THELMA McKELVEY, of Washington, D. C., is rallying the women of America behind our all-out production program. Chief of the **Women's Labor Supply Services** of the War Production Board, this captain of industry expects to see women workers in factories and farms increase from 700,000 today to 4,000,000 by mid-1943. Wants women to take over men's jobs at home, but doesn't expect them to wear overalls. Thoroughly feminine herself (she keeps a powder puff in her desk, loves fashionable clothes, and experiments with new coiffures), she knows that femininity is vital to a gal's morale. So she urges her sisters to work in tailored suits wherever possible, keep compacts in their pockets, and wear safety caps to protect their "coifs." Worked her way through the University of Colorado by running a garage supply room. Stayed on 8 years after receiving her B.A. degree to teach other students how to land jobs, and then moved to Washington to supervise the student work program for half a million National Youth Administration kids. Today works so hard at putting women in jobs left by men stepping from production to battle lines that her only relaxation is listening to the radio and cooking Sunday night dinner for her pals.

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