

At the same time, the weight of General Marshall's personal prestige was thrown into the campaign in a national press release which, on 15 September, described the plan to the public. This was supported by paid advertisements on a co-ordinated theme placed in Sunday papers by Young & Rubicam.³²

On 27 September, the doors were formally opened to All-States recruits. An unprecedented concentration of recruiting activity resulted: it appeared doubtful that any inhabitant of the United States failed to hear of the WAC if he could read, listen to the radio, or be reached by a citizen's committee. The Office of War Information for the next three weeks devoted to the WAC most of the free facilities offered it by radio stations, ordinarily used for such projects as bond sales and food conservation; 17,000 messages were broadcast over 891 radio stations, plus 150 plugs on network programs and special, national, and spot programs. The Army Air Forces on 18 October threw teams totaling 358 officers and 1,136 enlisted personnel into the campaign. The WAC Band toured; governors continued to issue statements, which Young & Rubicam caught up and published; governors whose states led were congratulated, others were chagrined, and some even went on personal speaking tours. In general, recruiters seasoned by earlier campaigns seldom fumbled, and publicity was uniformly good.³³

State companies were shipped to training centers as fast as enough for a company were recruited. The women were ordinarily assembled at the state capitol building or some other historic spot, where they were sworn in with much ceremony, martial music, parades, crowds, and publicity, and presented by the governor with

a state flag to carry at the training center. Some states thus recruited several companies in succession. No one WAC training center had sufficient capacity to hold forty-eight companies, but the spirit of the idea was preserved, and each training center parade had a display of from fifteen to twenty state flags. Competition among state companies was keen, and most recruits were kept in a state of high morale by the favorable attention given them by home-town newspapers and by their introduction to the governor and to other prominent citizens.³⁴

Altogether, WAC and Army authorities were highly pleased with the prospects. Colonel Hobby called the plan "the best recruiting device we have ever had." The campaign seemed well on the way to achieving some of the more optimistic predictions. Well-nigh faultless in its organization, and highly effective in achieving the desired effect upon the public, it appeared that it could have been stopped only by one thing—an order from authority higher than the Army. And this was, in effect, what stopped it in many areas.

Opposition of the War Manpower Commission

No sooner was the All-States Campaign well launched than the Army discovered

³² (1) WDBPR Press Release, 15 Sep 43. (2) Speech, Mr. Lenz, Young & Rubicam. Min cited n. 14.

³³ (1) Speech, Mr. Ferbanks, OWI. Min cited n. 14. (2) AAF WAC Hist, p. 57; also AG Ltr cited n. 28. (3) TWX, Comdt 1st WAC Tng Cen to Dir WAC, 4 Oct 43. SPWA 341 sec 1b. (4) Ltrs of thanks, Dir WAC to CGs of SvCs, 11 Sep 43. SPWA 341, sec 1b; and Ltrs, Governors to Gen Marshall, Nov-Dec 43. CofS 291.9. (5) Memo, Dir WAC for Secy GS, 12 Nov 43. SPWA 341 (8-6-43) sec 1a. (6) Speech, Maj Rice. Min, WAC Stf Dirs Conf, New York, 1-3 Dec 43, SPWA 337 (11-10-43).

³⁴ Ltr, Atty Gen of Ohio to Dir WAC, 5 Oct 43, and reply. SPWA 341 sec 1b.