

**"Motivating The WWII Home Front via Magazine and
Radio Advertising"**

Presented by: Calvin Knickerbocker

Magazine ads and radio commercials aimed at the home front were used extensively during WWII to explain shortages, encourage support of wartime restrictions, increase bond sales, request recycling of strategic materials, boost morale, suggest ways to support our troops, etc. We will use over 50 period magazine ads and radio commercials to illustrate the concerted effort by which the US government fostered these aims. Never before or since has the US used the media so effectively to support a wartime effort.

Presented by Calvin Knickerbocker -
Independent Scholar; developed and delivered a
dozen courses on American musical history for
RISE at Rivier College.



***This program is made possible by a grant from
the New Hampshire Humanities Council.***

The presentation will be at the Old Town Hall in Campton, which is
handicap accessible, and open to the public. Refreshments will be
served. For information about the Society, check our web site at
www.camptonhistorical.org



Upcoming events: www.camptonhistorical.org for more
information.

May 28 - Field trip—Bob Mardin railroad grade walk

August 6 - Heritage Day

Sept. 24 - Cemetery History Walk

December 4 - Community Holiday Concert and Cookie
Swap

**This event is made possible thanks in part
to the following business sponsors:**

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