

# RADIO AT WAR



St. Louis

**WEW**

Missouri



770 ON YOUR DIAL

# THE SOCIAL FORCE OF RADIO



## WEW IN SERVICE 21 YEARS

When WEW first went on the air, April 26th, 1921, there was only one other radio station in the United States, a Pittsburgh Station in operation only five months before. Through WEW, St. Louis University became the first in the world to broadcast educational programs by members of the faculty. In 1923, it began religious discussion programs and in 1924, at the request of disabled war veterans in hospitals, began broadcasting services from the College Church.

Founded in 1912 by Brother George E. Rueppel, S.J., WEW began as Wireless Station 9YK. The Science Department used it to contact other seismological stations. First transmissions by voice - weather forecasts - began in 1921, was the first service of its kind. In 1922, 9YK became WEW and in 1926 moved from the Administration Building to its present location in the Law School. WEW became a commercial station on September 12th, 1937.

### COMPLIMENTS OF

DUTCH = HOLLOW = TAVO  
BELLVILLE 419  
LLK

(Firm Where Blank Was Obtained)

A thousand years from now when historians gather to name those half-dozen events which have shaped the course of human achievement, the invention of radio will be listed prominently.

Radio has meant the mass dissemination of ideas vital and basic to Humanity. Still new, still developing, it has gradually evolved as our most popular means of Idea Transmission.

The American Public names Radio as its principal source of information. Radio's social importance in Idea Transmission is multiplied by the fact that it reaches people -- not only individually, but collectively; it reaches people when they are together! Radio not only stimulates thought, but encourages discussion, argumentation and the exchange of individual viewpoints.

Radio makes the Nation more responsive!

Radio is a social influence in cultural fields: opera, appreciation of good music, serious drama - as well as in education. All these were once enjoyed by a privileged few, but now they ride the airways to the most remote hamlet! Hillbillies? Of course! Swing? Yes! Stereotyped serial drama? Surely! These satisfy the tastes of many millions of Americans!

Radio has brought religion into the home -- has afforded inspiration vital to the spiritual well-being of the Nation! Religion via radio does not supplant established religious practices but it enhances and enriches the spirit of religious tolerance guaranteed in our National Constitution.

Nearly all United States government branches rely on Radio for results. Army, Navy, Marine Corps, Coast Guard, all classes of Air Corps recruiting; Civil Service; Civilian Defense; O.P.M. O.E.M.; Treasury Department War Bonds and Stamps Sales and numerous other governmental and military offices have profited by Radio's willing cooperation.

WEW, as a link in the great Radio chain, through its splendid cooperation can feel that it has made a very real, concrete contribution to the development of National Defense and the War Program. That it has done so willingly, with a full sense of responsibility and because it desires to help, is real assurance of its determination to preserve the American Way.

# RADIO AT WAR

... In the present complex Total War, the mission of American Radio is to insure Democracy of survival and the world of a future peace with the security of the "Four Freedoms."

... The task is not simple. Americans insist upon facts and figures. They want to be convinced. Radio, a medium of mass communication, must service a conglomeration of races, creeds, political beliefs and backgrounds which make up the American people. These listeners fortunately can be reduced to a common denominator -- "the patriotic American" -- to be reached effectively in broadcasts ranging from the spot announcements to the national hour-long hook-up.

... No national or local problem, no matter how great or small, is being overlooked. Men have been recruited for our fighting forces, for federal service, war industries and farms; war bonds have been sold into the millions of dollars; rationing, salvage, nutrition, civilian defense, conservation and price control information have been explained.

... Meanwhile, we at home have been linked with our men overseas by an endless stream of broadcasts. And the Axis which cluttered the air with its bitter propaganda aimed at our destruction, is now fighting a defensive war on the international airways as American talent and genius assaults it with high-powered short-wave broadcasts.

... Add to these tasks, the vast network of military radio communication now serving our fighting forces throughout the world and the important function of radio in our war effort is realized. The pictorial coverage on the following pages reveals but a mere fraction of these activities. But this story of American radio fighting voluntarily with every watt of its strength, to insure our nation of victory, reveals the significance of radio to the final outcome of the war. This important contribution is an achievement of Democracy.

**YES**

American Radio is in the war all the way. It shall not cease fighting until the war is won and a secure peace is assured.



**SERVING**

**UNCLE SAM** ★ ★ ★ ★ ★

## **PUBLIC SERVICE**

... Behind our war effort is a vast organization known as "Our Government". This government is composed of many federal agencies and officials reflecting the policies of the President and Congress. These various agencies and individuals have important missions to accomplish which require widespread understanding and cooperation.

... In a Democracy - even at war - there is a limit to the effectiveness of regulations. In most instances, public acceptance must be secured. To reach our large population of 130,000,000, no medium is more effective than radio.

... And radio, alert to its vital role in this part of the war effort, is generously contributing its facilities, its time, and its trained personnel to serve the government and our people.

## **HOW RADIO HELPS**

### **The Record:**

**NATIONAL**

U. S. Army  
U. S. Navy  
U. S. Civil Service  
Maritime Commission  
U. S. Employment Service  
American Red Cross  
War Production Board  
Office of Price Administration  
U. S. Treasury  
U. S. O.  
Department of Agriculture  
Office of Price Administration  
War Production Board  
Federal Security Agency  
Office of Civilian Defense  
Department of Labor  
Office of Coordinator of Inter-American Affairs

War Production Board  
Department of Agriculture

Department of Agriculture  
Department of the Interior  
Department of Agriculture  
Department of Interior  
Department of Agriculture

National Park Service  
Department of Interior

Recruiting for Armed Forces  
Recruiting for Navy, Marines, Merchant Marine and Coast Guard  
Recruiting for War Production Workers  
Recruiting for Shipyards Workers  
Recruiting for War Factory Specialists  
Recruiting for Nurses, Nurses Aids, etc.  
Production Drive Information  
Price Control Information  
Sale of War Bonds & Stamps  
Campaigns for Funds  
Food Conservation, Rationing  
Gas Rationing  
Rubber and Scrap Salvage  
National Nutrition Drive  
Air Raid Precautions  
Child Welfare in Wartime  
Information on other American Republics  
Conservation of Electric Power  
Conservation of Household Equipment

### **REGIONAL**

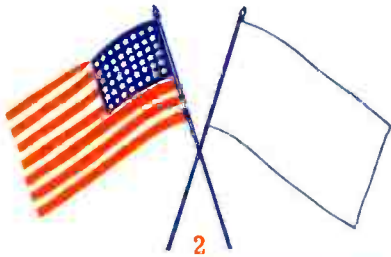
Grain Storage  
Reclamation Campaign  
Relief for Farm Labor Shortage  
Promotion of Power Programs  
Promotion of supply of farm products vital to war  
Forest Fire Prevention  
Mine Service

Each local area can add scores of items to this imposing list.

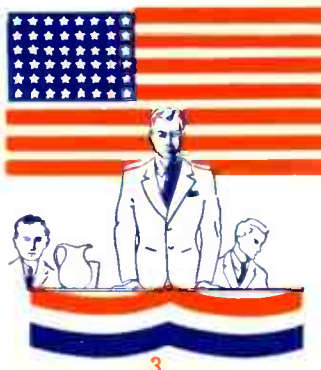
# HOW TO DISPLAY AND RESPECT THE FLAG OF THE UNITED STATES OF AMERICA



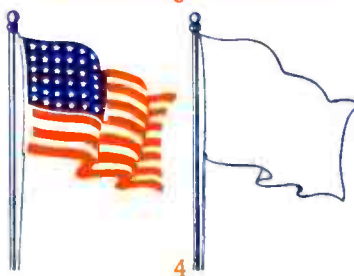
1--When flags of states or cities or pennants of societies are flown on the same halyard with the flag of the United States of America, the latter should always be at the peak. When flown from adjacent staffs the flag of the United States should be hoisted first and lowered last.



2--When displayed with another flag against a wall from crossed staffs, the Flag of the United States should be on the right (the flag's own right), and its staff should be in front of the staff of the other flag.



3--When used on a speaker's platform, whether indoors or out, the flag should never be reduced to the role of a mere decoration by being tied into knots or draped over the stand. For this purpose bunting should be used. The flag, if displayed, should be either on a staff or secured to the wall or back curtain behind the speaker with the union to the flag's right.



4--When flags of two or more nations are displayed together they should be flown from separate staffs of the same height and the flags should be of approximately equal size.

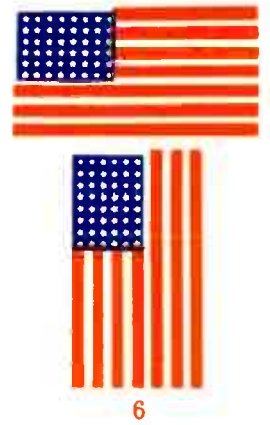


5--When the flag is displayed in the body of the church, it should be from a staff placed in the position of honor at the congregation's right as they face the clergyman. The service flag, the state flag or other flags should be at the left of the congregation. If in the chancel or on the platform, the flag of the United States should be placed on the clergyman's right as he faces the congregation and the other flags at his left.

6--When the flag is displayed



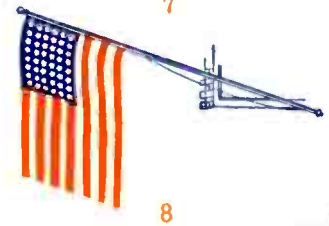
in a manner other than by being flown from a staff, it should be displayed flat, whether indoors or out. When displayed either horizontally or vertically against a wall, the union should be uppermost and to the flag's own right, that is, to the observer's left.



7--Whenever a number of flags of states or cities or pennants of societies are to be arranged in a group and displayed from staffs with the flag of the United States, the latter should be placed at the center of that group and on a staff slightly higher than any of the others.



8--When the flag is displayed from a staff projecting horizontally or at an angle from the window sill, balcony or front of a building, the union of the flag should go to the peak of the staff (unless the flag is to be displayed at half-staff).



9--Whenever the flag of the United States is carried in a procession in company with other flags, it should occupy a position in front of the center of the line of flags or on the right of the marching line.



# PUBLIC SERVICE

The U. S. Department of Interior produces a radio program "Man Is A Giant", telling the story of Boulder Dam and its significance in the war effort. This series of photos, shows the cast in action, a close-up and the sound-effects man. Actors are professionals, called in for each program.



Claude R. Wickard, Secretary of Agriculture, broadcasts message to farmers.



Inter-American University On the Air. Above--Dr. Guy E. Snavelly, Association of American Colleges; Dean Virginia Gildersleeve, Barnard College, Columbia University and Mr. Edwin Hughes, National Music Council. Below--left to right, Dr. Willard E. Givens, National Education Association; Rev. Dr. George Johnson, National Catholic Welfare Conference; Neville Miller, National Association of Broadcasters.



Posing after a broadcast promoting the sale of War Bonds, left to right, William Green, T. C. Cashen, Secretary of the Treasury, Henry Morgenthau, Jr., Lt. Commander Edward O'Hara, Secretary of Agriculture Claude Wickard and John W. O'Leary.



Women's Part in the War, discussed by (left to right) Mrs. Henry Morgenthau, Jr.; Mrs. Philip Jones, farm wife of Shelton, Conn.; Mrs. Jeannette Simpson, Baltimore aircraft worker; Miss Luise Rainer, actress; Mrs. Edna Woolman Chase, editor of Vogue magazine; Miss Jan Struther, author and Mrs. Clarence E. Hewitt, wife of Detroit tank arsenal employee.

# HOW TO DISTINGUISH NATIONALITY OF AIRCRAFT

Civilian air raid spotters will have no difficulty distinguishing Axis planes from those of the United Nations if they memorize the markings illustrated here.



UNITED STATES ARMY  
Wing and Fuselage--Blue disk with white star  
Rudder -- No identification



UNITED STATES NAVY  
Wing and Fuselage--Blue disk with white star  
Rudder -- No identification



GREAT BRITAIN, R. A. F.  
Wing--Blue circle, white circle with red center  
Rudder--No identification; vertical red, white and blue stripes on fin

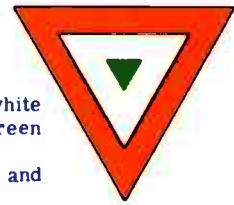


GERMANY  
Wing--Black cross  
Rudder--Black swastika circled in red field



RUSSIA  
Wing and Fuselage Red Star  
Rudder--No identification

MEXICO  
Wing--Red Triangle, white triangle with small green triangle in center  
Rudder--Green, white and red vertical stripes



ITALY  
Wing--Roman fasces, yellow in white disk  
Rudder--Green, white and red vertical stripes with royal arms in center



JAPAN  
Wing--Red disk  
Rudder--No identification



## AIR WARNING SERVICE

In cooperation with local patriotic organizations, radio has assumed an active role in enrolling a corps of 500,000 to 600,000 civilian volunteers to serve in the Air Warning Service of the Army Air Corps.

Night and day, these specially-trained men and women stand guard on the roofs of their homes, in the towers of churches and skyscrapers, on prairies, farms and fields and beaches.

They watch for the speck -- at night they listen for the hum of a motor -- that may be an enemy plane. Their alarm sends into action an amazing organization that enables RADIO to warn the civilian population. Simultaneously, the warning is flashed to industry, home guards, police, fire departments, civilian defense officials.

In case of an actual air raid, your radio station will go off the air so as not to aid in guiding enemy aircraft to their targets, but not until after a calm, concise announcement of the impending danger.

When the "all clear" is sounded, your radio will resume operation.



This is a scene in an Air Warning Service Information Center where trained volunteers are able to plot the course of an enemy airplane on the huge sample Operations board.

## VOLUNTEERS WANTED

The Air Warning Service is operated under the supervision of the U.S. Army Air Forces. Civilian enrollees are still needed in some areas. Applications should be made to the nearest branch of the State Defense Council in your community.

# WAR *Communica*



Orders from headquarters by radio as troops leave bivouac area.



Sergeant in foreground is tank crew member plotting attack on basis of information radioed from outpost.



Marine uses portable radio in landing operation.



Report on enemy aircraft is radioed to concealed artillery at rear.



Portable Army radio outfit operates on maneuvers. Note hand generator.

Reporting by radio from concealed command car. Note transmitter key on radio operator's thigh.





# tions BY RADIO

OUR fighting forces throughout the world are linked to Command Headquarters in Washington by a vast network of military communication. Messages are necessarily sent in code -- for in them are the secrets of our future military operations. Our system of radio stations in the United States has been a reservoir which provided our Army and Navy with thousands of skilled specialists who now maintain our important lines of military radio communication. Meanwhile, the services are training thousands of additional men for radio duty on land, on the sea, and in the air. Today, radio is the nerve system of our military might. Crackling messages over the airways will carry the signal of the last great offensive and the first news of the final defeat of our enemies.



ON THE SEA



The Watch Below! Firemen report burner control readings.



In the operational radio control of a Naval Air Station.



Navy radio operators help to guard the sea lanes.



Some of the delicate radio equipment in a Navy radio room.

Radioman receiving message on U. S. Battleship.

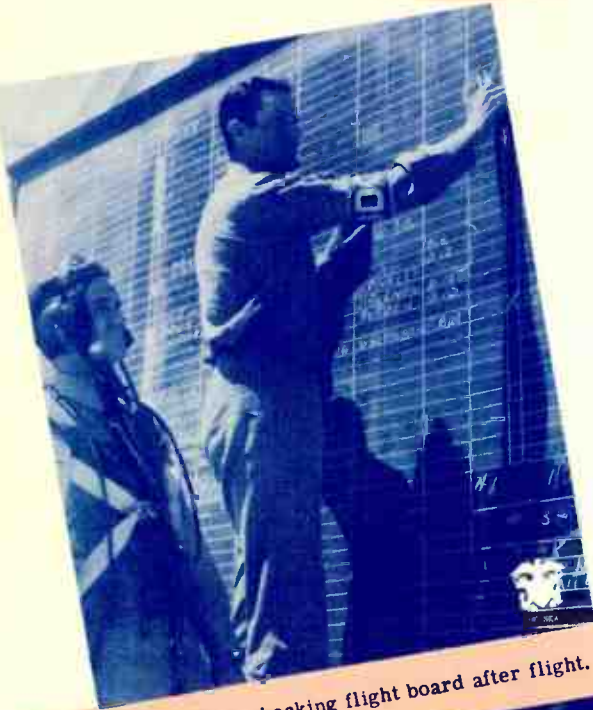




Every one a radio operator.

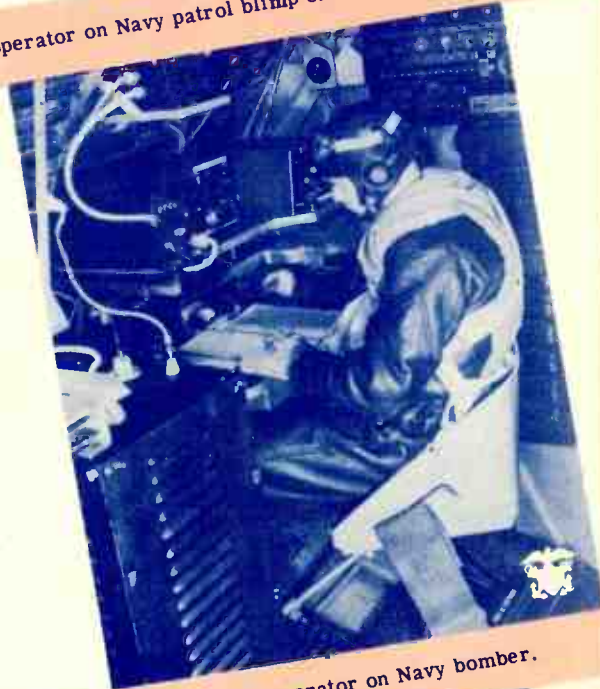


Radio operator on Navy patrol blimp on anti-submarine duty.



Duty officer checking flight board after flight.

# RADIO IN THE AIR



Radio operator on Navy bomber.

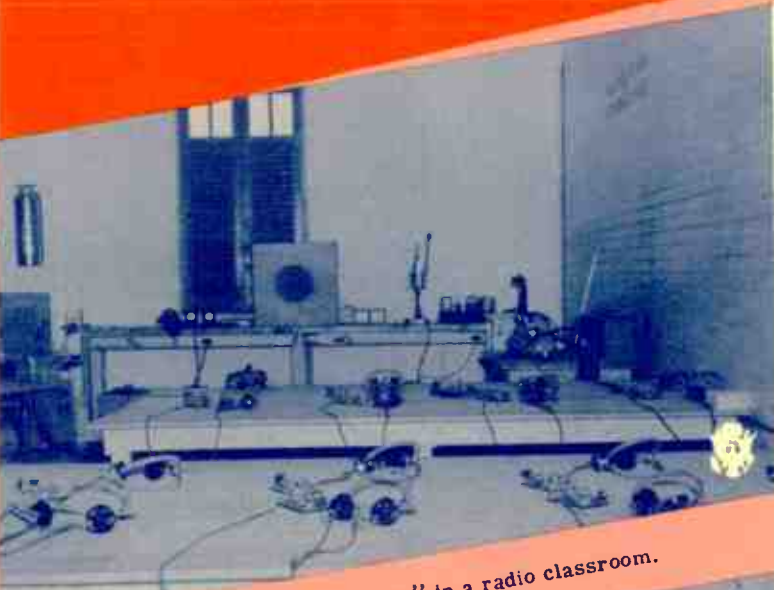


Coast patrol radio man keeps tabs on weather and directs surface ships to scene of disasters; keeps wary eye for enemy aircraft signals.



"Blind flying" by radio in ground school trainer.

# RADIO INSTRUCTION



School dismissed. The "desks" in a radio classroom.

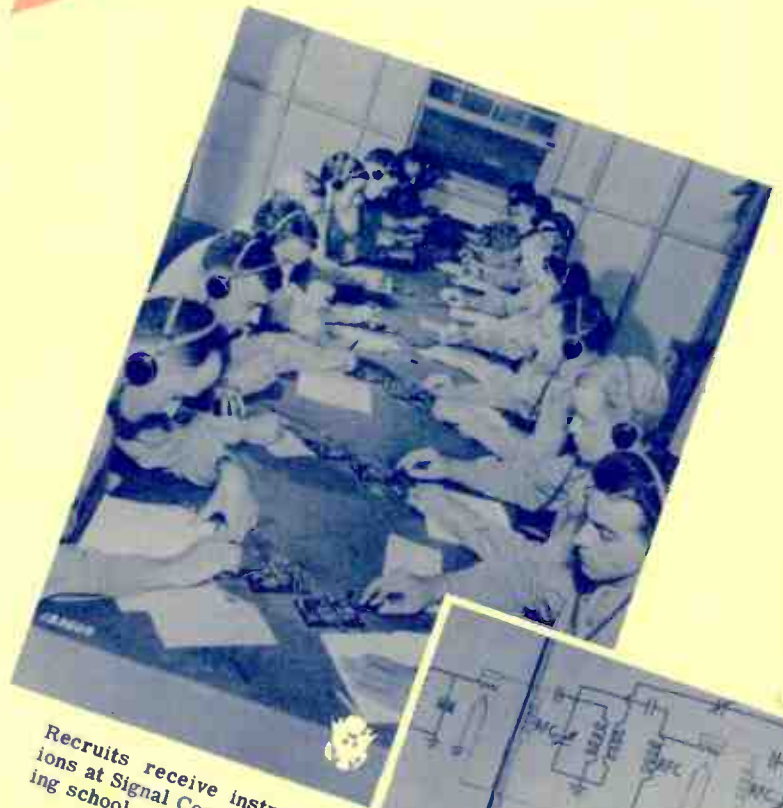


Aviation cadets and student officers attend "buzzer" class.



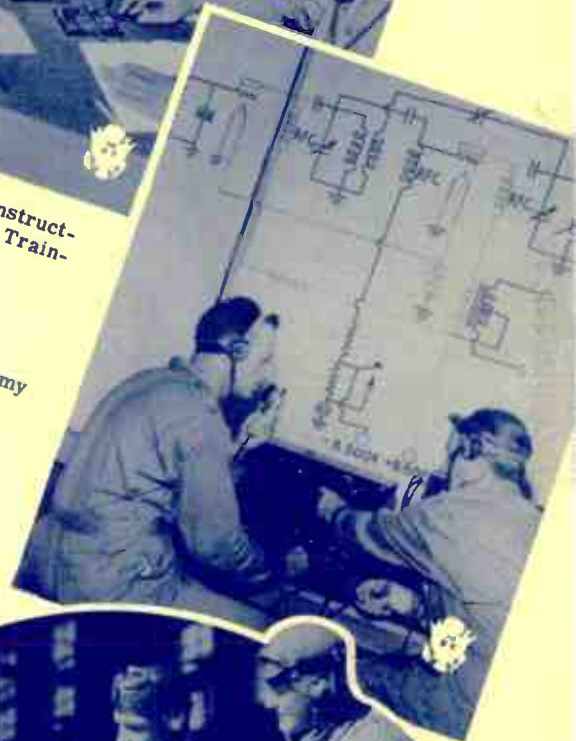
Another class explores intricacies of radio code.

Flight instructor corrects students' errors after formation flying.



Recruits receive instructions at Signal Corps Training school.

Diagram on wall aids Army Radio instruction.



# U.S. ARMY INSIGNIA OF RANK AND SERVICE BRANCH

## OFFICERS' INSIGNIA OF RANK



## CAP DEVICES



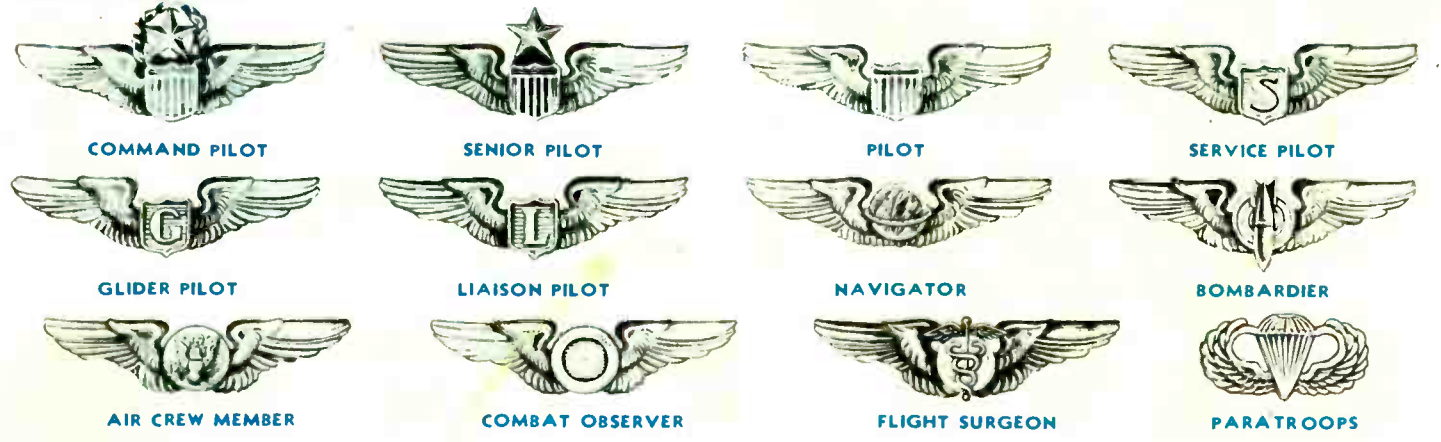
## OFFICERS' LAPEL OR COLLAR INSIGNIA



## NON-COMMISSIONED OFFICERS' INSIGNIA



## BREAST INSIGNIA



# U.S. ARMY

# INSIGNIA OF

# CORPS AND DIVISION

## THE GENERAL COMMANDS HEADQUARTERS



AIR FORCES



GROUND FORCES



SERVICE OF SUPPLY



FIRST ARMY,



SECOND ARMY,



THIRD ARMY,



FOURTH ARMY

## THE ARMIES

## SERVICE COMMANDS



FIRST



SECOND



THIRD



FOURTH



FIFTH



SIXTH



SEVENTH



EIGHTH



NINTH

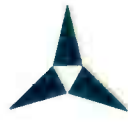
## ARMY CORPS



FIRST



SECOND



THIRD



FOURTH



FIFTH



SIXTH



SEVENTH



EIGHTH



NINTH

## DIVISIONS



ELEVENTH



TWELFTH



THIRTEENTH



FOURTEENTH



1st



2nd



3rd



4th



5th



6th



7th



8th



9th



26th



27th



28th



29th



30th



31st



32nd



33rd



34th



35th



36th



37th



38th



40th



41st



43rd



44th



45th



76th



77th



78th



79th



80th



81st



82nd



83rd



84th



85th



88th



89th



90th



91st



92nd



93rd



94th



96th



98th



99th



100th



102nd



103rd



104th



HAWAIIAN DIV.



FIRST CAVALRY DIVISION



AVIATION CADET

## ARMORED FORCE



HQ & HQ COMPANY



1st CORPS



4th DIV.



NEW ENGLAND



NEW YORK-PHILADELPHIA



CHESAPEAKE BAY



SOUTHERN COASTAL



PACIFIC COASTAL



PANAMA CANAL DEPT.



HAWAIIAN DEPT.



Buddies gather 'round to enjoy some boogie woogie on a Service Club piano.



Maj. General Hugh Drum faces a battery of microphones.



No spot is too tough for radio special events men. Here's one following the Army engineers during a river crossing.



Entertainment aboard ship enroute to Australia.



Sailors at Pensacola rehearse before broadcast.



A soldier audience at an open air broadcast as seen by performing artists.



The Famous U. S. Marine Corps Band heard on many broadcasts.



Naval cadets and sailors sing and play for radio audience.



A corner of the barracks serves as rehearsal room for this "jive" group.



All sergeants are not "hard-boiled". This one burlesques a "home-makers" hour, discussing a topic of child apparel that doesn't seem to impress the young admirers.



Soldiers fresh from field duty accompany Service Club worker in broadcast.



Radio network correspondents, wearing prescribed uniforms, report from maneuver areas.



Aviation cadets at Randolph Field have organized this Glee club for radio appearances.



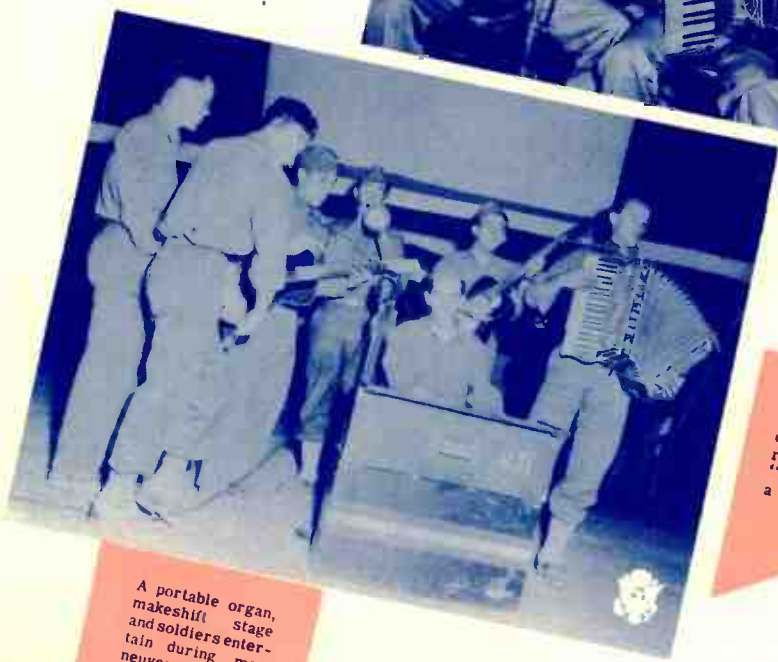
Soldiers on duty in Washington, D.C. boast this Glee club.



West Point Band plays for radio in Culom Hall.

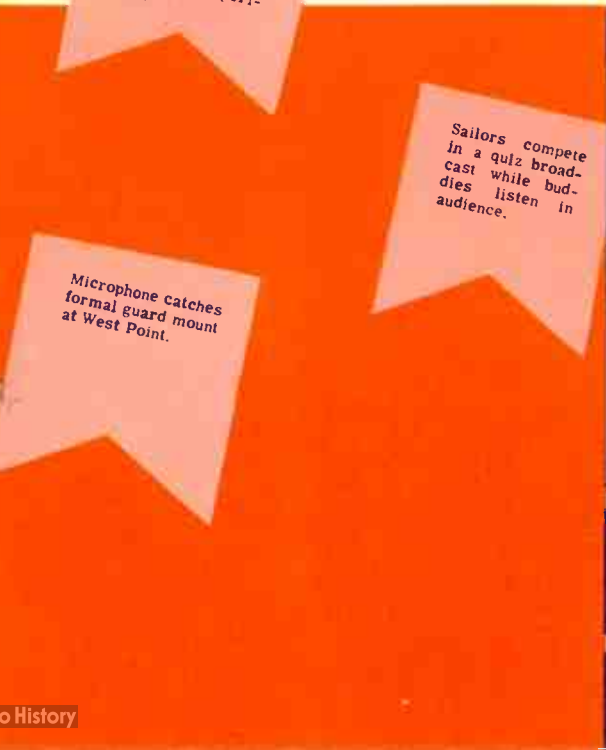


Hawaiian soldiers find time for broadcast.



A portable organ, makeshift stage and soldiers entertain during maneuver rest periods.

Trained Army Public Relations officers proved they could operate a radio station they "captured" during a 1941 maneuver.



Sailors compete in a quiz broadcast while buddies listen in audience.

Microphone catches formal guard mount at West Point.





# ON THE AIR

When they are not too busy learning the methods of warfare, the Army, Navy and Marine Corps can present radio programs with a professional flavor, designed to entertain and inform the folks back home. Hundreds of radio entertainers, musicians, writers, announcers, production men and specialists are in the service, and they welcome the opportunity to resume association with their former civilian pursuits. Meanwhile, radio listeners, they make it possible for friends and relatives to visit camps and training stations, without moving away from the loud-speaker. Through this medium, radio can claim special distinction for building and maintaining our strong morale.



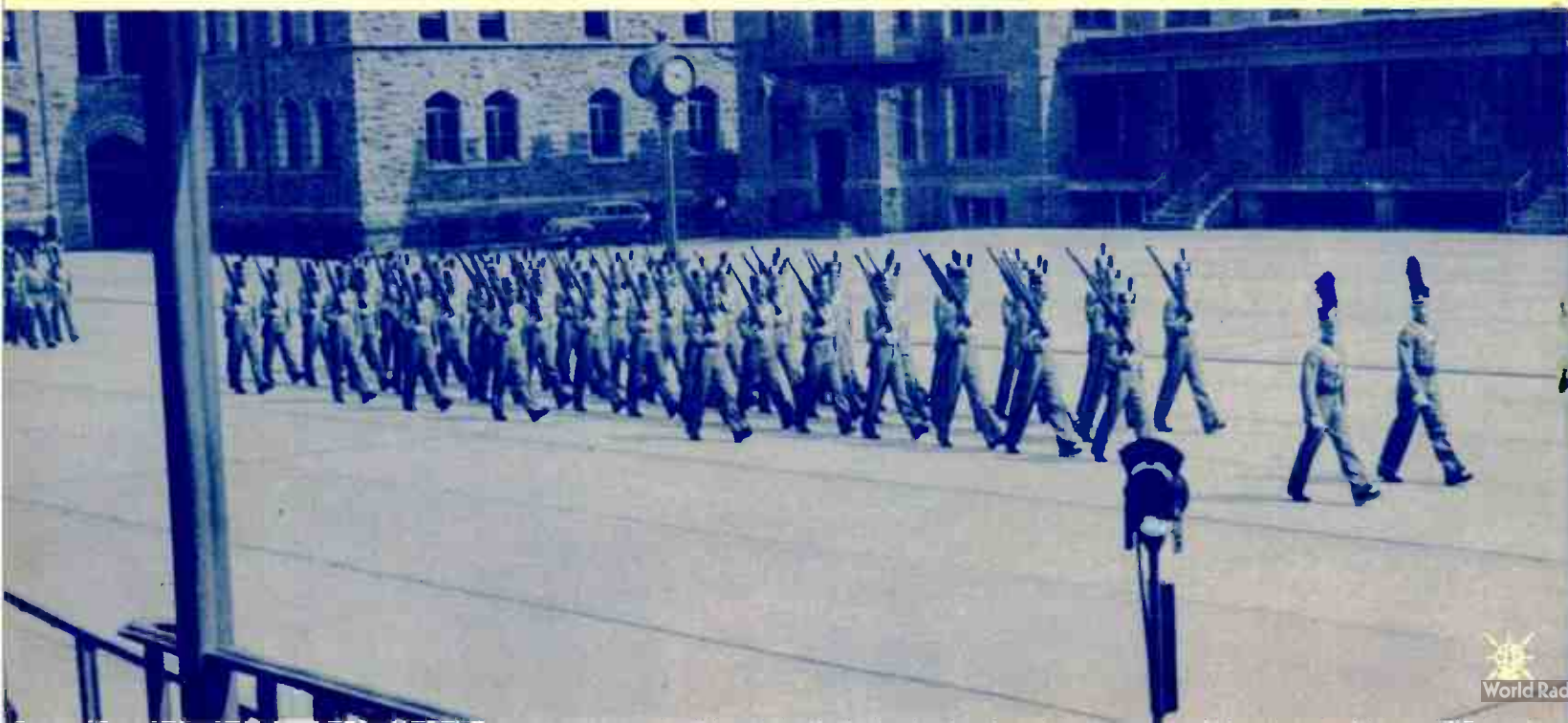
Wounded Soldier in Australia says "Hello" to folks back home.



A pack mule and the story of mountain warfare training, told by radio.



Gun crew in action as radio eavesdrops.





Home of Radio Station

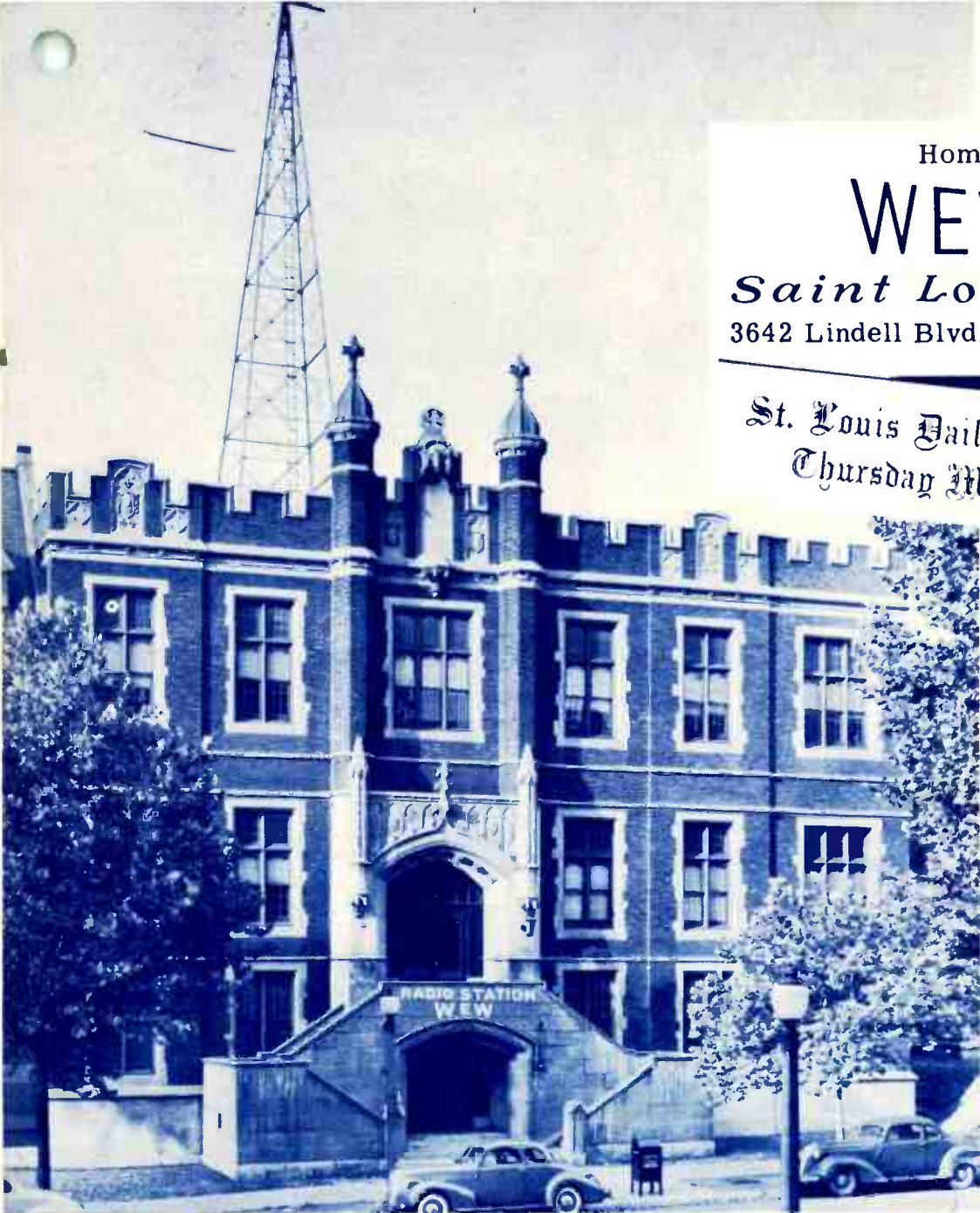
# WEW-FM-K5IL

## Saint Louis University

3642 Lindell Blvd.

St. Louis, Missouri

St. Louis Daily Globe-Democrat  
Thursday Morning, September 10, 1942.



### St. Louis U. to Train 4400 for Army in New Radio School

At least 4400 civilian instructors for radio schools for the Army Air Force will receive their training at a new school for this purpose to be opened at St. Louis University on Thursday, September 17, it was announced yesterday by Maj. Thomas K. Fischer, former supervisor of the instructor training division at Scott Field, who will be in charge of the school for the army.

It will be one of an undisclosed number of such schools set up by the Army's Air Forces Technical command. Those in this district come under the direct supervision of Maj. Gen. F. L. Martin, commanding officer of the Second Air Force Technical Training Command, with offices here.

Maj. Fischer announced that Rev. Wilfred M. Mallon, S. J., would be in active charge of the new school here for the university. Father Mallon is dean of St. Louis University's College of Arts and Science.

Each course at the university, Maj. Fischer explained, will run 12 weeks, with classes of 100 each being enrolled for the duration. The school will be for both men and women, and students will receive the Civil Service status of Sp-4 at a yearly salary of \$1620. They will be promoted to the first-pay grade of junior instructor at \$2000 a year upon graduation.

Maj. Fischer said six large radio laboratories are being prepared in the University's Administration Building, Grand boulevard near Lindell boulevard, and that there will be lecture, Morse code and visual education rooms and teachers' offices in other parts of the school's building.

Upon graduation, the instructors will be sent to Army Air Force radio schools where they will instruct enlisted men. Persons in the St. Louis area are asked to send their applications to the Civilian Employment Officer at Scott Field.

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The carrier shares dominated the deal-  
ks, although several other groups, es-  
cially the rubbers and air lines issues,  
at good demand.  
Many of the falls reached new highs  
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nted for nine

# OUR HONOR ROLL

Name \_\_\_\_\_  
 Entered Service \_\_\_\_\_  
 First Station \_\_\_\_\_  
 Promotions \_\_\_\_\_  
 \_\_\_\_\_  
 Service Record \_\_\_\_\_  
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 Decorations \_\_\_\_\_  
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 Discharged \_\_\_\_\_











Name \_\_\_\_\_  
 Entered Service \_\_\_\_\_  
 First Station \_\_\_\_\_  
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"Army, Navy and Marine Photos in this book were released for publication by the War and Navy Departments."

-  U. S. Army Signal Corps
-  Official U. S. Navy Photograph
-  American Red Cross Photo
-  Official Photograph, U. S. Army Air Forces
-  Official U. S. Marine Corps Photograph
-  Blue Network Photo
-  NBC Photo
-  Harrison and Ewing Photo
-  Fort Bragg Photo
-  U.S.D.A. Photograph

Compiled and edited by Brooks Watson. Published by National Radio Personalities, Peoria, Illinois.

Additional copies of this book may be obtained by sending 35¢ to the publishers, Peoria, Illinois.



Colonel Julia O. Flikke of the Army Nurses Corps speaks at ceremonies in the gardens at Red Cross National headquarters.



Miss Mary Beard, director of Red Cross Nursing Service is flanked on either side by Miss Rose Bampton, Metropolitan Opera Star and Captain William F. Santelman, conductor of the United States Marine Band orchestra.

# AMERICAN RED CROSS

Keeping pace with the expanding needs of the vast war effort has been the solemn obligation of the American Red Cross. Again radio is doing its part to aid this great organization of mercy in its many vital endeavors, such as fund campaigns, blood banks, nurses' training, and many others. These photos show some of the Red Cross leaders, workers and friends as they appeared in radio broadcasts.



When Shirley Temple, Charles Laughlin and Paul Muni appeared on a two-hour variety program for Red Cross war relief.



Hon. Liu Chieh, Chinese Minister to the United States speaks on a Red Cross program.



Red Cross workers Mrs. Ned Snodgrass and Mrs. Wilbur H. Logan pose with Charlie McCarthy and Edgar Bergen after a Red Cross broadcast.



King George II of Greece, speaks of Red Cross needs in his occupied country. Chairman Norman Davis listens intently.

# CIVILIAN

# DEFENSE

Every able-bodied citizen has a part in the national defense of the United States. Any attack upon this country must find each citizen assigned to his or her place, trained in the duties involved, and resolute to carry out those duties, regardless of the danger to be faced.

Thousands of United States communities have organized and trained efficient Civilian Defense units and have conducted tests, drills and exhibitions to determine that each cog in the vital machinery of wardens, police, firemen, nurses, etc., will be capable of meeting any emergency.

Only with the complete cooperation and support of those whom Civilian Defense is designed to serve and protect, can it operate smoothly and efficiently. You will recognize the Civilian Defense Workers by these insignia.



# RADIO AT CORREGIDOR

The story of Bataan and Corregidor is truly one of the great epics of our military history. Blockaded and doomed, American and Filipino troops fought side by side against the Invader until their last ounce of energy was consumed. Communications were mainly by radio. Although subject to continuous bombardment, troops sought relief from the pressure of war by listening to short-wave broadcasts. From here, too, came the final heart-breaking radio message announcing the defeat. . . a message tapped out by a young Signal Corps wireless operator which shocked the American people into a resolve that they would not cease fighting until the Japanese Army is destroyed and victory is ours!

## THE LAST MESSAGE

While shells were falling all around, and rifles were being smashed to keep them from the Japanese, 22-year-old Irving Strobing of Brooklyn, with the Army at Corregidor, heroically remained at his radio transmitter, flashing out the series of poignant messages that announced the fall of the island fortress on May 5th, 1942. "They have got us all around and from the skies. From here it looks like firing ceased on both sides. The white flag is up. Everyone is bawling like a baby. . . . ."

Before the fall of Bataan, U.S. Soldiers hear short-wave news from home.



The last man to leave Corregidor, Lt. Col. Carlos P. Romulo of the Philippine Army, speaks to a nationwide radio audience.



"Corregidor used to be a nice place"



Mrs. Roosevelt looks on as Surgeon General James Magee pins citations on some of the U. S. Army nurses who escaped from Bataan.



# RIGHT! WRITE RIGHT!

Don't be discouraged by long delays in receiving replies to your letters to men in Uncle Sam's fighting forces. This is a World Wide War. The seas are wide and rough sailing. Regular mail travels in convoys and there are many unpredictable factors that may unavoidably delay the delivery of mail to men overseas. Be patient.

Don't be discouraged by necessary military restrictions. Write often to your servicemen; write long letters, but, remember, your letter may fall into enemy hands. Don't make it valuable reading for them.

The government considers your mail important—every ship that leaves this country carries mail.

The marines receive an assigned unit number and designation which he sends to the postmaster, either at New York or San Francisco, upon safe arrival overseas. The cards are then mailed to designated friends and relatives, who address mail according to the instructions on the cards.

Private John Doe (Serial No.)  
Company X, 535th Infantry  
Army Post Office No. -----  
C/O Postmaster  
City, State - (As instructed by  
soldier or War Dept.)

If a soldier is located outside the United States address:

John Doe, Seaman Second Class,  
USS CHARLESTON  
C/O Postmaster  
San Francisco

There are only two post office addresses that should be used for naval forces afloat and overseas. They are: C/o Postmaster, New York or C/o Postmaster, San Francisco, depending on which is nearer the man addressed. Address:

V-Mail Service is available to and from the personnel of our Armed Forces of certain points outside the continental United States. If a message is addressed to or from a point where V-Mail equipment is not in operation, it will be transmitted in its original form by the most expeditious means of transportation.

V-Mail blanks are available at all post offices.

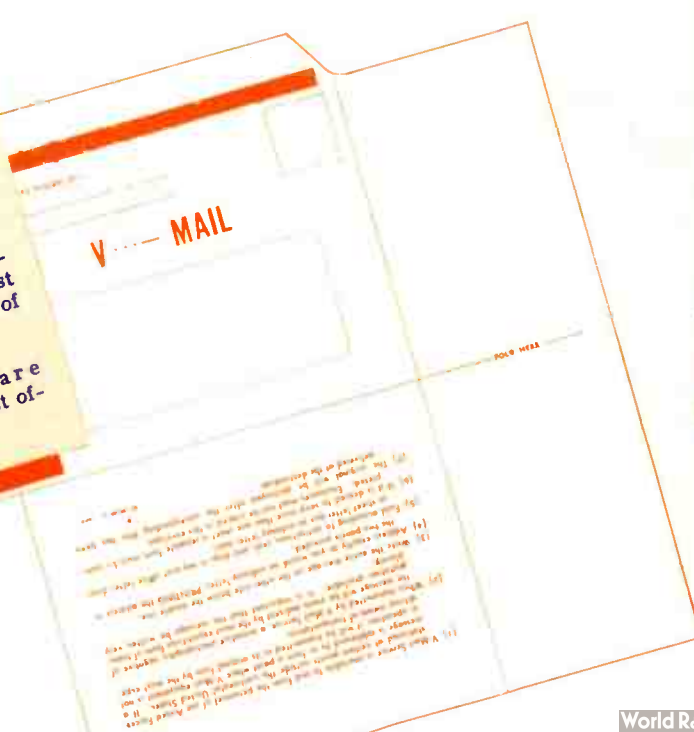
## POSTAGE FEES:

**REGULAR MAIL:** Three cents on letters addressed through an Army Post Office number.

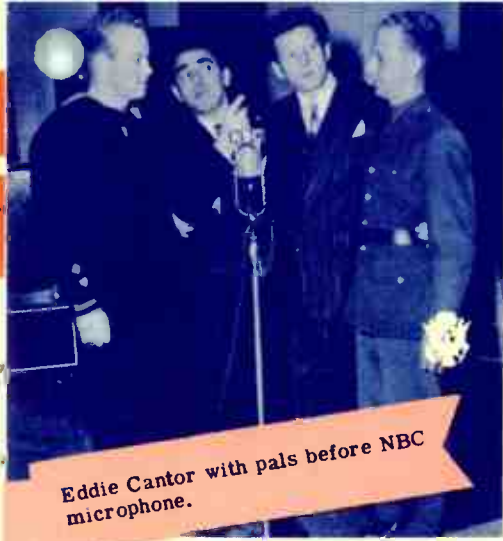
**AIR MAIL:** Six cents per half ounce, outside United States.

**PARCEL POST:** Postage charged only from city of mailing to port of despatch in the United States. (Get exact cost from your local post office).

THE WAR AND NAVY DEPARTMENTS ALWAYS NOTIFY THE NEXT OF KIN IN THE EVENT OF ANY SERIOUS CASUALTIES. IN THE ABSENCE OF ANY SUCH REPORTS, IT IS SAFE TO ASSUME THAT "No News Is Good News".







Eddie Cantor with pals before NBC microphone.



Major Alexander P. de Seversky, noted aviation expert, addresses NBC listeners.

Three Fort Belvoir, Va., soldiers who took part in one of the "Cheers from the Camps" hour-long all-soldier CBS broadcast.



Ensign Willard Farnum and Mary Patton play leading role in Blue network's story of the "Flying Patrol".

The famous team, Alfred Lunt and Lynn Fontaine face three network mikes.



# NETWORK WAR SHOWS

The major radio networks boast dozens of programs covering the war effort from every possible angle. Listeners are free to make a selection from a range of programs that extends from simple entertainment through dramatics, speeches, interviews, special events, educational features, news, discussions and commentaries. Thanks to radio, American listeners are supplied with every iota of war information not helpful to the enemy. The major networks play a leading role in this great public service. Herewith is a limited sample of network war programs.

Romeo and Juliet for radio listeners as done by Gertrude Lawrence and Eddie Cantor.



An adventure drama of sabotage and espionage as enacted for Blue network listeners by Jay Hanna, Don MacLaughlin, and Helen Waren of "Counterspy".



Sallors, soldiers and stars perform in a lot of atmosphere on the new Stage Door Canteen broadcast. Gracie Allen and Helen Hayes at table, right.

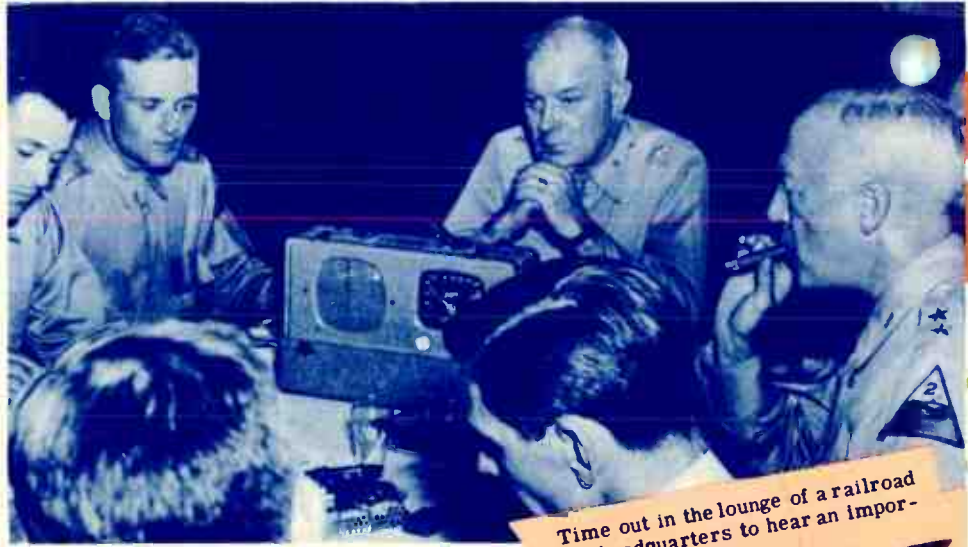


Vocalist Lanny Ross introduces "Keep 'Em Flying" to CBS audience.





In far away Iceland, U. S. dough-boys express pleasure over a short-wave program.



Time out in the lounge of a railroad car headquarters to hear an important broadcast.



The world at the finger-tips of two soldiers in a short-wave listening post.

## KEEPING IN TOUCH

Wherever they are, in training or in action, U. S. fighting forces look to radio to maintain their association with "home" -- it may be the voice of a friend, word from the home town or news from the good, old U.S.A. It all serves the same purpose for the service men who have no intentions of losing contact with things that were familiar before the war interrupted their lives. Radio does this job, too.



Concentrated listening by Army men at a railroad siding.



Winter-clad soldiers anchor cable for antenna in far northern base.



Short-wave listening at an outpost in Puerto Rica.



Radio and games in the barracks at a Naval Air Station.

Radio Star Mary Ann Mercer has performed in scores of Army and Navy camps and stations and has sold hundreds of thousands of dollars in War Bonds.



"General" Jimmy Durante broadcasts with clarinet accompaniment.



Red Cross workers with Jack Benny, Edgar Bergen and Charlie McCarthy after a broadcast for Navy Relief.

## MORALE BUILDERS

Uncle Sam's fighting men have no group of friends truer than the professional entertainers of radio, stage and screen. Whether it is a radio program, a personal appearance, a war bond drive, a benefit performance or a friendly visit--the entertainment stars are doing an "all-out" job. On this page is a very small sample of the "morale builders" in action.



Film Star Bette Davis makes a hit with U. S. Navy gobs.

A Navy officer and an entertainer, Lt. Commander Eddie Peabody and his banjo, heard on many broadcasts.



It's Chico Marx at the piano, Jane Pickens and Mitzi Mayfair entertaining sailors at Trinidad.



Gayle Mellott draws a lucky number at the Servicemen's Hop.

# COMMAND PERFORMANCE

Next to personal mail, a broadcast from the U. S. A. is one of the most important factors affecting the morale of men in the Armed Services. That is why the War Department originated "Command Performance", a radio program as its name implies, mirroring the entertainment requests of Uncle Sam's fighting men.

Constituting a listener's dream, so far as talent selection is concerned, Command Performance is not broadcast domestically. Every Sunday, over a 24-hour period, in order to reach military forces at a good listening hour, the program is shortwaved by 18 U. S. international shortwave stations, beamed to points all over the world.

The country's most famous radio, screen and stage stars appear on the program in answer to the service-men's requests. Top-flight orchestras add their part to the program, and occasionally the program features novelty requests such as Carole Landis's sigh, a pet dog's bark and the songs of Indiana birds.

Two other short-wave programs bring the men in foreign service sports news and special news features and as the foreign personnel expands, many new programs are in the making.



Kate Smith is a favorite with the Army and Navy, whatever the occasion. Here Kate has the Navy eating out of her hands.



Ginny Simms is one of the favorites of the lads overseas. Here she is opening fan mail.

These Army admirers reflect the taste of short-wave listeners who like Joan Edwards



Soldiers get autographs of part of one Command Performance which included Joan Edwards, Tallulah Bankhead and Carmen Miranda.



Jack Benny and Jasha Heifetz appeared on the same shortwave program, billed as the world's worst and the world's best violinists. These soldiers have identified Benny.

Fred Allen signs autographs for sailors after a Command Performance.



# U.S. MARINES INSIGNIA OF RANK AND SERVICE

## OFFICERS' INSIGNIA OF RANK

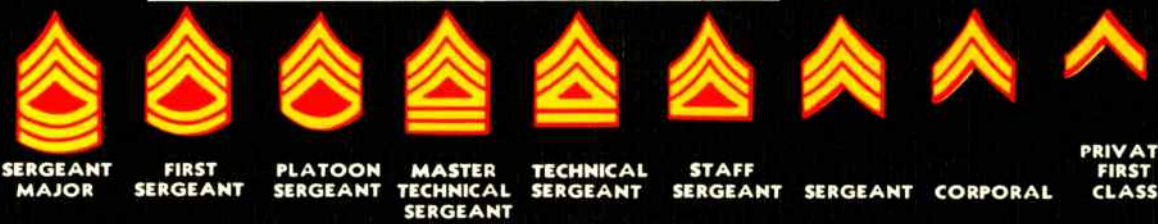


LIEUTENANT GENERAL MAJOR GENERAL BRIGADIER GENERAL COLONEL LIEUTENANT COLONEL MAJOR CAPTAIN FIRST LIEUTENANT SECOND LIEUTENANT WARRANT OFFICER

### CAP DEVICES



### NON-COMMISSIONED OFFICERS' INSIGNIA



SERGEANT MAJOR FIRST SERGEANT PLATOON SERGEANT MASTER TECHNICAL SERGEANT TECHNICAL SERGEANT STAFF SERGEANT SERGEANT CORPORAL PRIVATE FIRST CLASS

### DEPARTMENTAL INSIGNIA



ADJUTANT & INSPECTOR'S DEPT. QUARTERMASTER'S DEPT. PAYMASTER'S DEPT. BRIG. GENERAL'S AIDE AVIATION CADET CHIEF GUNNER BAND LEADER

### CAP DEVICES



# U.S. COAST GUARD RANK AND SERVICE

## OFFICERS' SHOULDER INSIGNIA

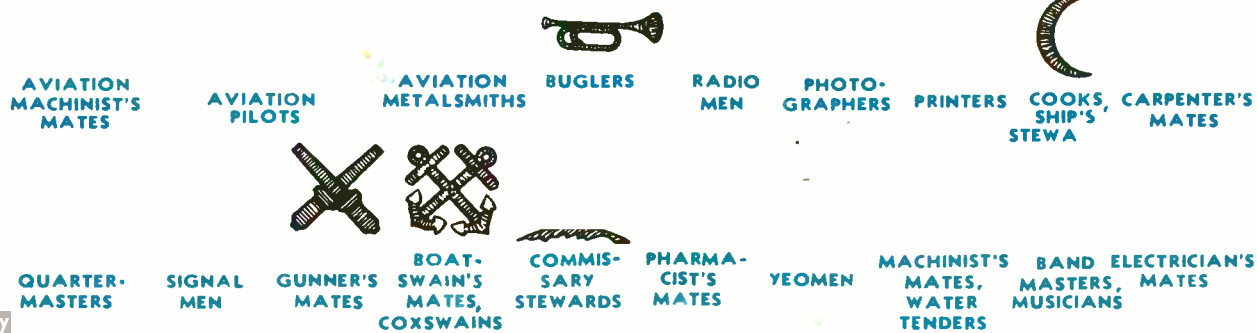


REAR ADMIRAL CAPTAIN COMMANDER LIEUT. COMMANDER LIEUTENANT LIEUTENANT (JG) ENSIGN CHIEF WARRANT WARRANT FIRST CLASS CADET SECOND CLASS CADET

## OFFICERS' SLEEVE INSIGNIA

RE ADMIRAL CAPTAIN COMMANDER LIEUT. COMMANDER LIEUTENANT LIEUTENANT (JG) ENSIGN CHIEF WARRANT WARRANT FIRST CLASS CADET SECOND CLASS CADET

### ENLISTED MEN'S SPECIALTY



AVIATION MACHINIST'S MATES AVIATION PILOTS AVIATION METALSMITHS BUGLERS RADIO MEN PHOTOGRAPHERS PRINTERS COOKS, SHIP'S STEWA CARPENTER'S MATES QUARTERMASTERS SIGNAL MEN GUNNER'S MATES BOAT-SWAIN'S MATES, COXSWAINS COMMISSARY STEWARDS PHARMACIST'S MATES YEOMEN MACHINIST'S MATES, WATER TENDERS BAND MASTERS, MUSICIANS ELECTRICIAN'S MATES FIRST CLASS SECOND CLASS

### CADETS' SHOULDER INSIGNIA

FIRST CLASS SECOND CLASS

# U.S. NAVY INSIGNIA OF RANK AND SERVICE DIVISION

## OFFICERS' SHOULDER AND SLEEVE INSIGNIA



## OFFICERS' CORPS DEVICES



Each service stripe, worn on the left sleeve below the elbow, indicates completion of a four-year enlistment. After serving 12 years with good conduct, gold stripes are worn. Enlisted men's rating insignia become gold after completing three enlistments with good conduct. Red rating marks are worn on blue uniforms, blue marks are worn on white.

## CAP DEVICES



## ENLISTED MEN'S SPECIALTY MARKS



## POCKET OR BREAST INSIGNIA



## WALKIE-TALKIE

Here's the famous walkie-talkie...  
"talk as you walk".

Walkie Talkie on skis  
going up hill.

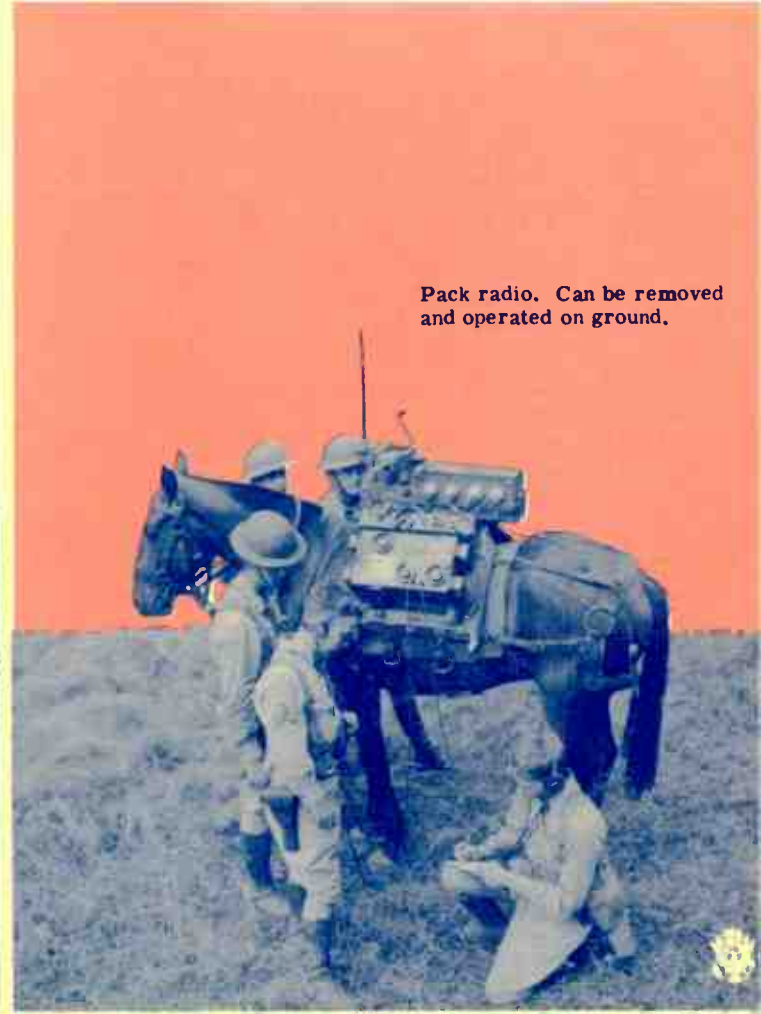
Above: In landing operation,  
soldier reports back to ship.

Left: Lone sailor communi-  
cates from beach.

Lower left: The Marines have  
landed! 'Nuf said.

Two-way hook-up at message  
center.

# IN RADIO



Pack radio. Can be removed and operated on ground.

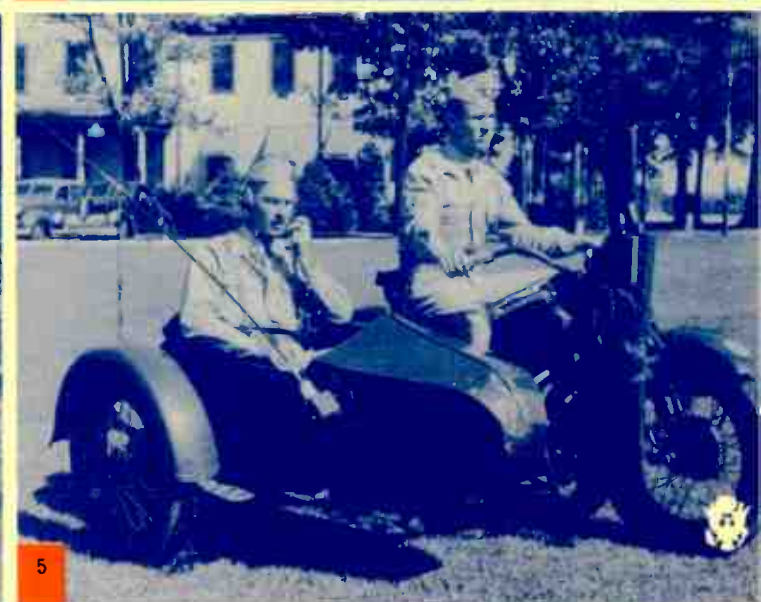
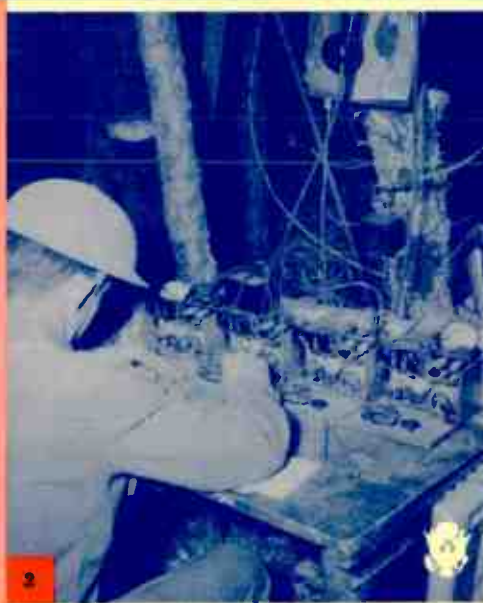
1  
General View Field Transmitter, Power Unit and Antenna.

2  
Battery of code keys at message center.

3  
Radio-equipped Army Command Car.

4  
Close-up of Army Field transmitter.

5  
Motorcycle and side-car equipped with Radio.





# A MILITARY MISSION

On April 5, 1942, the United States Army started a new kind of military operation. For the first time in history, the War Department was directly sponsoring and producing a radio program with a definite military objective -- "The Army Hour". Since then, the official "Army Hour" has established itself as an integral part of the global fight of the United Nations against the Axis.

Through the "Army Hour", which is broadcast each Sunday, America and the whole world is getting a weekly view of the progress of the war and how it is being fought. The program reaches to all parts of the globe to tell the story of the United Nations fight, with buck privates telling their important role as prominently as the top-ranking military chiefs.

Two Australian fliers, Sgt. John Norman and Sgt. Hilton Greentree, told Army Hour listeners of their experiences in fighting the Japs in the Far East.

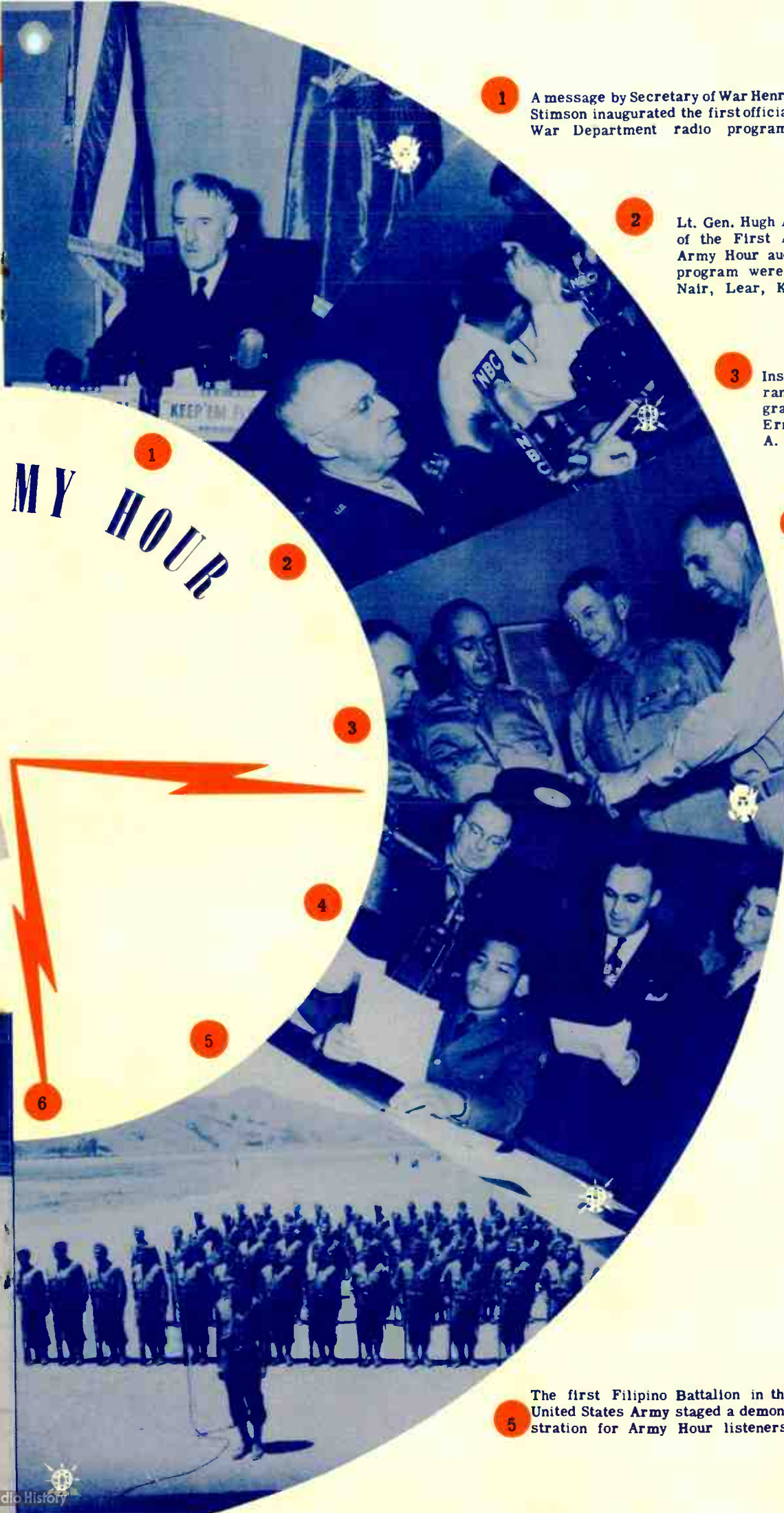
When listeners heard the chatter of machine guns, they were hearing live bullets fired by the gun crew in this photo. Radio microphones enabled the listener to hear also, the bullets striking the target.

From the West Point air training field, the Army Hour introduced J. H. Weikert, Captain Donald Thurmar and Cadet Vincente Lim.

Bill Stern, famous sports commentator, describes how it feels to look through a bomb sight and pull the release that will send bombs from U. S. planes to blast the enemy.

Behind the scenes in any Army Hour broadcast is Art Feldman, the man who gives the signals and makes the check-ups on as high as 25 "switches" on a single program. He is in touch with each remote point, foreign or domestic, until each is off the air.





1 A message by Secretary of War Henry Stimson inaugurated the first official War Department radio program.

2 Lt. Gen. Hugh A. Drum, commander of the First Army, addressed an Army Hour audience. On the same program were: Lt. Generals McNair, Lear, Krueger, and DeWitt.

3 Instrumental in planning and arranging each War Department program is Lt. Col. E. M. Kirby, Col. Ernest R. DuPuy, Major General A. D. Surles and Col. R. B. Lovett.

4 Private Joe Louis, heavyweight champion, addressed Army Hour listeners, with Col. Ned J. O'Brien, Art Flynn and James Braddock.

## WAR INFORMATION

With news, roundtables, speeches, forums, special events and dramatic programs, radio is keeping Americans the most informed people in the world. Today, more than ever before, Americans demand all the facts except those which will give aid and comfort to the enemy. From these truths come American unity and decision. Radio's task is to bring this information to our people as quickly and as clearly as possible.

5 The first Filipino Battalion in the United States Army staged a demonstration for Army Hour listeners.



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