

1. Record Nr.	UNINA9910785057903321
Autore	Jones John Bush
Titolo	All-out for victory! [[electronic resource]] : magazine advertising and the World War II home front / / John Bush Jones
Pubbl/distr/stampa	Waltham, Mass., : Brandeis University Press Hanover [N.H.], : Published by University Press of New England, c2009
ISBN	1-282-47295-X 9786612472954 1-58465-833-9
Descrizione fisica	1 online resource (xi, 314 pages) : illustrations (some color)
Disciplina	940.53/1
Soggetti	Advertising, Magazine - United States - History - 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [297]-298) and index.
Nota di contenuto	"All-outs" and "double-barrelleds" -- How to advertise a war -- "This is worth fighting for" -- Motivational war ads -- "The arms behind the army" -- Industrial support of the war -- The farm front -- Agricultural support of the war -- "Use it up, wear it out, make it do, or do without!" -- Conservation, scrap drives, and home front efficiency -- Soda pop, letters, and cigarettes -- Morale overseas and at home -- "Produce, conserve, share, and play square" -- Coping with shortages and rationing -- "The hand that rocked the cradle rules the world" -- Women in war work -- "Dig down deep" -- Giving blood and buying bonds -- Epilogue : the world of tomorrow.
Sommario/riassunto	A lively look at magazine ads during World War II and their roles in sustaining morale and promoting home-front support of the war, with lots of illustrations