In This Issue

MATTHEW LINDAMAN, professor of history at Winona State University, illustrates the efforts of the Younkers department store in Des Moines to project an image of sacrifice and civic engagement during World War II while simultaneously creatively planning for the postwar years. Mixing support for the war effort with promotions encouraging the public to keep shopping, Younkers’s version of the politics of sacrifice, Lindaman concludes, proved that patriotism and the promotion of purchasing were not exclusive during the war.

COREEN DERIFIELD, history instructor at East Central College in Union, Missouri, shows that a national movement of women working outside of the home converged with an industrial boom in Iowa to spark tremendous growth in the number of Iowa women working in manufacturing between 1950 and 1970. Her survey of those female factory workers indicates that a variety of manufacturing firms hired women under different conditions, and a range of push and pull factors motivated women to work for those industrial firms.

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Younkers employees staged a parade on D-Day to kick off the fourth war bond drive in 1944. For more on Younkers’s civic engagement in support of war efforts, see Matthew Lindaman’s article in this issue. Photo from Younkers, Inc. Records, State Historical Society of Iowa, Des Moines.

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