WOMEN'S HISTORY MONTH

Rosie The Riveter

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During World War II the War Advertising Council's Women in War Jobs campaign is the most successful advertising recruitment campaign in American history.

Rosie the Riveter, a fictional character immortalized by posters supporting the war effort and a wartime song of the same name, helped to recruit more than two million women into the workforce.

Her image graced postage stamps and the cover of Smithsonian magazine, and before long Rosie the Riveter became a nickname for women working in wartime industries. She became a symbol of women's empowerment and the ability to make significant contributions on behalf of their families, communities and the nation. She stood for change in the American woman and she symbolized the belief that gender had nothing to do with work and production.

In May of 2002, Norman Rockwell's Rosie the Riveter painting was auctioned by Sotheby's for nearly $5 million.

In December 1941, almost 13 million women were at work. By February 1943, that number rose to 15 million. The recruitment campaigns were successful. From 1940 to 1945, the number of female workers rose by 50 percent!

The jobs that needed employees were in war production plants and necessary civilian services, as both were essential to support the country. Women became pilots, taxicab drivers, business managers, commercial airline checkers, aerodynamic engineers, and railroad workers. Women operated machinery, streetcars, buses, cranes, and tractors. They unloaded freight, built and flew gliders, worked in lumber mills and steel mills, and made munitions.

Until this time, millions of American women had never worked outside their homes. The idea of taking any kind of job outside of their homes was a new idea, and like all new ideas, required explanation. This wasn't the first time women were recruited for jobs in offices and factories. But in 1943, the mandate was not just economic.

The nation's major magazines devoted their September 1943 covers to portrayals of women in war jobs, creating approximately 125 million advertisements. Womanpower ads, most of which were full pages, were among the interior pages of these magazines. Motion pictures, newspapers, radio, trade press, employee publications and in-store displays all tied in importantly.

Even museums participated, with the Museum of Modern Art in New York conducting a contest for the best magazine covers. The underlying theme was that the social change required to bring women into the workforce was a patriotic responsibility for women, and an opportunity for employers to support the war economy.

Those ads led to a tremendous change in the relationship between women and the workplace. As a result, employment outside of the home became socially acceptable and even desirable. The war enabled many women to gain strength and mobility.

It became a symbol of freedom for some. Women were no longer forced into roles society created for them and were allowed the opportunity to prove they were just as capable as men. They had their own money and made their own decisions.

When the war ended, the women were forced to retreat to their homes again. The returning veterans needed their jobs back. A different campaign started. Women were congratulated on their efforts during the war but now were told that they had a patriotic duty to their husbands and children. Even though most women complied, the spirit never died.

This was the turning point for women. They discovered that they could take care of a family and work at the same time. The number of women in the workforce did reduce after the war, but then went on a steady climb.

Attitudes were slow to change and society still expected women to stay at home once they had children. Today, more women are establishing careers and staying on the job after having children. In a lot of cases it's due to economic necessity.

To women, "Rosie the Riveter" still stands as a symbol for mobilization, "We Can Do It."

Women's History Month Trivia:

Famous firsts by American women

1. **First woman astronaut to command a space shuttle mission.**
2. **First woman and first African American to become the National Security Advisor.**
3. **First American woman in space.**
4. **First women to fly solo across the Atlantic.**
5. **First woman chief of the Cherokee Nation.**
6. **First woman U.S. Secretary of State and highest-ranking woman in U.S. government.**
7. **First Hispanic woman elected to congress, in the U.S. House of Representatives.**
8. **First woman U.S. Air Force General.**
9. **First woman U.S. Attorney General.**
10. **First woman company owner listed in the Fortune 500.**

Answers:

1. Lt. Col. Eileen Collins
2. Dr. Condoleeza Rice
3. Dr. Sally Ride
4. Amelia Earhart
5. Wilma Mankiller
6. Dr. Madeleine Albright
7. Ileana Ros-Lehtinen
8. Maj. Gen. Jeanne M. Holm, 1971
9. Janet Reno
10. Mary Kay Ash

DENTAL HEALTH

Do wisdom teeth cause dental crowding?

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This question is often posed along with the closely related statement, "When I was in high school my teeth were perfectly straight. Now look at them–they are really crooked. I should have had my wisdom teeth pulled earlier."

All of us learn much from those closest to us–our family and friends. My mother, for example, told me that she had bad teeth and that my teen-age dental problems were an example (among many others) of my unfortunate genetic relationship.

Now don't get me wrong. I love my mother dearly, but I have learned that my mother is probably not the correct authority on dental gene transmission. I, in fact, have learned that many of the things I learned about teeth from family and friends are simply not true. Countless dental "old wives tales" propagate themselves to the point of acceptable public belief.

This article is an attempt to combat one of the more pervasive dental myths: Wisdom teeth cause dental crowding.

Why do so many believe that wisdom teeth will lead to the crowding of our remaining teeth? The answer is actually surprising. This actual wives tale got its start from dentists themselves. Only a few decades ago the dental community was actually informing patients that the wisdom teeth were indeed a source of dental crowding. Add to that the common deduction that more teeth in the jaw can only create crowding and you have a bonified dental myth. The last 20-30 years of research and more complete studies have

actually dispelled that notion. With improved research came a greater understanding of the true factors involved in dental crowding. Therefore, if little Johnny's teeth are crowding in his mid 20 the fact that he did or did not have his wisdom teeth removed in his teen-age years makes no difference. He would most likely have crowding either way.

If wisdom teeth don't cause our gnarly smiles then what does? The answer is actually quite complex. In a nutshell, our faces keep growing! Most research is pointing to the fact that our facial bones continue to grow as we mature.

The change from age 30 to 40 is not as dramatic as age 5 to 15, but the fact is that our jawbones continue to change even into the elderly years. Add to this the ever–complicating matter of genetics and you start to see the larger picture.

The once aligned teeth are acted upon by the very bone in which they are rooted. Some of us inherit the genes for adequate jaw size and appropriate tooth development. Others, on the other hand, will require orthodontic assistance.

Wisdom teeth on many occasions will still require extraction. Tooth impaction, dental decay, and periodontal infection are just a few of the true extraction indications. Speak with your dentist to determine your specific situation. There you have it. Now go teach you friends and family.

Tips on making lab visit a good one

Here are some helpful tips towards having a positive phlebotomy or blood test experience at the New Mexico Veterans Affairs Health Care System:

Following a visit with your care provider, you may be handed a 377th Medical Group internal request form for laboratory work. You will stop at the medical group clinic reception area to ensure the technician or the clinic receptionist orders your lab tests. They will enter your lab requests into the hospital computer system.

Only lab tests requested by the Veterans Affairs hospital or 377th Medical Group providers can be drawn at the Veterans Affairs lab. If you are referred to another care provider and they order lab tests, you should go to their lab area for blood work.

Lab phlebotomies are on a first-come, first-served basis. Be sure to pull a ticket "number" when you arrive. The ticket numbers are used to establish who arrived first, and you will be seen when your number is called. Please have a picture identification card ready to expedite processing.

STAT refers to how quickly your results are generated, not the order in which you have your blood drawn. STAT specimens will be drawn in the clinic if an expedited result is necessary.

The mornings, 7-10 a.m., are the busiest time for phlebotomy (with Monday being the busiest day in general). Unless you are fasting, it is best to choose another time of day to have your blood drawn.

Please notify the phlebotomist anytime during your visit to the lab if you do not feel well. Help will be summoned immediately.

For safety reasons, it is best not to bring children into the blood drawing or the send-out areas, unless, of course, your child is having blood drawn.

No food or drinks are allowed in the blood drawing area.

We hope you have a professional and efficient visit to the Veterans Affair. If you have comments or concerns regarding your visit, we invite you to complete a survey that is provided in the lab's waiting room area.