

I. The Home Front

- Rosie the Riveter: Women at work. Millions of women enter the work force to replace men.
- Produce war materials.
- Women will earn less than men and be fired when the war ends.



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THE SATURDAY EVENING
POST

MAY 29, 1943

10¢

BEGINNING—A NEW
KELLAND SERIAL
Heart on Her Sleeve

EDGAR SNOW
REPORTS ON GERMAN
ATROCITIES



The more **WOMEN** at work
the sooner we **WIN!**



WOMEN ARE NEEDED ALSO AS:

FARM WORKERS	WAITRESSES	TIMEKEEPERS	LAUNDRESSES
TYPISTS	BUS DRIVERS	ELEVATOR OPERATORS	TEACHERS
SALESPeOPLE	TAXI DRIVERS	MESSENGERS	CONDUCTORS

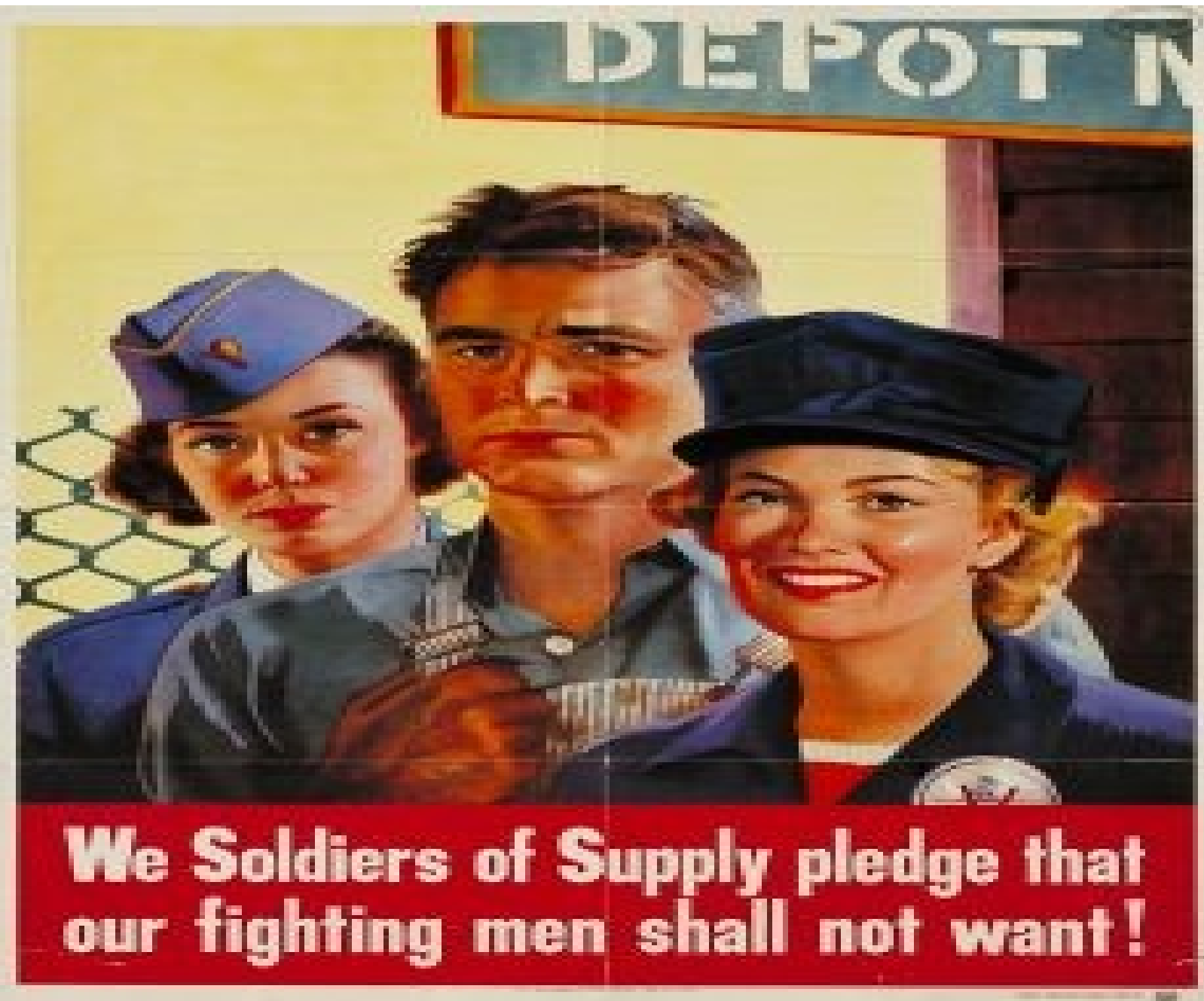
— and in hundreds of other war jobs!

SEE YOUR LOCAL U.S. EMPLOYMENT SERVICE



"I've found the job
where I fit best!"

**FIND YOUR WAR JOB
In Industry – Agriculture – Business**







★★★★



The Home Front

When you think of
RATIONING...

Remember what our boys
are doing **WITH** those
things we are doing
WITHOUT!



WAR RATION WALLET



UNITED STATES OF AMERICA

★ ★ ★ BUY U.S. WAR BONDS ★ ★ ★

37 SUGAR

37 SUGAR

41 COFFEE

41 COFFEE

14 SPARE

14 SPARE

55 FLOUR

55 FLOUR

Gasoline and Mileage Ration Stickers

THIS STICKER MUST BE DISPLAYED ON THE VEHICLE ONLY IN THAT LOCATION WHICH CONFORMS WITH THE STATE LAW.



GASOLINE RATION

THIS STICKER MUST BE DISPLAYED ON THE VEHICLE ONLY IN THAT LOCATION WHICH CONFORMS WITH THE STATE LAW.



MILEAGE RATION

THE RUBBER SITUATION

We need 842,000 tons:



WAR NEEDS JULY '42 TO JAN. '44

We have 631,000 tons we can count on:

CRUDE SUPPLY JULY '42 TO JAN. '44

SHORTAGE

We hope to fill the shortage with:

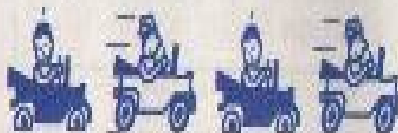


SYNTHETIC

We have some unclaimed rubber, but our priceless reserve is on our cars:



If we drive "as usual" this will happen by April 1943:



And this will happen by 1944:



OPR FORM P-103 (REV. 4-44)

UNITED STATES OF AMERICA • OFFICE OF PRICE ADMINISTRATION

RUBBER FOOTWEAR PURCHASE CERTIFICATE

PAIRS	TYPE
IN FIGURES	

(DATE ISSUED)

NAME _____ ADDRESS _____

IS AUTHORIZED TO ACQUIRE _____ PAIRS OF TYPE NO. _____
(IN WORDS)

MEMBERS OF THE TRADE MUST ENDORSE
NAME AND ADDRESS ON BACK

INVALID IF ALTERED OR ERASED

(LOCAL BOARD NUMBER OR OTHER ISSUING OFFICE)

CITY _____ STATE _____

BY _____

U.S. GOVERNMENT PRINTING OFFICE 10-30251

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- Victory Gardens: People were encouraged to grow their own food to help the war effort.
- The food would be grown in gardens and canned by people.
- This saved valuable farm products for the soldiers.



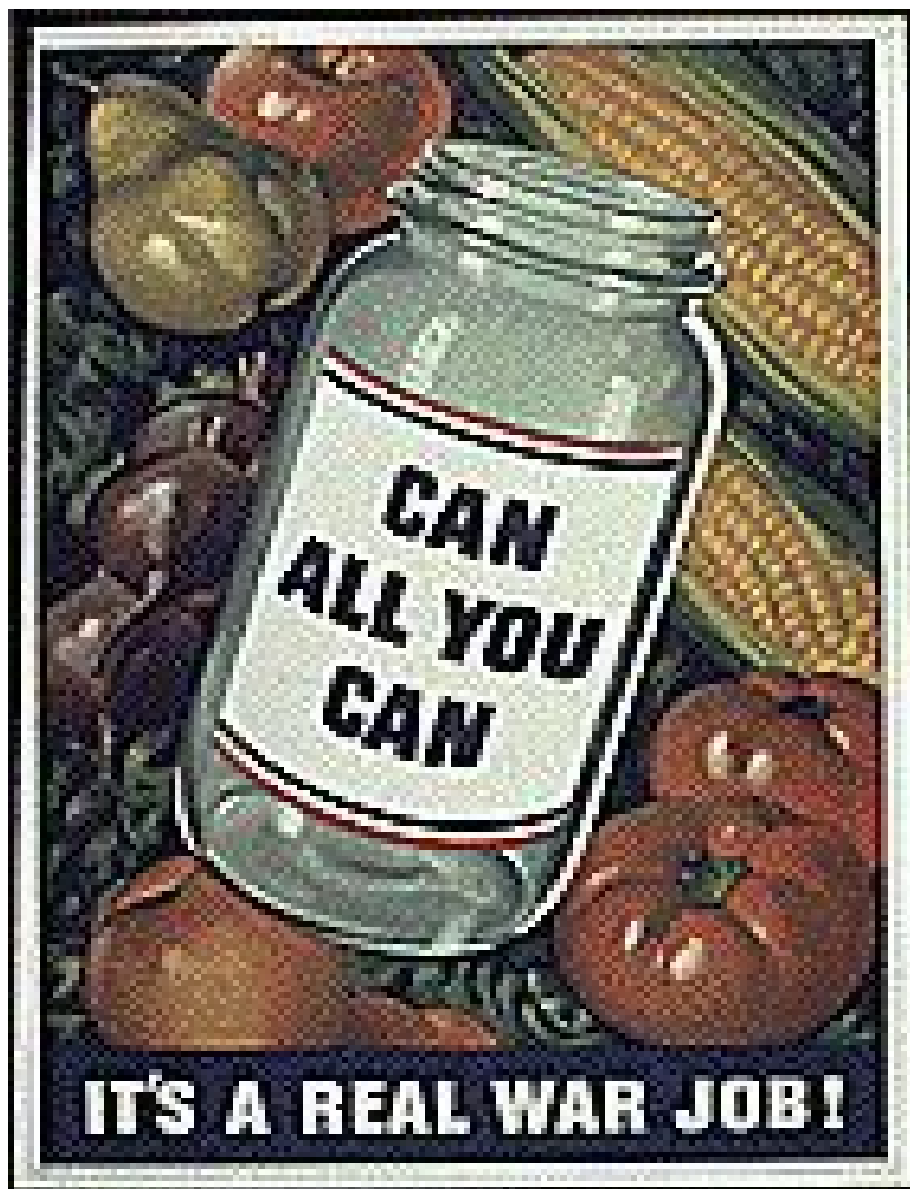
DIG ON FOR VICTORY



YOUR VICTORY GARDEN

counts more than ever!





**WHEN YOU DRIVE A CAR
YOU DRIVE WITH HITLER!**



**RIDE
YOUR BICYCLE
TODAY!**