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THE HOME FRONT

WHAT WE MUST DO

WHAT WE MUST GIVE UP TO WIN THE FIGHT

This is total war. That means there is war work for every American. Motion pictures can render valuable service in helping the civilian understand the what and the why of his contribution to the war effort.

1. What Can I Do? The fact that many Americans are still asking this question shows that there is yet a need for more public information on civilian mobilization. Every American should know how he can aid in the war effort.

A) He can cooperate with civilian defense authorities:

He can volunteer his services where his abilities will make him most valuable. For example:

as an air-raid warden

as a fire-watcher

as a plane-spotter

as a first-aid assistant

as a Red Cross volunteer.

He can follow orders of civilian defense authorities. For example, during air-raids he can:

keep off the street

make no telephone calls.

He can be prepared in his own home. He should know what to do in the event of air attack.

The Office of Civilian Defense recognizes that in every aspect of our lives we must

be at war, giving ourselves to the realization of victory and to the values that victory makes worthwhile. To imprint this idea by service in every walk of life makes that much surer its attainment. To build through protection defenses against attack, through voluntary participation to make our multitudes soldiers for victory, these are the tasks in which we dare not fail.

--James M. Lendis, Chairman, OCD,
Radio Address, January 17, 1942.

B) He can help to prevent inflation.

He can buy only necessities. Going without is creating. In war-time, every cent he spends on a luxury should have gone toward defense of his country.

He must buy bonds. This is an investment in freedom -- investment for his future security.

He must pay his taxes promptly and cheerfully -- pay in advance if he can afford it.

He must understand that taxes are a brake against inflation.

If our people accumulate dollars far in excess of the limited supply of goods and try to spend them, they will raise the prices of more things than can be effectively controlled and rationed. The government needs those extra dollars, and it must get them, either by taxes or by subscriptions to defense stamps and bonds, or in some other way.

--Leon Henderson (before Chicago
Better Business Bureau)
February 20, 1942.

He must not hoard. By doing so he is robbing some other American of necessities.

There is only enough to go round.

Remember! Hoarding helps Hitler. Hoarding of any commodity forces rationing, with all the confusion and bother that it entails. No patriotic American will hoard anything in this emergency.

—Leon Henderson (before Chicago Better Business Bureau)
February 20, 1942.

He must conserve what he has. Many things cannot be replaced. A yard of wool saved is a yard of wool created.

If he is a merchant or a wholesaler, he must cooperate with the government on the new price regulations. He must remember this is as much a protection for himself as for his fellow-countrymen.

A few seem very willing to approve self-denial -- on the part of their neighbors. The only effective course of action is a simultaneous attack on all of the factors which increase the cost of living, in one comprehensive, all-embracing program covering prices and profits and wages and taxes and debts.

—President Roosevelt, Radio Address,
April 28, 1942.

C) He can cooperate in the rationing program.

Rationing is the democratic way to insure that each American gets his share, and no one more than his share. Many more commodities will be rationed. Every American must avoid dealing with bootleggers.

D) He can help the country make weapons from waste.

He must save every ounce of scrap material - rubber, aluminum, tin, iron, zinc, paper, rags - in order to aid the program of Weapons From Waste.

The urban dweller can work hand in hand with the miner of iron ore in collecting and getting into the channels of the steel manufacturers every bit of scrap iron that he can find. He can save precious bits of copper and quantities of tin.

--Harold Ickes, Secretary of the Interior,
Article in "American City", March, 1942.

E) He can contribute as generously as possible to service organizations:

The Red Cross

The U.S.O.

The Army and Navy Relief.

These organizations need help regularly.

F) Health is an aid to victory.

Only a physically fit nation can make a fully effective war effort. The housewife has a new responsibility to inform herself concerning the many ways she can contribute to the health and well-being of her family.

It will take a tough, strong America to win this war. Our opponents have idolized toughness for years. They cannot be defeated by weaklings. All of the measures for public health, nutrition and recreation will have to be tirelessly promoted to keep the natural vigor and fire of the American people at a peak.

--Paul V. McNutt, NBC Nation-wide Broadcast, February 9, 1942.

G) Words are ammunition.

Each word an American utters either helps or hurts the war effort.

He must stop rumors.

He must challenge the cynic and the appeaser.

He must not speak recklessly. He must remember that the enemy is listening.

The American people want to know -- and will be told -- the general trend of how the war is going. But they do not wish

to help the enemy any more than our fighting forces do; and they will pay little attention to the rumor-mongers and poison-peddlers in our midst.

—President Roosevelt, Radio Address,
February 23, 1942.

2. All-out Sacrifice -- The Price of Total Victory.

Civilians must have the war brought home to them. Every individual must be made to see the immediacy of the danger to him. Thus when he is asked to make sacrifices, to give up certain pleasures or comforts, he considers it in the light of necessary and vital contributions to victory rather than as irksome restrictions on his normal pursuits and normal wants. He must be made to understand that he is an integral part of the war front, and that if he loses the war, he loses everything. If, on the other hand, he does his part toward winning, he is not only insuring the perpetuation of his way of life for himself, but far more important, he is paving the way for the establishment of a just and permanent peace, of a society of free men. In short, this is a colossal sweepstakes in which Mr. Civilian has everything to lose and everything to win. The price of a ticket on the winning side is a mere matter of getting along on less for the duration and working harder.

The grumbler, the hoarder, the law-evader is an unwitting enemy. The men at the front, on the battleships and on the merchant vessels are not quibbling about sacrifices. We expect them to risk their lives. For our part we can do no less

than make the few sacrifices asked of us.

The sons, brothers, fathers of some of us are on the fighting fronts, risking their lives to defend the ideals we all hold dear. But there is another front, the home front. The rest of us should be fighting on that front. In the months ahead, as the shortages develop, as the easy routine of our accustomed way of living is shaken and distorted, remember one thing -- our deprivations, our hardships, our dangers are as nothing compared to those boys who are fighting for their lives.

--Leon Henderson, (before Chicago
Better Business Bureau)
February 20, 1942

Here at home every one 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.

--President Roosevelt, Radio Address,
April 28, 1942