

Which will it be ....?

DISCOMFORT OR DEFEAT

Popular-opinion polls have indicated complete willingness on the part of civilians to make whatever sacrifices and whatever contributions are necessary to win the war.

Nevertheless, the campaign of the home front is still a desultory, sporadic affair!

You hear it said: "Why doesn't Washington do something about it? Why don't they pass laws? Why don't they organize our community?"

The answer is that it is impossible for over-burdened Washington officials and agencies to issue directives to every community and every home.

The answer is that laws are not enough. No amount of legislation will create the kind of unceasing war-mindedness that makes every man, woman and child govern each act throughout the day with a single question: "Will this help or hinder the war effort?"

The answer is that we at home must take the initiative.

Motion pictures can do a tremendous job in inspiring America to take the initiative. Motion pictures can show, in thousands of ways, what must be done ... can supply the spark to transform willingness into action!

The accompanying fact sheet lists a few of the methods by which civilians can help win the war. Motion pictures can show the way for every American to discharge his responsibilities in his war.

Office of War Information  
Bureau of Motion Pictures

OFFICE OF WAR INFORMATION  
BUREAU OF MOTION PICTURES  
HOLLYWOOD OFFICE

NOTE: The following information is being sent to you as a supplement to the War Information Manual. Its purpose is to give further amplification to the Government's war program, and to provide material for short subjects and feature pictures. If more detailed information on the subject is desired, it will be furnished to you, on request, by the Office of War Information. Should you wish to use this material in your short subject or feature program, kindly communicate with this office in order to avoid unnecessary duplication.

DISCOMFORT OR DEFEAT

THE PROBLEM: GETTING THEM TO TAKE THE INITIATIVE AT HOME

Discomfort or defeat. That, in President Roosevelt's words, is the simple equation we face today. What it means is this: the war can be lost at home, can be lost by individual indifference, apathy, thoughtlessness, and reluctance to forego the ordinary pleasures and comforts of "life as usual".

The months to come will intensify the need for an all-out offensive on the home front. A spare-time attack - a scattered, sniping attack - will be as ineffectual against our domestic problems as it is against the armed forces of our enemy.

The soldier in battle does not have an officer at his elbow during every moment of the fight, telling him what to do. We at home will lose our fight if we wait for orders instead of taking the initiative in making the individual sacrifices, large and small, that are

essential to victory.

Here is a job for motion pictures.

The job is waking America up -- making America realize that we are not winning the war because too few people here at home are in the war all the way.

President Roosevelt has sounded the keynote for the campaign of the home front: "Here at home everyone will have the privilege of making whatever self-denial is necessary, not only to supply our fighting men but to keep the economic structure of our country fortified and secure during the war and after the war. .... This will require the abandonment not only of luxuries but of many other creature comforts. ... We can face the fact that there must be a drastic reduction in our standard of living."

Nation-wide polls have indicated not just willingness but eagerness on the part of civilians to make sacrifices, to contribute to the winning of the war.

But the fact is that the campaign of the home front is a desultory, half-hearted affair.

The general complaint has been: "Why doesn't Washington do something about it? Why don't they pass laws? Why don't they organize our community for conservation, for salvage, for cutting down on this, for contributing that?"

The answer is that war officials and war agencies are confronted with tasks of such magnitude, of such overwhelming complexity, that it

is impossible to organize every community, to issue directives to every home.

Today the burden rests squarely on the individual to take the initiative. Horse sense is all it takes to figure out what needs to be done and to do it. The time has come for Mr. Civilian to stop expecting miracles from Washington, to stop waiting for The Government to appear at his door and tell him what to do.

A large share of the burden rests on the motion picture industry. Hollywood, speaking directly to Mr. Civilian from the screen, can challenge his frequently-expressed desire to join in the war effort — can give direction to his patriotic zeal to "do something" to help.

Motion pictures can show Mr. Civilian what he can do to help. Far more important, they can create the determination to pitch in. They can make the seriousness of America's plight a startling reality in millions of minds that still rebel at disturbing their own placid habits. They can crack the shell of public apathy wherever it exists.

Motion pictures are better equipped than any other source of information, than any Government agency or spokesman, to create the emotional enthusiasm and the sense of individual responsibility which, combined, make for unceasing "war-mindedness".

#### WHAT IS "WAR-MINDEDNESS"?

War-mindedness means, first of all, a sense of personal involvement in the war. It means a realization, on the part of Mr. Civilian that

he has everything at stake - his home, his children, his hope for the future, his very life.

War-mindedness means, too, a clear recognition by Mr. Civilian of his responsibility to the war effort -- of the work he must do and the sacrifices he must make.

War-mindedness means, above all, his determination to do everything to help -- and nothing to hinder -- the war effort.

War-mindedness is a twenty-four hour responsibility, not a part-time job. A man may be working ten or twelve hours a day in a shipyard. He may abide by every wartime regulation on the books. Yet if he goes out driving in the evening, if he buys more than he needs at the store, if he has scrap material gathering dust in his attic or garage, he is not doing his full duty.

Mr. Civilian knows there are shortages of certain essential materials. He knows that the rationing of scarcities is necessary for his own protection. He abides by rationing laws.

Mr. Civilian knows that, for reasons of public safety, a dim-out is necessary in certain proscribed areas. He abides by the dim-out.

But the prevailing tendency is to cling to the accustomed routine of living as long as possible ... to postpone sacrifice until it is backed up by legal compulsion. Concrete instances? There are plenty of them. Having been told that gas-rationing is coming within a few weeks, many motorists are having a "last fling", even while acknowledging that the

rubber shortage (the reason for gas rationing) is growing more acute daily. Told that a dim-out was coming, a ~~small~~<sup>large</sup> percentage of home-owners and store-owners waited until the law went into effect before they dimmed their lights -- although the situation necessitating a dim-out had obviously prevailed for a long time.

This is the exact opposite of war-mindedness.

Compliance with legal restrictions is not enough -- no more than mere abidance by laws discharges one's duty as a citizen. One who refrains from doing something unlawful is contributing nothing to society or to the war. A hermit may be the most law-abiding soul in the world, but as far as his contribution to the war is concerned he might as well be six feet underground.

Laws are passed to restrict human selfishness and thoughtlessness. The extent of legal restrictions is in a way the measure of man's failure to live in peace and harmony with his fellow-men, according to the real meaning of democracy. Evidence of this fact is the stifling burden of decrees, regulations and penalties imposed upon peoples of Fascist countries.

It is impossible to legislate into existence the kind of initiative and cooperative spirit that is ordinarily called civic-mindedness, and is now called war-mindedness.

By every means possible, motion pictures must help to develop an overwhelming war-mindedness in each and every civilian. We must make

this feeling of personal involvement in the war so immediate and so acute that every instance of waste, of failure to make a sacrifice that is indicated, will be followed by a sense of guilt. The backslider must be made to feel the full weight of public condemnation.

In a very real sense the backslider is helping the enemy and jeopardizing our chances for victory. He is betraying our boys in Ireland, Australia, Alaska and the Solomons; our Allies in Chungking, Stalingrad, Moscow and London. He is failing to keep faith with the valiant men and women of Sevastopol, Coventry, Warsaw, Rotterdam, Belgrade and Bataan. His crime is the treason of negligence.

#### WHY WE MUST GO WITHOUT

Mr. Civilian, still able today to buy almost everything he wants-- as well as what he needs - is not yet convinced that he must start going without now.

These are the four points to be emphasized and re-emphasized on the screen at every opportunity:

- (1) The shortage of production capacity. Industry cannot supply both the armed forces and ordinary civilian demands.
- (2) The shortage of raw materials. Production is always ahead of supply. War needs come first. Consumer goods must be curtailed.
- (3) The shortage of transportation facilities. Trains, planes, ships and trucks are loaded to capacity now. Shipments of

civilian goods must not interfere with the transportation of troops and war materials.

- (4) The danger of inflation. Consumer goods have decreased while income has risen. Buying must be curtailed or we will have inflation, with all its attendant evils.

Until just a few short months ago there was plenty of everything for civilian use. Living in a fabulous land of plenty, we were the most wasteful people in the world. The market was wide open to anyone with the money to spend. We were encouraged to throw away the old and buy the new.

Today there are still large inventories of consumer goods on hand. But with more money than ever in the hands of prospective buyers, these inventories can be exhausted in a relatively short time. With few exceptions they will not be replaced.

We all know why. Industry, workers and civilians have gone to war. The number one job is to supply our armed forces and the armed forces of our Allies. Everything else is secondary.

When the clerk at the store says, "Sorry, we can't get any more of those," it's a good sign. It means materials are going where they are needed most - into war weapons.

There are going to be hardships at home. Everyone will have to make sacrifices. But hardships and sacrifices can be held at a minimum. How? By living more frugally - now. By buying less, using less, wasting less and saving more - now.



If someone grabs more than his share of one item, someone else will be encouraged to grab more than his share of another item.

Result - extreme hardships, extreme sacrifices for everyone.

That is why we cannot wait for laws to compel us to make sacrifices.

"WHAT MUST I DO" vs. "WHAT CAN I DO"

When people ask, "What can I do?", they are usually thinking in terms of doing a big job - going to work in a war industry, putting on a uniform and joining a branch of the volunteer services, or directing some large community undertaking. True enough, these jobs have to be done. There is still a need for people to do them.

But what is needed most is the eternal war-mindedness which asks, every hour of the day, "What must I do?" ...which governs every act throughout the day with a single question: "Is this a help or a hindrance to the war effort?"

By calling attention to the many small things that people can do to help, by showing the relationship between these small things and victory or defeat in battle, motion pictures can create the constant vigilance that we must have to win the war.

Here are a few of the hundreds of way in which civilians can do their part. Separately they may seem trivial. Multiplied by 130 million, they mean an all-out, full-force offensive instead of a scattered, sniping attack.

A. In the Home

1. Take special care of household equipment; refrigerators, iceboxes, stoves, vacuum cleaners, cooking utensils, furniture, etc. Make them last for the duration by having repairs made at the first sign of trouble.
2. Eat wisely but not wastefully. Eat fresh foods and locally produced foods so as to reduce the strain of transportation and the canning industry. Don't waste food; the army needs it. Buy only what you need, particularly of rationed foods. Don't hoard. Save kitchen fats and greases; they make explosives. If possible, plant a victory garden.
3. Do more canning and preserving to save tin plate, transportation, food.
4. Take good care of articles of clothing, especially those made of silk, rubber and wool. Silk and rubber are unobtainable. There is a shortage of wool because of army demands.
5. Conserve on electricity and fuel, particularly in areas where there are shortages.
6. Don't throw rags, rope, burlap, or anything containing metal or rubber, away. Save them and turn them in to collection depots promptly.
7. Follow the advice of your air raid warden in preparing your home for possible enemy attack. Learn what must be done to safeguard your life and property - and do it now. Make your home a V-Home.
8. If you live in a crowded area and have a spare room, notify the local Defense Council. Take in roomers.
9. Budget household expenses. Buy nothing but absolute necessities.

B. At Work

1. Don't use tools carelessly. Repair, don't replace.
2. Exercise caution in every job involving a physical hazard. Industrial accidents help the Axis.

3. Save tires and gas by car-pooling.
4. Make office machines last for the duration.
5. Don't waste paper or requisition needless supplies.
6. Use the telephone as infrequently as possible, especially for long-distance calls.
7. Store-owners should devote some window space to educational displays of home protection, rationing, price control, nutrition, etc. They should urge customers to cooperate in cutting down on deliveries.
8. Sales clerks should inform themselves as to shortages, rationing, price control and conservation in order to answer questions and complaints.
9. Beauty parlor operators, barbers, waiters, bartenders should be watchful for loose talk. They should have posters warning customers to think before they speak.

C. In Everyday Life

1. Vote in every election. We are fighting to preserve this right, to guarantee it to every man and woman in the world.
2. Take the initiative in organizing your community for salvage, conservation, Bond buying Civilian Defense, etc. Do not wait for orders from Washington.
3. Offer your services to local war agency offices, The Red Cross; USO, Bond drives, collection campaigns, etc.
4. Take courses to prepare for war work and for volunteer war activities. Go to evening classes if necessary.
5. Teachers should offer their services for community classes in domestic science, home nursing, first aid, physical training, gardening, social sciences, mechanics, etc.
6. Every woman who is able to do so should apply for work in a war industry. Women who have spare time should volunteer their services to the local Defense Council or the Red Cross as a clerk, typist, salvage warden, auxiliary police-woman, nurse's aide, etc.

7. Organize a nursery school in your community, freeing more mothers to replace men in war jobs.
8. School children should volunteer for all kinds of war work - through schools, youth organizations, or the local Defense Council. Youngsters can help with harvests, can sell Bonds, collect salvage, run errands for war agencies, study nursing, first aid, etc.
9. Take care of your health. America cannot afford lost man-hours, nor lavish expenditures of drugs and medical materials. Moreover, there are not enough doctors and nurses to supply both military and civilian needs.
10. Volunteer as a blood donor.
11. Carry your own packages to relieve the burden on delivery services and to save rubber and gas.
12. Do more walking - to stores, schools, the office, etc. Walk instead of ride for pleasure.
13. Be considerate of clerks. Most stores are under-staffed.
14. Think before you speak. Don't be a grumbler, a rumor-monger, a buck-passer. Challenge these unwitting Axis agents. Legitimate, sincere criticism is part of the democratic system. But so is individual responsibility.
15. Save to pay taxes. Don't be caught short. Work out a pay-as-you-go tax plan.
16. Contribute frequently to Navy Relief, Army Relief, Russian Relief, China Relief, Red Cross, U.S.O., etc.
17. Save every penny that you don't have to spend. Invest savings in War Stamps and Bonds. Buy them regularly.

#### GETTING IT ACROSS TO THE AUDIENCE

How to crack the shell of public apathy?

How to create the kind of hard-boiled war-mindedness we have to have to lick our problems here at home and lick the enemy on the battlefield.

It goes without saying that the best method is a natural, casual method. Audiences don't want to listen to lectures; they want to identify

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themselves with the characters they see on the screen. They react coldly to being told to do something, but they are strongly influenced by being shown.

In the ordinary scenes, dialogue and bits of business that make up the bulk of film footage, characters should be shown as aware of their responsibility to the war effort. They should be shown doing the small things that must be done ... making the small sacrifices that have to be made ... naturally, convincingly and without heroics.

Remember this: The ways in which people can help are important. The determination to do everything possible to help the war effort, to do nothing to hinder the war effort, is ten times as important.

Motion pictures are doing a great job - in supplying war information to the American public and in keeping morale up to a fighting pitch. Let's not let Mr. Civilian forget for a moment that this is his war -- that he can win it with eternal vigilance and self-sacrifice or lose it with indifference and petty selfishness.

Discomfort or defeat?