drop in at A&P and take home a package of delicious Nectar or Our Own Tea today.

SAVE UP TO 25% ON MANY A&P FOODS

*Sellers brands bring you savings up to 15% compared to prices usually asked for other nationally known products of comparable quality. You'll enjoy the goodness of our Marvel bread and Jane Parker Cakes, Rolls and Doughnuts—ials Ann Page Foods—A&P Tea and Coffee—White House Evaporated Milk—A&P Canned Fruits and Vegetables—Sunlight Cereals and Fries—and many other fine foods found only at A&P.

SOLD EXCLUSIVELY AT A&P

EXPERT BLENDING MAKES A&P TEAS MOST POPULAR IN AMERICA!

CONSUMER FACTS: Tea crops vary from season to season causing differences in flavor, but the taste of your own favorite A&P brand is always uniform. That's because A&P's internationally famous experts use 9 to 12 different kinds of tea leaves in each blend to secure the same-appearing goodness for Nectar and Our Own Tea year after year.

Tea to the Nation's Taste since 1859

© 1942-The Great Atlantic & Pacific Tea Co.

Figure 40 Ladies' Home Journal, Oct. 1941
"I'm the one that's going to pay the bills for food and fuel — so efficiency of Gas makes sense to me! I want a range that will last for years and won't need costly replacements that means a Gas range too! And I want one that's as good looking and up-to-the-minute in its way as my new car — one we'll be proud to show our friends — like the beauty I saw in a store window just this morning! Yes! I guess it would be smart to take Mary downtown and have her pick one out tomorrow!"

"I'm the one that's going to use this range — so it's got to be fast! I'm too busy to wait around for the kettle to boil — or the oven to warm up — yes! I want the instant heat and the cleanliness of Gas — the flexibility of Gas that gives me a degree of hot I need. I want all the wonderful new time-saving and work-saving features I'd get on a modern Gas range — signal simmer burners — oven heat control — a 'smokescreen' broiler — lots of storage space — automatic lighting — Oh! and dozens more! Golly! Let's be a better cook, too — if I had a marvelous new Gas range!"

GAS
THE WONDER FUEL FOR COOKING

Show your husband (or wife) the new Gas ranges at your Gas Appliance Dealer's or Gas Company. The many exclusive advantages of modern Gas service have been made possible by the Gas utilities of America which, through their laboratories and other agencies, are constantly improving their service to you.

LET GAS DO THE BIG JOBS — COOKING • WATER HEATING • REFRIGERATION • HOUSE HEATING

THIS SEAL certifies that the Gas range carrying it meets all the 22 super-performance standards established by the Gas industry. It stands for the certified performance of the range you buy — regardless of the make of the range. Today 24 of America's leading range manufacturers offer CP (certified performance) seals. Look for the CP seal when you buy.
Figure 41 Ladies’ Home Journal, Oct. 1941
How to make a husband eat out of your hand

Introduce him to the "4 kernels"—they'll show him how good a pancake breakfast can really be!

Pillsbury's Pancake Flour

Ready-prepared—with or without buckwheat

How to make Chocolate Fudge Cake. Simply use the fine sponge cake recipe on the SMO Client box, bake in two 9-in. greased lamplite pans, in moderate oven (350°F), about 35 mins. When cool, hollow out centers of layers fill with cream cheese topped with chocolate frosting as shown. You won't believe your eyes! Bake choux pastry, cool, lift layers, and rapidly ice cream mixture there's a restrained 10 million women. 100 REDW is made by a special process which uses nothing but the new, the softer, the more "sugar-free," white, and 1% added through silk so fine that your tongue feels it too! 100 REDW are great for Pillsbury's FROSTY—country super-soft cake flour.

Silk stockings, kitchenware...other things you want...all years for Pillsbury ThruEven's

Save money today, packed with Pillsbury's Best Flour, SMO Client Cake Flour, Pancake Flour, Farina, and other Pillsbury products. They can be resold at a discount by local storeowners and save you money. Ask your grocer for a package of Pillsbury's 100 REDW today—see details in folder in Pillsbury's Best Flour bag, or ask at your grocer for a package of Pillsbury's 100 REDW. Real!...An of tomorrow's most prominent women! Pillsbury Flour Mills Company, Dept. O, Minneapolis, and ask for Thrift Star Market.


