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Published Patriotism of the *Eau Claire Leader*: A Focused Look at Newsprint Promotion of
World War II Home Front Philosophy, 1941-1942

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Abstract

The Second World War placed a heavy burden on the United States and the American Home Front upon its entrance into the conflict. It required a monumental overhaul of industry as well as America culture in order to meet the goals necessary to properly wage war against the opposing Axis powers. The fabric of American society became increasingly complex as the United States government attempted to secure its citizenries' complete support through existing government bodies and the construction of new executive agencies under the increased power of Franklin Delano Roosevelt's presidency. In conjunction with separate public and private entities, such as the American Red Cross, American civilian populations would have avenues for participating in the war effort outside of military service. However, the information, jobs, and volunteer opportunities spear headed by the aforementioned categorical organizations would have never reached the vast civilian population of the country without the utilization of available media resources of the time period, newspapers being a prime example. Through the use of the Eau Claire, Wisconsin *Leader Telegram* from the first six months of United States direct involvement in World War II, this capstone aims to show a location-specific example of newsprint media dissemination in relationship to the broader propaganda tactics exhibited by the rest of the nation. Specifically, how the previously mentioned categorical organizations involved in the development of Home Front practices amongst U.S. civilians were facilitated in their development by that particular media source.

Introduction

“The whole tenor of the evening changed because all of a sudden we were in the war and it was an entirely different feeling about us leaving...”¹ Such feelings as described in the words of Dorothy Weingord of Milwaukee were representative of the general mood experienced by a majority of the United States population following the Japanese attack on Pearl Harbor on the Sunday Afternoon of December 7, 1941. Although diplomatic relations with Japan had been deteriorating in the past months, it was still a shocking experience for many who heard the radio news bulletins about the attack as early as 1:25 P.M, Central Time or from subsequent newspapers that began hitting the streets with blazing headlines later that day as well as the following morning.² Such media sources signaled the beginning of four yearlong endeavor for United States involvement in the Second World War that would ask the participation of virtually every member of society to contribute in its cause.

American war mobilization demonstrated a unique set of challenges for the public and private entities involved in its course throughout the conflict. These “managers” of American war mobilization confronted challenges to their capacity to coordinate effectively the flow of the citizenry, industrial output, as well as cultural aspects that supported a Home Front mentality throughout the nation.³ These noticeable challenges were met, to some degree, through the utilization of media sources as a means of distributing germane information necessary to insure the highest degree of involvement amongst each individual American citizen for the support of the programs and causes associated with the war effort. Even President Franklin Delano

¹ Michael E. Stevens and Ellen D. Goldlust, *Women Remember the War, 1941-1945* (Madison: State Historical Society of Wisconsin, 1993), 6.

² *Ibid.*, 3.

³ N. F. Dreisziger, *Mobilization for Total War: The Canadian, American, and British Experience, 1914-1918, 1939-1945*, (Ontario: Wilfrid Laurier University Press, 1981), 73.

Roosevelt saw the potential of the media to become the most powerful force for building public support for the war and that they could surpass any bureaucratic organization in securing such a goal while also turning a profit.⁴

A particular media source utilized on the Home Front, during the Second World War, for the deliverance of mobilization culture and industry information for the reorientation of the American public was the newspaper. Propagandists of public and private sectors heavily promoted the necessity for individual involvement through advertisements and articles placed within the pages of the highly circulated information resource.⁵ As a result, the newspaper proved a vital source for addressing the country's issues of rallying the Home Front in the cause for American involvement overseas and achieving compliance with the various organizations established or revived to meet the needs of the wartime state of the nation. This was no different with the Eau Claire, Wisconsin *Eau Claire Leader*, which was heavily bombarded with information necessary to insure the full compliance of the American public in the development of the Home Front machine in support of the war effort abroad. The U.S. government, in conjunction with incentivized private and public agencies, utilized many media applications in the deliverance of their war related material. However, the *Eau Claire Leader*, as an example of the newspaper resource in general, exhibited a substantial deliverance of war related material which supports its importance as a useful delivery system for Home Front information deemed necessary for the war effort.

⁴ George H. Roeder, *The Censored War: American Visual Experience During World War Two* (New Haven: Yale University Press, 1993), 19-20.

⁵ *Ibid.*, 43.

Historiography

Warfare has been and continues to be a well-established area of historical study. This is no different for the Second World War, which is arguably one of the most heavily researched wars in “recent” history due to its scale, clashes, and global impact. In the immediate decades following World War II, historians wrote extensively about its relationship to Franklin Delano Roosevelt’s economic program known as the New Deal as well as the Cold War. These historical examinations wholly neglected the effect of the war on the American homefront until the 1970s and 1980s when scholars began to look at the war more closely by writing specialized studies in order to create a more comprehensive account of the entire wartime experience.⁶

Recent scholarly studies that provide a general overview of the American homefront during World War II includes Allan M. Winkler’s “The Homefront Experience during World War II.” This article briefly addresses many of the key areas of social and political shift within American society during the war’s occurrence. The areas talked about within the article include business growth, entrance of women into nontraditional male occupations, demographics, and government influence.

Other books and articles help fill in the gaps left by the brief summarization presented within Allan M. Winkler’s aforementioned article. In terms of economic reorganization, Gregory Hooks and Leonard E. Bloomquist’s “The Legacy of World War II for Regional Growth and Decline: the Cumulative Effects of Wartime Investments on U.S. Manufacturing, 1947-1972” examines the effects of federal investment on wartime manufacturing and how those subsequent consequences restructured the American landscape. Other notable published works include

⁶ Allan M. Winkler, “World War II Homefront: A Historiography,” *OAH Magazine of History* 16, no. 3 (2002): 5.

Mobilization for Total War: The Canadian, American, and British Experience 1914-1918, 1939-1945 by N. F. Dreisziger and Casey B. Mulligan's "Pecuniary Incentives to Work in the United States during World War II," which address the mobilization of United States industry for war and the resulting incentives for businesses and the unemployed to fill the positions created by the consequential growth of mobilizing manufacturers.

U.S. government organizations, controlling necessary aspects of the American homefront in order to promote a mobilized wartime culture, were also studied extensively within published scholarly works. For instance, Amy Bentley's *Eating for Victory: Food Rationing and the Politics of Domesticity*, addresses Office of Price Administration (OPA) rationing programs as well as the Department of Agriculture (DOA) and its programs for community grown gardens to decrease American civilian demand for produce needed for the soldiers fighting overseas. "Promoting a Culture of Driving: Rationing, Car Sharing, and Propaganda in World War II" by Sarah Frohardt-Lane establishes an even more concentrated analysis by specifically looking at the OPA's rubber and gasoline rationing operations as well as their effects on American society during the time period.

Another key area of historical analysis of the United States homefront during the Second World War is voluntary organizations to promote the active involvement of American civilian populations in the war effort. *The American Red Cross: The First Century*, by Patrick F. Gilbo, provides a detailed historical analysis of the American Red Cross and its voluntary-based, community involvement in the support of the war effort abroad via relief funds, training programs, and manufacturing of first aid supplies. Donald M. Mitchell's *Civil Defense: Planning for Survival and Recovery* looks at the history of civil defense within United States communities

during various conflicts that begins with a study of such national organizations throughout the Second World War.

As for U.S. homefront propaganda of the Second World War, several authors research extensively the degree of U.S. government involvement in the development of the American homefront ideology. Allan M. Winkle's *The Politics of Propaganda: The Office of War Information, 1942-1945* was one such book that studied the growth and evolution of U.S. government propaganda agencies during the Second World War. "World War II Poster Campaigns: Preaching Frugality to American Consumers," by Terrence H. Witkowski, expands upon the development of U.S. government propaganda agencies by briefly addressing their dissemination of key information for the establishment of a wartime homefront ideology amongst the American populace. However, this and other similar works that address dissemination of World War II propaganda fail to explore individual case studies of such dissemination of information within a particular community environment and media outlet in order to understand the extent of utilization of such sources in national wartime aims during the Second World War. Through the utilization and analysis of the *Eau Claire Leader* newspaper media source in combination with other supporting primary and secondary sources, this capstone aims to show how the particular media dissemination source was utilized in promoting national goals that contributed to the formation of a homefront ideology in support of the war effort abroad.

War and Mobilization

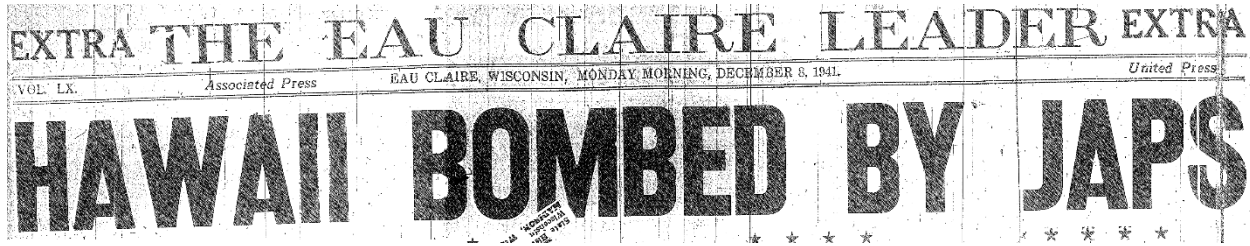


Figure 1: Front page headline from The Eau Claire Leader on December 8, 1941

Source: The Eau Claire Leader. "Hawaii Bombed by Japs." December 8, 1941, 1.

The Newspaper acted as a time marker for the United States and its relationship in the Second World War for many Americans in retrospect. The news that greeted Americans around the country on the 8th of December, regarding the Japanese bombing of Pearl Harbor, signaled the coming of new sacrifice in order to insure Allied victory over the Axis Powers to be.⁷ The case was the same for many Eau Claire, Wisconsin residents who picked up the December 8th issue of the *Eau Claire Leader*. Written in large, bold letters on the front page of the paper were the words "HAWAII BOMBED BY JAPS; War Declaration on U.S., Britain Follows; LOSSES HEAVY IN SHIPS, MEN; PRESIDENT TO TALK AT NOON."⁸ Despite the day lag, the newspaper had begun its long relationship with the deliverance of war related material that would assist in the development of the Home Front ideology and practices being disseminated from the many public and private agencies promoting civilian involvement in the Second World War. Following the bombing there came congressional declarations of war against the Axis powers of Germany, Italy, and Japan. This resulted in the rapid mobilization of human and

⁷ Patrick F. Gilbo, *The American Red Cross: The First Century* (New York: Harper & Row, 1981), 145.

⁸ *The Eau Claire Daily Leader*, "Hawaii Bombed by Japs," December 8, 1941, 1.

material resources for total war in order to deliver upon the monumental demands of a global conflict.⁹

The war machine of the American Home Front had awoken once more as Americans returned to work to construct the tools of combat. Total government expenditures had already reached 50 percent of the gross national product by the year 1943 in comparison to only 18 percent three years earlier.¹⁰ This military budget increase gave the U.S. economy the boost it needed allowing for the promotion of growth of the industrial complex necessary to bring victory abroad.¹¹ The influx of capital also created the necessary side effect of regional restructuring of America to meet the needs of industrial mobilization. In order to insure the success of such restructuring practices, the federal government directed and, in large measure, paid for a 65% or \$3.2 billion in expansion of the total investment in industrial outfitting that most notably contributed to the so-called defense industry in order to promote the construction of the most technologically advanced military arsenal.¹² As a result, new defense plants that were built required a work force sufficient enough to properly operate such facilities leading to the aforementioned regional restructuring of populations to meet the need. Alongside investment in defense industry, the Federal Government also subsidized \$317 million in private investments for wartime related activities.¹³

⁹ N. F. Dreisziger, *Mobilization for Total War: The Canadian, American, and British Experience, 1914-1918, 1939-1945*, (Ontario: Wilfrid Laurier University Press, 1981), VI.

¹⁰ Casey B. Mulligan, "Pecuniary Incentives to Work in the United States during World War II," *Journal of Political Economy* 106, no. 5 (1998): 1036.

¹¹ Allan M. Winkler, "The Homefront Experience during World War II," *OAH Magazine of History* 16, no. 3 (2002): 4.

¹² Gregory Hooks and Leonard E. Bloomquist, "The Legacy of World War II for Regional Growth and Decline: The Cumulative Effects of Wartime Investments on U.S. Manufacturing, 1947-1972," *Social Forces* 71, no. 2 (1992): 304.

¹³ *Ibid.*, 306.

These investments practices translated directly into an increased requirement for labor or volunteers to meet the demands presented by the constructed or rectified agencies. Civilian employment made a leap from 49 million in 1940 to 55 million in 1944 while the armed forces saw a gain of approximately 10 million recruits in the same time period. The gender demographics of employment practices also saw a huge change with United States entrance into the war. The Female participation rate went from a mere 28 percent in 1940 to almost 37 percent in 1944 for a total increase of about 5 million women workers. Men also saw a substantial rise in employment during the war as well.¹⁴ This incredible increase in the labor force, over the four year period, ensured the continued operation of the vital services being executed by the slew of military factories established throughout the course of the war. However, for those civilians who did not pursue employment in war industry there were opportunities for employment or volunteer work within organizations such as the American Red Cross, which aided in domestic and foreign support for the conflict. By the end of the war, the American Red Cross represented more than 7,500,000 volunteers and 24,400 paid employees.¹⁵ These staggering number show a glimpse at the incredible number of people required to meet the demand of the Home Front initiative in terms of employment as well as volunteer work.

Mobilization of Wisconsin

Wisconsin shared in many aspects of the Home Front mobilization being carried out by the broader nation as a whole. Aforementioned government investment in wartime industry played a major role in the Wisconsin community during the conflict. Shipbuilding became a

¹⁴ Casey B. Mulligan, "Pecuniary Incentives to Work in the United States during World War II," *Journal of Political Economy* 106, no. 5 (1998): 1034-1035.

¹⁵ American National Red Cross, *The Red Cross Activities of the American People During 75 Years, 1881 Through 1955* (Washington: Office of Research Information, 1955), 11-12.

major industry in Manitowoc and Superior, and numerous large companies, including the West Bend Aluminum Company, Allis-Chalmers, Allen-Bradley, Rayovac, and J.I. Case, received government contracts and converted from their usual products to defense work.¹⁶ A specific example in the Eau Claire area was the historically named Uniroyal Tire Company. This manufacturing facility was purchased by the U.S government to be converted from a tire plant into a munitions manufacturer in order to meet wartime demand. This reconstruction operation led to the employment of over six thousand workers to operate the machinery and fulfill the required output of munitions.¹⁷ With the presence of several defense industry operations in the state, Wisconsin had an increased localized demand for labor resources to meet the output required of these facilities. This was met in part by the Wisconsin men incapable of military participation who remained out of the 300,000 that enlisted. The remaining positions were filled by Wisconsin women, which went from 260,000 employed in wage work in 1940 to over 400,000 in the year 1944.¹⁸ As a result, the demand for workers amongst the established wartime industries in Wisconsin was met with haste by its Wisconsinites. The American Red Cross also provided a localized support system in Wisconsin for employment and volunteer work outside of the civilian employment in wartime industry or military service. Over the course of United States involvement in the conflict, 7,000 Wisconsin men and women ran recreational and medical facilities for military personnel and coordinated relief efforts for civilians and servicemen.¹⁹ Just as with the general national picture of the American Home Front during the Second World War, Wisconsin contributed its part in the war abroad in a similar fashion.

¹⁶ Michael E. Stevens and Ellen D. Goldlust, *Women Remember the War, 1941-1945* (Madison: State Historical Society of Wisconsin, 1993), 10.

¹⁷ Wisconsin Historical Society. (1990. Uniroyal, Inc. Records, 1917-1990. Web. 7 Nov. 2010.), 3-4.

¹⁸ Michael E. Stevens and Ellen D. Goldlust, *Women Remember the War, 1941-1945* (Madison: State Historical Society of Wisconsin, 1993), vi-9.

¹⁹ *Ibid.*, 49.

Agencies of Dissemination

Despite the large response of civilian contribution to the Home Front environment, the outbreak of war did not mean the immediate fulfillment of industrial needs as well as those of voluntary institutes for the war effort by the U.S. civilian population.²⁰ Left without the power necessary to conscript civilians in the Home Front effort who were not drafted into the armed forces, the U.S. government set out to sell contribution to the war effort to those individuals outside the reach of direct coercion.²¹ It would take numerous government agencies to “trickle down” the urgency for industrial employment to targeted audiences in order to meet the swelling need for manufactured goods in support of American involvement in the immense conflict.²² This would prove to be an overwhelming task that floundered several times prior to and during the first six months of American entrance into the Second World War, which is the period of study for this capstone in alignment with the analyzed microfilm of the Wisconsin, Eau Claire *Eau Claire Leader*.

Prior to and during the first six months of American involvement in the Second World War there was creation, failure, and consolidation of several government agencies as a result of the pressure to properly conduct significant Home Front activities. Faced with the most pressure any chief executive had ever encountered, Franklin Delano Roosevelt proved willing to act and experiment as he did in the great depression in order to provide the services necessary for the proper development of the Home Front machine.²³ Several organizations failed on this road of

²⁰ Leila J. Rupp, *Mobilizing Women for War: German and American Propaganda, 1939-1945* (New Jersey: Princeton University Press, 1978), 87.

²¹ N. F. Dreisziger, *Mobilization for Total War: The Canadian, American, and British Experience, 1914-1918, 1939-1945*, (Ontario: Wilfrid Laurier University Press, 1981), 86.

²² Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 26.

²³ Allan M. Winkler, “The Homefront Experience during World War II,” *OAH Magazine of History* 16, no. 3 (2002): 4.

government program expansion. Two notable agencies were the Division of information established in March 1941 and the Office of Facts and Figures in October of 1941. The Division of Information (DOI) was to serve as a chief source of information about the government's defense activities by issuing information deemed necessary for the public to have. The Office of Facts and Figures (OFF) was to coordinate the public presentation of materials related to national defense for the executive agencies who actually operated the particular Home Front operations.²⁴ Agencies such as these ultimately failed, in part, due to their striking similarities in assignments, which would create confusion and competition over their missions in the war effort. This confusion and competition would be remedied shortly after the area of analysis for this capstone with the Office of War Information (OWI) established with Executive Order 9182 on June 13, 1942.²⁵ However, the chief disseminators of Home Front information and propaganda during the period of time analyzed within this study were the DOI and OFF, respectively.

Apart from strictly government agency dissemination of Home Front information and propaganda, there was also other private and public agency incentive for supporting such data. Sacrifice in the Second World War went hand in hand with consumption within the Home Front economy. By suggesting that a manufacturer's products were linked to the Home Front effort against the Axis powers, private and public companies could stimulate their consumer base since civilians saw their product as serving a dual purpose.²⁶ Civilians then could buy a company's product believing that they were satisfying their own desires while also contributing in the defeat of the Axis regime. Additionally, some companies utilized Home Front information and

²⁴ Allan M. Winkler, *The Politics of Propaganda: The Office of War Information, 1942-1945* (New Haven: Yale University Press, 1978), 21-24.

²⁵ Terrence H. Witkowski, "World War II Poster Campaigns: Preaching Frugality to American Consumers," *Journal of Advertising* 32, no. 1 (2003): 71.

²⁶ Sarah Frohardt-Lane, "Promoting a Culture of Driving: Rationing, Car Sharing, and Propaganda in World War II," *Journal of American Studies* 46, no. 2 (2012): 346.

propaganda to provide name recognition. Since many companies were forced to halt production of their consumer products during the war to take on government contracts for military goods, they made advertisements to continue the public recognition of their brand labels so that after the war ended consumers would return to buying their peacetime products.²⁷ Coupled with the Government agencies developed for Home Front dissemination of information, communities were made susceptible to a high degree of Home Front information and propaganda even if some sources of that data were not always motivated by the same intentions.

Office of Price Administration

As the United States plunged itself into World War II, The tremendous demand for goods required to conduct war in both the European and Pacific theatres created large shortages in food, steel, nylon, tin, wool cotton, soap, natural rubber and other key consumables in spite of the increasing industrial mobilization of factories and farms.²⁸ The nation required new sources of such products as its supplies dwindled in the pursuit of the ever increasing production demand for war goods. American entrance into the war created a shift in the political configuration of the country as the Executive Branch assumed a much more prominent role as a result of the presidential shift to Commander and Chief.²⁹ The people now looked to the federal government for dealing with the problems usually handled by the state, local, and private sectors. As a result of the presence of large shortages in necessary supplies for the war effort, the U.S. government instituted a series of rationing programs utilizing the Office of Price Administration (OPA)

²⁷ Sarah Frohardt-Lane, "Promoting a Culture of Driving: Rationing, Car Sharing, and Propaganda in World War II," *Journal of American Studies* 46, no. 2 (2012): 346.

²⁸ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 15.

²⁹ Allan M. Winkler, "The Homefront Experience during World War II," *OAH Magazine of History* 16, no. 3 (2002): 4.

whose primary job was the rationing of common items throughout the country.³⁰ This was a complex task that required the active juggling of competing civilian, industrial, military, and government needs or wants. Government propaganda and information experts understood that the American culture of individuality would prove a difficult barrier for promoting proper Home Front ideology and that the trick would be to make the American public believe that disproportionate allotment of goods was necessary for the war effort abroad.³¹ This difficult feat would require a great deal of persuasion amongst the American civilian citizenry in order to develop a new sense of duty or obligation separate from the individualistic attitudes of the past. One such method was the dissemination of the agencies information and propaganda through media outlets as means of orienting civilians in their duty to the Home Front, which would “condition” the minds of women, men, and children to the sacrifices the war called for.³²

“Your Duty! Save Your Tires; Ride a Bus; Eau Claire Transportation Co.”³³ This was just one of the regularly posted advertisements sponsored by the Eau Claire, Wisconsin Transportation Company that appeared within the pages of the *Eau Claire Leader* newspaper as a result of wartime shortages of natural rubber supplies. Many other company advertisements as well as government information sectionals chimed in on this issue inside the published paper source, within the first six months of America’s direct involvement in the Second World War, in order to publicize services and provide necessary details on the government endorsed rationing of tires.

³⁰ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 15.

³¹ *Ibid.*, 95.

³² Leila J. Rupp, *Mobilizing Women for War: German and American Propaganda, 1939-1945* (New Jersey: Princeton University Press, 1978), 94.

³³ *The Eau Claire Daily Leader*, “Your Duty! Save Your Tires; Ride a Bus; Eau Claire Transportation Co.,” February 7, 1942, 2.

The initiation of government rationing of rubber was the direct result of overly buoyant demand amongst manufactures coupled with the sweeping Japanese invasion of the principal rubber producing regions of Southeast Asia in January of 1942, which was the source of 90 percent of America's supply.³⁴ The United States had now found itself in the raw situation of having extremely high demand for rubber to meet civilian, military, and government needs while sorely lacking the resource to meet such a demand. Even prior to the war, it took approximately 250,000 tons of crude rubber to keep the country's 27,000,000 private car running for year. Government analysts in 1942 revealed that, even if no rubber was to be set aside for the private car market, there would still be a deficit of 211,000 tons of crude rubber by the beginning of 1944.³⁵ This was an issue that need direct intention of not only the OPA, but also the American public since prewar driving habits were about to grind to a screeching halt. The OPA's response to this was a two pronged operation that involved the regulation of the United States limited natural rubber resources and the undertaking of a widespread propaganda and informational campaign to encourage civilian compliance.³⁶

The Wisconsin, Eau Claire, *Eau Claire Leader* displayed many informational sections and advertisements that promoted the OPA's mission regarding the rationing of rubber and tires. On December 11th, 1941 until January 1, 1946 the manufacture and sale of tires for civilians was prohibited, which was followed by the operation of tire rationing boards as of January 1942 to distribute tires to those deemed eligible.³⁷ Articles concerning the allotment of tires for Eau Claire County began appearing as early as January 3, 1942 within the *Eau Claire Leader*. The

³⁴ Michael J. French, *The U.S. Tire Industry: A History* (Boston: Twayne Publishers, 1991), 74.

³⁵ Sarah Frohardt-Lane, "Promoting a Culture of Driving: Rationing, Car Sharing, and Propaganda in World War II," *Journal of American Studies* 46, no. 2 (2012): 342-3.

³⁶ *Ibid.*, 337.

³⁷ Michael J. French, *The U.S. Tire Industry: A History* (Boston: Twayne Publishers, 1991), 74-5.

first appearance of an article on tire rationing displayed information for the allotment of tires for the month of January. According to the article, only 26 passenger tires out of the 5,834 distributed to the State of Wisconsin were allocated to the County of Eau Claire.³⁸ This disseminated government information gave the Eau Claire Home Front populace a sense of credibility to the dire state of the natural rubber resources available to the United States since they could now make a direct relation to how the shortage could affect their own lives. Later articles within the paper would go so far as to attempt to educate the public on how to properly maintain and preserve their car tires in order to place less stress on the limited pool of new tires allocated by the OPA. For example, an article entitled “Car Owner’s Creed to Save Tires Outlined” gives a ten-point creed:

I will drive my car only when absolutely necessary...avoiding extra trips by doubling-up with my neighbors whenever possible. I will drive at a moderate speed to avoid burning up my tires. I will start and stop my car slowly and slow down on turns to avoid scraping and bumping my tires against curbs. I will keep brakes adjusted to avoid spotty tread wear. I will have the air pressure of all my tires checked every week to get the greatest possible mileage. I will have my tires cross switched at least every 5,000 miles to increase my total mileage. I will keep my wheels correctly aligned and balanced to avoid uneven tread wear. I will have my tires and tubes inspected regularly as precaution against future trouble and wasted rubber.³⁹

This “Car Owner’s Creed” is a prime example of OPA desires to ensure a sufficient distribution of tires amongst the government, military, and civilian populations. By utilizing the religious connotation of “Creed” within the title, the OPA showed a determination for intended audiences to internalize this information as part of their values and not just simply a necessity. As a continuing mobilization pressed demand ever closer to the reserve stockpiles of natural

³⁸ *The Eau Claire Daily Leader*, “County Is Allotted 26 Passenger Car Tires This Month,” January 3, 1942, 2.

³⁹ *The Eau Claire Daily Leader*, “Car Owner’s Creed to Save Tires Outlined,” January 8, 1942, 3.

rubber, growing fear of shortages pressed of the OPA to preach the virtues of tire conservation.⁴⁰ Out of fear surrounding the scarcity of rubber and the possibility of eventually running out, many such articles became commonplace within the pages of the *Eau Claire Leader* as means of quenching the thirst for natural rubber through the conservational tactics listed.

Many private and public companies capitalized on OPA doctrine in their advertisements since the rationing of tires supported their own business models, which further disseminated the propaganda and information to the Home Front population. This is particular noticeable within the pages of the *Eau Claire Leader* following the establishment of rationing programs by the



Figure 2: Greyhound Lines advertisement

Source: The Eau Claire Daily Leader. "Save Gas and Tires." January 22, 1942, 3.

OPA. For example, the bus company Greyhound Lines displayed a series of advertisements that focused on not only on satisfying the financial needs of customers by offering rates “one-third the cost of driving”, but also by relating their brand to the war effort since consumers would be driving their personal vehicles less and therefore be conserving their tires.⁴¹ As a result, the Greyhound Line had conceivably more value to the Eau Claire public through its

additional association with the war effort and the OPA had a portion of its message on rubber

⁴⁰ Michael J. French, *The U.S. Tire Industry: A History* (Boston: Twayne Publishers, 1991), 76-7.

⁴¹ *The Eau Claire Daily Leader*, “Save Gas and Tires,” January 22, 1942, 3.

rationing delivered to the same audience. Another example is an advertisement for Standard Oil dealer's in Eau Claire County that states "Keep America on wheels-help win the war."⁴² By spreading advertisements that created name recognition for Standard Oil dealers as a supporter of the war effort abroad through patriotic actions on the Home Front, Eau Claire consumers would see the company as a means of fulfilling their own patriotic duty as civilians in the pursuit of conserving rubber. Again, The OPA along with the Standard Oil stores in Eau Claire both received benefits as the OPA's mission for rubber conservation was being supported by Eau Claire community members that utilized the services provided by the company as a result of seeing the advertisement.

By May of 1942, sugar had become the first food resource to be rationed by the OPA as a result of the product being deemed too important as a commodity to be left entirely to market forces in the Home Front economy and would be the last to be lifted from rationing in the year 1947.⁴³ As a result, the Roosevelt Administration and the OPA had a new problem to solve in the proper implementation of the program. The government ultimately chose to take advantage of local institutions such as retail grocers, public schools, and media outlets to disseminate the information about compliance as well as 5,500 local boards of volunteers to administer the system.⁴⁴ This was all necessary due to the allotment system type proposed and executed by the OPA. The system used an issued ration card or booklet in which they would relinquish a "stamp" in order to purchase the designated amount of sugar each week.⁴⁵ The OPA had good reason to

⁴² *The Eau Claire Daily Leader*, "Look, Pop-our Standard Oil Dealer's Gonna Help Keep Our Tires Rolling!," May 14, 1942, 16.

⁴³ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 102.

⁴⁴ Terrence H. Witkowski, "World War II Poster Campaigns: Preaching Frugality to American Consumers," *Journal of Advertising* 32, no. 1 (2003): 80.

⁴⁵ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 16.

develop a system of rationing for this good as a result of the wartime climate. Sugar had become a finite resource because of logistical and political problems that led to shortages in labor resources for the planting of the crop as well as lack of ships to carry the product to market since they were tied up in other war related ventures. Additionally, the demand of the American “sweet-tooth” outpaced supply, which was confirmed by a Gallup Poll in 1942, which indicated that a single family ate roughly 1 pound of sugar per person every week.⁴⁶ This powerful demand for sugar within the American diet created a shortage that left the OPA with no choice but to instigate a rationing system. This consequently required the organization to create propaganda as well as information to disseminate the data on the rationing program to the public to insure proper functionality.

The *Eau Claire Leader* received a great deal of OPA information and propaganda on the sugar rationing program. For example, an article posted four days before the instigation of the sugar rationing program in the April 28, 1942 edition of the paper reads, “Here’s Chance to Study Sugar Rationing Card”. The article provided full-size images of what the ration application card would look like in detail and provided a list of information that citizens applying for the card should have prepared for the application process including: list of members of their family, their relationship to each member, and an estimation of the amount of pounds of sugar they possessed already.⁴⁷ This information directly supported the OPA’s mission for the sugar rationing program by giving detailed information on what is to be expected of applicants in the Eau Claire area as well as promotion of familiarity with the form itself. Another clear example of OPA information being disseminated within the Eau Claire Leader is an article in the May 1,

⁴⁶ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 103.

⁴⁷ *The Eau Claire Daily Leader*, “Here’s Chance to Study Sugar Rationing Card,” April 28, 1942, 2.

1942 edition, entitled “Where and When to Register for Sugar Rationing Announced.” The article indicates the locations for securing a ration booklets in Eau Claire, being “...the grade schools of the city and Junior high school” as well as the times and days of the week the service would be provided.⁴⁸ These articles were a necessary result of the OPA’s instigation of a sugar rationing since people needed to understand the program so they could properly cope with the restrictions put into place.⁴⁹ The Eau Claire Leader provided an avenue for OPA dissemination of information on the program to the city in a relatively quick and continuous way that would support the suitable acquisition of sugar by the affected citizenry.

With the continued development and utilization of rationing programs such as butter, sugar, and meat throughout the course of the Second World War, it became increasingly necessary for the government to mold public behavior as a means of promoting proper nutrition regardless of limited supplies of such “essential” basic food products.⁵⁰ Although the OPA played a prominent role in the management of Home Front nutrition, they did receive assistance in the program of maintaining the health of the nation as a result of food shortages created through established government rationing. A main source of contribution was from The Committee on Food Habits, a group of prominent social scientists who sought to understand the varied cultural and social aspects of food consumption as well as develop altered food consumption patterns that supported proper nutrition despite the relative absence of popular food goods that had been rationed.⁵¹

⁴⁸ *The Eau Claire Daily Leader*, “Where and When to Register for Sugar Rationing Announced,” May 1, 1942, 2.

⁴⁹ Terrence H. Witkowski, “World War II Poster Campaigns: Preaching Frugality to American Consumers,” *Journal of Advertising* 32, no. 1 (2003): 78.

⁵⁰ *Ibid.*, 71.

⁵¹ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 24.

Government focus on Home Front nutrition would prove to be an important decision due to the lack of public understanding of proper nutrition. According to a 1940 American Gallup poll, only 9 percent of those questioned knew what vitamins were and in 1941 over 84 percent of those polled could not properly explain the difference between a vitamin and a calorie.⁵² These incredible statistics showed the unbelievable lack in knowledge of the American public in how to properly meet their dietary needs and those of their families. This coupled with the implementation of government food rationing created a scenario of high probability of malnutrition practices amongst the nation, which would not support a productive war effort by the civilian population. The U.S. government, specifically the OPA and contributing bodies, were faced with the challenge of preparing Americans mentally for rationing allotments that would alter their usual patterns of food intake and help them to maintain proper nutrition as a result.⁵³ In order to meet these challenges, The U.S. government turned to the mass media in order to mold public behavior around the dietary patterns necessary for proper health in a country effected by food rationing programs.

Again, the *Eau Claire Leader*, as a media resource, delivered a substantial amount of such government propaganda and information in order to mold the city's nutritional behavior to meet the needs of the nation's Home Front rationing environment. For example, a government sponsored advertisement in the March 20th, 1942 edition, entitled "Eat the Right Foods", displays a graphic chart of the government's guide to well balanced meals, which promote "health, vigor, morale and efficiency of the nation." Additionally, the advertisement asks the reader to cut it out of the newspaper for use in planning meals, which focus on the "thrifter" utilization of the major

⁵² Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 67.

⁵³ *Ibid.*, 24.

food groups that are involved in the OPA rationing programs.⁵⁴ This government advertisement, slipped into the media resource of the *Eau Claire Leader*, supports the OPA and subsidiary organization's goals of balancing proper nutrition amongst the Home Front populace of the nation by informing the Eau Claire public of the major food groups and how they can practice thrifty use of rationed goods over a week in order to promote their "proper" health. Another example of the nutritional propaganda and information being disseminated through the newspaper is an article titled "Nutrition Class Demonstration to Begin This Evening" in which the local government nutrition committee informs of the presence of a series of nutrition class demonstrations at the 7th ward school auditorium. In particular, the article talks about the topic of the first lesson, being "What Food Do We Need and Why?", as well as when the class will be held⁵⁵ Once more, this article supports the mission of government nutritional information and propaganda by informing the Eau Claire public about the presence of classes that teach "proper" consumption behavior in the light of government rationing programs.

The Eau Claire Leader also delivered a high degree of enthusiastic support of government nutrition propaganda and information by the private sector. Private advertisers capitalized on such campaigns by relating their food products to the nutritional desires being espoused by the U.S. government, which made the acquisition of such products decidedly patriotic.⁵⁶ For example, in the February 20th, 1942 edition of the *Eau Claire Leader*, there is an advertisement for Griggs, Cooper and CO entitled "Plan Your...Home Brand Patriotic Pantry". The text of the advertisement advocated for Uncle Sam's, a patriotic figurehead of the U.S. government, support

⁵⁴ *The Eau Claire Daily Leader*, "The Government is Asking You to Eat the Right Foods," March 20, 1942, 10.

⁵⁵ *The Eau Claire Daily Leader*, "Nutrition Class Demonstration to Begin This Evening," March 3, 1942, 2.

⁵⁶ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 4.

of “Home Brand Foods” as a means to “Keep energy and morale flying high!”⁵⁷ Such advertisements contributed in the development of new conceptualizations of food as not only a necessity to live, but as a weapon for the defense of the nation. Just like rationing of rubber, gasoline, and automobiles, food was quickly adopted as a weapon of war in the fight against the Axis.⁵⁸ Another example of private company utilization of government nutrition propaganda and information was an advertisement for Enriched Tender Krust Bread in the January 17, 1942 edition of the Eau Claire Leader, which was entitled “U.S. Plans to Guard Civilians Against Vitamin Deficiencies!”. The advertisement states that “Most important government recommendation is that the public be supplied with ENRICHED white bread to which B-1 vitamins and iron have been added.”⁵⁹ In this particular case, the company utilized the government’s call for consumers to purchase enriched white bread to support proper nutrition as a means of providing a patriotic reputation for their B-1 vitamin and iron enriched product. As a result of the aforementioned advertisements, private companies received positive public approval for their products as contributing to the war effort and the U.S. government saw the continued propagation of their information and propaganda regarding their nutritional campaign for the Home Front.

The recycling or salvaging effort was yet another OPA initiated program during the Second World War in order to support wartime depletions of important materials. The Roosevelt Administration took particular advantage of local institutions in the development of recycling drives, which required reversing channels of distribution dependent on local businesses, schools

⁵⁷ *The Eau Claire Daily Leader*, “Plan Your...Home Brand Patriotic Pantry,” February 20, 1942, 4.

⁵⁸ Terrence H. Witkowski, “World War II Poster Campaigns: Preaching Frugality to American Consumers,” *Journal of Advertising* 32, no. 1 (2003): 74.

⁵⁹ *The Eau Claire Daily Leader*, “U.S. Plans to Guard Civilians Against Vitamin Deficiencies!,” January 17, 1942, 12.

and scout troops to collect and transport the scrap.⁶⁰ The government program focused its attention on many of the OPA rationed items in its salvaging and recycling effort. American civilian populations, through the direction of government and private agencies, picked their neighborhoods clean of paper, scrap metal, and old tires.⁶¹ As a result, this organized Home Front effort was a large success in securing important scraps since the material collected increased reserves for war related industries. By the end of the war, Americans had recycled 538 million pounds of waste fats, 23 million tons of paper, an 800 million pounds of tin.⁶²

Like other Home Front related programs initiated by the U.S. government, salvaging and recycling operations received media attention. With the help of the mass media, propaganda and information campaigns rallied the Home Front in order to achieve compliance with the goals of the established operations.⁶³ The *Eau Claire Leader* received a barrage of such media persuasion pieces in order to compel the Eau Claire public to contribute to the national goals of the program. One such article was from the January 14, 1942 edition of the paper in which an article entitled “Boy Scouts to Make City-Wide Drive for Waste Paper Jan. 31” explained the presence of a city-wide Boy Scout drive on Saturday, January 31 and that community members should save their waste paper for transfer to the scouts, before arrival to their homes, in order to support wartime industries that badly need the resource.⁶⁴ This supported the OPA salvaging program by assisting Eau Claire community member involvement in the collection of waste paper through the dissemination of important information on one of the many salvaging drives performed by the Boy Scouts throughout the Second World War. As a result, the *Eau Claire Leader* readership

⁶⁰ Terrence H. Witkowski, “World War II Poster Campaigns: Preaching Frugality to American Consumers,” *Journal of Advertising* 32, no. 1 (2003): 80.

⁶¹ *Ibid.*, 75.

⁶² *Ibid.*, 79.

⁶³ *Ibid.*, 71.

⁶⁴ *The Eau Claire Daily Leader*, “Boy Scouts to Make City-Wide Drive for Waste Paper Jan. 31,” January 14, 1942, 7.

could prepare for the arrival of Boy Scouts involved in the salvage drive operation promoting a higher degree of scrap yield per household. Another example, entitled “20 Trucks to Pick Up Salvage Material in Drive Today”, was located in the April 18, 1942 edition of the paper. The article states that a fleet of 20 trucks will patrol every street in Eau Claire to pick up “waste paper, old rags, scrap metals, and old rubber” for the city salvage drive and that citizens of the city should “have their rubbish placed at the curb by 9 a.m.”⁶⁵ Again, this article orientates the Eau Claire, Home Front civilian population to properly assist in the support of local salvaging operations to meet national, wartime industrial demands.

The private sector also capitalized on OPA salvaging operations for the Home Front effort in their attempts to elicit positive consumer attention of the patriotic duty their goods and services provided. For example, an advertisement for City Scrap Iron & Metal Company, entitled “A Defense Material; You May Have Iron-Steel”, proclaims to “Salvage For Victory” and totes an image of an Axis tank moving enemy lines forward.⁶⁶ The image placed on the advertisement attempts to elicit feelings amongst the *Eau Claire Leader* readership to their proximity to the war

⁶⁵ *The Eau Claire Daily Leader*, “20 Trucks to Pick Up Salvage Material in Drive Here Today,” April 18, 1942, 7.

⁶⁶ *The Eau Claire Daily Leader*, “A Defense Material; You May Have Iron-Steel,” March 20, 1942, 23.

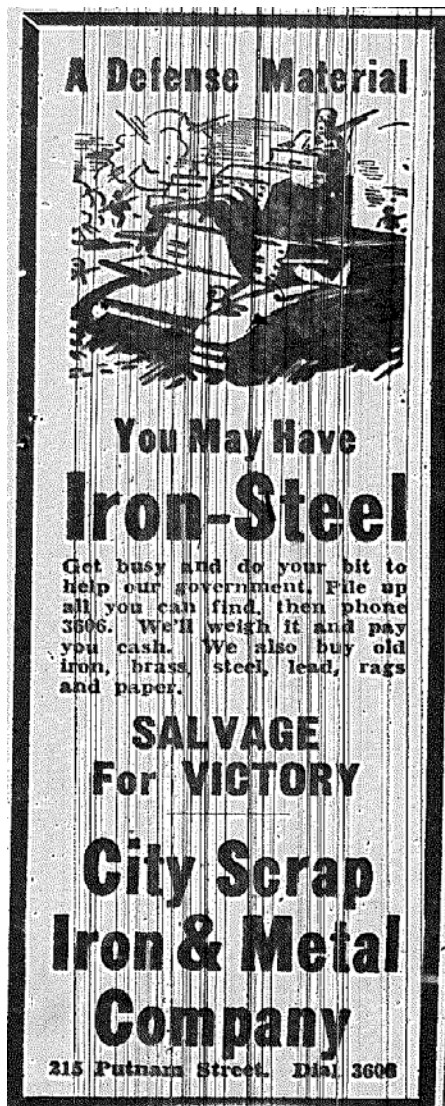


Figure 3: Private advertisement for the Eau Claire City Scrap Iron & Metal Company.

Source: *The Eau Claire Daily Leader*. "A Defense Material; You May Have Iron-Steel." March 20, 1942, 23.

abroad causing a sense of intimidated persuasion to utilize the company for the salvaging of their scrap metals.⁶⁷ Along with promoting the companies goals of seeking a patriotic reputation for the purpose of increased consumer support, the OPA obtained a higher degree of dissemination of its propaganda and information related to the salvaging of scraps for Home Front industry. This created a situation of business self-interest in relaying the federal government's related propaganda efforts. Another example, is an advertisement from the McCormick-Deering Retail Store, entitled "Your Scrap Metal Is Needed Now for Victory!", which explains that the company will communicate between the patriotic, salvaging Eau Claire citizen and scrap dealers so that they can have their scrap removed from their land at the expense of the McCormick-Deering Retail Store.⁶⁸ In this particular case, the company chose to be seen as a nonprofit contributor to the war effort that received no commission or profit of any kind. Yet again, this highly patriotic advertisement declaration had the intent of supporting the company's favorable image to Home Front consumers, but it additionally led to higher amount of

communication of government salvaging information and propaganda to the Eau Claire Leader readership.

⁶⁷ Terrence H. Witkowski, "World War II Poster Campaigns: Preaching Frugality to American Consumers," *Journal of Advertising* 32, no. 1 (2003): 71-2.

⁶⁸ *The Eau Claire Daily Leader*, "Your Scrap Metal Is Needed Now for Victory!," April 8, 1942, 7.

The Department of Agriculture

After Pearl Harbor it took only a matter of days for the government to begin its vigorous promotion of Victory Gardening. The chief government agency in charge of the development of the victory garden ideology, the Department of Agriculture, saw food production as the first line of defense in the American Home Front environment. The agency hoped to encourage millions of Americans to grow and eat their own food allowing the bulk of commercially grown produce to remain in circulation with Allied forces.⁶⁹ As with rationing programs being spearheaded by the OPA, victory gardens would give the civilian population of the United States yet another way to contribute to the war effort. From a half-acre garden to a windowsill pot, no American had an excuse not to plant vegetables or fruits for a patriotic cause. However, radio programs, magazines and newspapers saw many articles as well as advertisements on victory gardening to the point that eighty-one percent of Americans polled identified growing victory gardens as supporting the war effort.⁷⁰ This made the victory garden a clearly understood approach for any individual to commit to the support of the established Home Front environment. Although, like most other wartime programs, the U.S. government's 1942 victory garden campaign was hastily constructed, it did result in 16.5 million American grew gardens.⁷¹

The government campaign for public recognition of the Victory Garden as a support system for the war effort required a great degree of information and propaganda dissemination through avenues such as media resources. The *Eau Claire Leader* was no slouch in this regard

⁶⁹ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 114.

⁷⁰ *Ibid.*, 117.

⁷¹ *Ibid.*, pg. 117

for supporting such government efforts to provoke public gardening actions. For example, a series of “Victory Garden Tips” articles were inserted within the pages of the Eau Claire Leader in order to promote quality and abundance of grown produce by the Eau Claire civilian populace. The First in the series was in the April 23, 1942 edition of the paper, which provided suggestive vegetables for growing that would fare well in the Midwestern climate of late April including certain varieties of Beans, broccoli, and carrots.⁷² These suggestions by the media outlet indorsed Victory Garden government propaganda and information through the detailing of vegetable types that would properly grow in the climate of Midwestern Wisconsin and therefore promote the success of the program in freeing up commercially grown produce for the war effort abroad. Another example in the series of “Victory Garden Tips” articles was published in the April 25, 1942 edition of the paper. The article explains the proper procedure for planting seeds as well as suggestions for box types or pots to hold the seeds in until they mature enough to be placed in an outdoor garden.⁷³ Again, the *Eau Claire Leader* had disseminated important Victory Garden information to the Eau Claire public that supported the proper maturation of such gardens so that they could properly produce vegetables needed as a result of the national wartime food shortages to support America’s involvement in the Second World War.

Private Companies also embraced the dissemination of government Victory Garden information and propaganda in the *Eau Claire Leader* as a means of supporting their brands or products as supporting the Home Front. For instance, an advertisement in the May 3, 1942 edition of the newspaper, an advertisement entitled “For Your War Garden” saw the Kohlhepp’s Company’s attempt at cajoling Home Front, Eau Claire consumers into purchasing their

⁷² *The Eau Claire Daily Leader*, “Victory Garden Tips,” April 23, 1942, 3.

⁷³ *The Eau Claire Daily Leader*, “Victory Garden Tips,” April 25, 1942, 2.



Figure 4: Private advertisement for the Eau Claire Kohlhepp's Store.

Source: *The Eau Claire Daily Leader*, "For You War Garden," May 3, 1942, 4.

gardening tools for the war effort on the garden front.⁷⁴

As a result, the company had demonstrated its appeal to the Eau Claire, Home Front consumer in contributing to the fight against the Axis by providing the tools necessary to build a government endorsed Victory

Garden. Another example of a private company

advertisement that benefited from including government

Victory Garden propaganda and information was an

announcement within the paper from the *Eau Claire*

Leader itself. The advertisement, entitled "Have Your

Own War Garden", offers the Eau Claire public a series

of five cent "Garden Booklets prepared by the experts of

the U.S. Department of Agriculture – the most

authoritative source of such information in the world",

which can be obtained by filling out and submitting with

currency the included order form.⁷⁵ This

advertisement not only gives public favor to the

newspaper by providing patriotic information on

serving the country through Victory Gardens, but also provides a source of monetary value

through the money collected on ordered booklets. Furthermore, this service provided by the Eau

⁷⁴ *The Eau Claire Daily Leader*, "For You War Garden," May 3, 1942, 4.

⁷⁵ *The Eau Claire Daily Leader*, "Have Your Own War Garden," March 20, 1942, 13.

Claire Leader, directly supports the dissemination of government Victory Garden propaganda and information to the Eau Claire public through the purchased booklets.

War Manpower Commission

The Second World War promoted the growth of big business as a result of the Roosevelt Administration's attempt to build a military-industrial complex capable of the massive Home Front production necessary to wage war against the Axis powers. With over 10 percent of the U.S. population, nearly 13 million people, involved in military service throughout the course of the war as well as government and private organizations expanding the resulting wartime economy to support those individuals, industries had new demands for labor that outpaced the traditional labor market available.⁷⁶ This created a need for the government to locate new sources of labor to meet such a demand. The War Manpower Commission (WMC), created by President FDR in Executive Order 9139 as of April 18, 1942, was the leading government agency in charge with attaining the labor balance needed.⁷⁷ Consequently, traditional boundaries of employment in industrial work would have to adapt to the new Home Front economy. The WMC, along with increasing male employment, cast a great deal of attention on the previously ignored labor source of women causing the female participation rate to increase substantially as well.⁷⁸ As a total war, World War II was not only a fight against competing military forces, but also the entire productive capacities of the nations involved. As such, the WMC, tasked with

⁷⁶ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 9.

⁷⁷ Leila J. Rupp, *Mobilizing Women for War: German and American Propaganda, 1939-1945* (New Jersey: Princeton University Press, 1978), 138.

⁷⁸ Casey B. Mulligan, "Pecuniary Incentives to Work in the United States during World War II," *Journal of Political Economy* 106, no. 5 (1998): 1034.

industrial allocation of labor, forged ahead with policies to sell war work to the nation's men as well as previously undesired groups such as women through media dissemination.⁷⁹

The WMC's media dissemination information reached the Eau Claire Leader through the paper's employment section in several cases throughout the first 6 months of United States direct engagement in the Second World War. For instance, an advertisement by the U.S. Employment Service of Eau Claire published in the February 18, 1942 edition of the paper, entitled "Wanted Skilled Workers", illuminates the need for West Coast Aircraft Company workers. Furthermore, it explains that only qualified workers in "non-defense industries" will be considered.⁸⁰ This advertisement supports the WMC's goals of obtaining the labor balance needed for the defense industry since it only asks for "non-defense" workers in the Eau Claire readership to apply, which promotes war industry acquisition of new labor resources rather than supporting only a shifting placement of the already available pool of workers. Another example is an ad from the Munitions Manufacturing Corporation in Poughkeepsie, New York. The ad entitled "Foreman & Operators for Defense Jobs", in the March 7, 1942 edition of the paper, asks for "first class mechanics, with at least 4 years experience" for several machining operations.⁸¹ This employment advertisement also fell in line with WMC goals regarding the balancing of defense work employment needs since it extends the labor pool beyond the New York area to the Eau Claire community via the Eau Claire Leader's main function as a tool of dissemination.

Private businesses also managed to utilize WMC program goals, regarding the allocation of labor to wartime industries, in order to gain further commercial support from Eau Claire

⁷⁹ Leila J. Rupp, *Mobilizing Women for War: German and American Propaganda, 1939-1945* (New Jersey: Princeton University Press, 1978), 138.

⁸⁰ *The Eau Claire Daily Leader*, "Wanted; Skilled Workers," February 18, 1942, 14.

⁸¹ *The Eau Claire Daily Leader*, "Foremen & Operators for Defense Jobs," March 7, 1942, 10.

Ages 18 to 55
PREPARE NOW FOR YOUR FUTURE

Men Wanted Now For Aircraft Defense Work

Thousands more needed for new plants in Omaha, Kansas City, St. Louis, Ft. Worth, Dallas, Tulsa, Wichita and San Diego.

MINNESOTA AIRCRAFT SCHOOL'S four weeks' course prepares you for one of these jobs

Act Now
Train in Minneapolis

Pay only a small down payment, the balance after employment in the aircraft industry.

See our Regional Director, Mr. Danskin, to and including Monday evening, Commercial Hotel in Eau Claire and Chippewa Hotel through Friday for qualification test.

Figure 5: Private advertisement for Minnesota Aircraft School.

Source: *The Eau Claire Daily Leader*, "Ages 18 to 55; Men Wanted Now For Aircraft Defense Work; Act Now; Train in Minneapolis," February 22, 1942, 5.

Minnesota Aircraft School's four week course prepares civilian workers to meet the requirements for such job opportunities.⁸³ Thus, the private educational facility has disseminated the WMC information necessary to extend the labor market for those wartime industries to a national setting to meet their factory employment demands while also supporting their personal business as a means of securing the education necessary to work such jobs.

consumers of employment services via the employment section of the Eau Claire Leader. For example, an article for the Minnesota Aircraft School in the February 22, 1942 edition of the Eau Claire Leader, entitled "Ages 18 to 55; Men Wanted Now for Aircraft Defense Work; Act Now; Train in Minneapolis", explains the need for aircraft workers for newly established plants in "Omaha, Kansas City, St. Louis, Ft. Worth, Dallas, Tulsa, Wichita and San Diego."⁸² Consequently, the ad has disseminated important information on war industry labor deficiencies to members of the Eau Claire public, which supports the WMC's pursuit to meet labor demands needed for Home Front industrialization. The same advertisement goes on to explain that the

⁸² *The Eau Claire Daily Leader*, "Ages 18 to 55; Men Wanted Now For Aircraft Defense Work; Act Now; Train in Minneapolis," February 22, 1942, 5.

⁸³ *Ibid.*, 5.

Department of the Treasury

“...We bought our war bonds and kids at school bought their little stamps”, stated Rose Kaminski of Milwaukee, Wisconsin.⁸⁴ This story mimicked many across the nation due to the reinvigorated presence of government bond sales for the war effort. As a result of the war and its consequential need for industrialization of the Home Front to meet the requirements of United States participation, civilian wartime workers had received a large economic boost to their income.⁸⁵ This boost in capital would have been seen with much frustration by consumers due to the heavy government rationing of war related goods in order to support industrial output for the Allied front. However, this frustration was somewhat satiated by the series of war bond drives orchestrated by the U.S. Department of the Treasury, which asked Americans to forgo their immediate consumption and instead purchase war bonds and defense stamps.⁸⁶ The series of seven bond drives initiated by the federal government during the World War II period yielded 185.7 Billion in bond and stamp sales that helped finance the United States war effort.⁸⁷ The bonds themselves created their own heavily individualistic incentive that didn’t necessarily require dissemination of propaganda and information to public audiences to the extent of other government Home Front Campaigns. This is due to the fact that bonds paid somewhat better returns than bank savings.⁸⁸ This would have encouraged the sale of government bonds even without the presence of a war since investors believed they would receive an acceptable return

⁸⁴ Michael E. Stevens and Ellen D. Goldlust, *Women Remember the War, 1941-1945* (Madison: State Historical Society of Wisconsin, 1993), pg. 117.

⁸⁵ Allan M. Winkler, “The Homefront Experience during World War II,” *OAH Magazine of History* 16, no. 3 (2002): 3.

⁸⁶ Terrence H. Witkowski, “World War II Poster Campaigns: Preaching Frugality to American Consumers,” *Journal of Advertising* 32, no. 1 (2003): 77.

⁸⁷ *Ibid.*, 77-9.

⁸⁸ Clayton Koppes, “Pledging Allegiance: American Identity and the Bond Drive of World War II.” *The Journal of American History* 85, no. 3 (1998): 1140.

on their purchased asset. Despite such incentives, The FDR administration and the Department of the Treasury still saw the usefulness of media dissemination of their program for not only monetary incentives, but also for civilian patriotism and national unity.⁸⁹

The Eau Claire Leader, during the first months of America's direct involvement in the Second World War, saw several examples of the propaganda and information dissemination for the several bond drives initiated by the U.S. Department of the Treasury. One such example is an article in the December 23, 1941 edition of the paper entitled "Newsboys Will Take Orders for Defense Stamps", which states that:

Newsboys of the Eau Claire Leader...will help in the national defense program by taking orders for defense savings stamps and bonds from their patrons and making deliveries the following day.⁹⁰

This information presented within the article openly supports the Department of the Treasury's war bond drive goals by informing the newspaper's readership of the opportunity to purchase stamps or bonds via the newspaper boys who deliver to their houses. Consequently, Eau Claire civilian residents had a direct means of supporting the war effort through financial support of the country's Home Front and military undertakings. Apart from just explaining how to financially contribute to the war effort through the acquisition of war bonds and stamps, several articles referred to the patriotic nature of participating in the war bond drives. For example, an article published in the January 15, 1942 edition of the paper, entitled "Defense Bonds, Stamps Will Be Sold in Schools", explains that "A patriotic rally to launch the campaign for the sale of defense Stamps and Bonds in Eau Claire schools will be held at the senior high school..." and that

⁸⁹ Clayton Koppes, "Pledging Allegiance: American Identity and the Bond Drive of World War II." *The Journal of American History* 85, no. 3 (1998): 1141.

⁹⁰ *The Eau Claire Daily Leader*, "Newsboys Will Take Orders for Defense Stamps," December 23, 1941, 16.

“Parents of the students are also invited”⁹¹ In this particular case, Eau Claire parents of school students were entreated to interact in a virtual community event that preached the importance of buying war bonds amongst children and adults for the patriotic cause of the war effort. This type of newspaper article request falls in line with government propagandists who wished to insist the present role of every citizen to play in the Home Front cause.⁹² Since government defense bonds and stamps could be purchased by feasibly any member of society, this type of newspaper broad casting fits perfectly into the government, Home Front propaganda mold.

Along with articles, much of the war bond related material within the Eau Claire Leader came from private company advertisements. One such advertisement, in the May 14, 1942 edition of the paper, states “Everybody-Every Pay Day; Put 10% Into United States War Bonds” and goes on to list a series of local Eau Claire businesses in cooperative sponsorship of the ad.⁹³ This allowed the series of companies in cooperative partnership to receive name recognition as supporters of the patriotic cause for the war bond drives while also disseminating important



Figure 6: Private advertisement for the Sunset Inn

Source: *The Eau Claire Daily Leader*, “Free Games; Win Defense Stamps; Sunset Inn,” January 29, 1942, 5.

Department of the Treasury propaganda on the importance to contribute to the U.S. government’s program goals. Another example of a war bond advertisement was an ad for the Sunset Inn in the January 29, 1942 edition of the newspaper, entitled “Free Games; Win Defense Stamps; Sunset Inn”, that gives times, days, and locations for the defense bond

⁹¹ *The Eau Claire Daily Leader*, “Defense Bonds Stamps Will Be Sold in Schools,” January 15, 1942, 2.

⁹² George H. Roeder, *The Censored War: American Visual Experience During World War Two* (New Haven: Yale University Press, 1993), 43.

⁹³ *The Eau Claire Daily Leader*, “Everybody-Every Pay Day; Put 10% into United States War Bonds,” May 14, 1942, 11.

games at their facilities in the Eau Claire area.⁹⁴ This type of advertisement gave the Eau Claire Leader readership a way to contribute to the war effort through war bond games, thereby supporting the Department of the Treasury's war bond goals. Additionally, the company's message incentivized people to come to their facilities through the exciting nature of community-based games, possibility of monetary gain, as well as patriotic sensibility of defense stamps for supporting the war effort.

The American Red Cross

Following the December 7, 1941 Japanese attack on Pearl Harbor, the American Red Cross began a mobilization separate from that of government wartime industry and military recruitment. The doors of the American Red Cross immediately opened to thousands of new volunteers looking for a way to vent their frustration over Japan's surprise attack.⁹⁵ Riding on the crest of its reinvigorated popularity, the organization needed to grow in order to meet the needs expected of it. Since the American Red Cross is not a direct governmental body, but a Congressional charter in which the government has charged the organization with specific responsibilities that it must provide by law, the organization had been placed into a unique position within the framework of American society.⁹⁶

A major issue with this precarious position was the funding of the organization and its programs. The financing of the American Red Cross was heavily placed on private donations and resources along with some government allocated support in order to meet its wartime chartered mission of volunteer aid to the sick and wounded armies in time of war as well as to serve as a

⁹⁴ *The Eau Claire Daily Leader*, "Free Games; Win Defense Stamps; Sunset Inn," January 29, 1942, 5.

⁹⁵ Patrick F. Gilbo, *The American Red Cross: The First Century* (New York: Harper & Row, 1981), 142.

⁹⁶ *Ibid.*, 142.

medium of communication between the people of the United States and their army and navy.⁹⁷ Since private donations were a major portion of the organizations ability to function, fund drives became a necessity. The first of the multimillion dollar drives was launched immediately after the incident at Pearl Harbor and exceeded its goal of 50 million dollars.⁹⁸ As a result of the boost in finances, the organization had the capital it needed to advance its government chartered missions. This allowed for the roughly 4 million annual volunteers participating during the Second World War to ship approximately 300,000 tons of supplies overseas by wars end.⁹⁹

None of the accomplishments of the American Red Cross during the Second World War could have been accomplished without the steady number of volunteers to process the relief supplies or the private donations to fund the organization itself. The Red Cross relied heavily on its chapters and branches within thousands of American cities, town, and villages to support the public's involvement with their mission through whatever means necessary.¹⁰⁰ Even President Roosevelt understood the necessity for the dissemination of information and propaganda, concerning the unique status of the American Red Cross, to the public. This was especially the case where fund raising was concerned, which led to government support through media campaign assistance.¹⁰¹

The Eau Claire Leader exhibited many examples of American Red Cross propaganda and information dissemination. For instance, an article entitled "Citizens Asked to Prepare for Red Cross Drive", appearing in the December 12, 1941 edition of the newspaper, stated the American

⁹⁷ Foster Rhea Dulles, *The American Red Cross: A History* (New York: Harper & Brothers, 1950), 1.

⁹⁸ Patrick F. Gilbo, *The American Red Cross: The First Century* (New York: Harper & Row, 1981), 142.

⁹⁹ American National Red Cross, *The Red Cross Activities of the American People During 75 Years, 1881 Through 1955* (Washington: Office of Research Information, 1955), 3-17.

¹⁰⁰ Foster Rhea Dulles, *The American Red Cross: A History* (New York: Harper & Brothers, 1950), 379.

¹⁰¹ Patrick F. Gilbo, *The American Red Cross: The First Century* (New York: Harper & Row, 1981), 137.

Red Cross War Relief Fund's expected voluntary contribution quota as 1,071,600 dollars for the state of Wisconsin as well as 15,200 dollars for the Eau Claire chapter specifically. Furthermore, the article explains the purpose of the funds as "...providing shelter for civilian populations bombed from their homes by the Japanese, aid and supervision of persons under threat of enemy action, both on the Pacific coast and in the Far East, and hospital aid for service men in the combat areas."¹⁰² This information appearing in the pages of the paper directly support the goals of the American Red Cross by giving the readership an understanding of the purposes of the agency in supporting the war effort as well as what was to be expected of the Eau Claire public for the proper financial support of the organization and its aforementioned goals. An additional article that was published in the May 20, 1942 edition of the newspaper, entitled "Red Cross Must Turn Out 60,000 Hospital Dressings Here; Volunteers Needed", explains the American Red Cross's need for volunteers to produce the Eau Claire chapter's quota of 60,000 hospital dressings for the Army, Navy, and war relief. The article also gave details on where and when volunteers could report to aid in the effort, stating that "...room will be open at the Masonic Temple, on Graham Avenue five days a week from 9 to 12 a.m. and from 1:30 to 5 p.m. Monday through Friday, and from 7 to 9 p.m. Monday and Wednesday evenings."¹⁰³ In this case, American Red Cross information on volunteer work to meet supply goals for hospital dressings was disseminated to the Eau Claire public via the Eau Claire Leader. As a result, the articles broadcast of location and times to participate in the creation of the hospital dressings promoted Eau Claire citizen involvement in meeting the established quota for their chapter.

¹⁰² *The Eau Claire Daily Leader*, "Citizens Asked to Prepare for Red Cross Drive," December 12, 1941, 12.

¹⁰³ *The Eau Claire Daily Leader*, "Red Cross Must Turn Out 60,000 Hospital Dressings Here; Volunteers Needed," May 20, 1942, 4.



Figure 7: Private advertisement for the Eau Claire Café

Source: *The Eau Claire Daily Leader*, "Victory Dinner," May 16, 1942, 2.

Private advertisement dissemination of the American Red Cross propaganda and information was also present within the Eau Claire Leader. One such example is located within the May 16, 1942 edition of the paper. The ad, entitled "Victory Diner", informs the readership of the presence of a diner service from 11:00 A.M. to 8:00 P.M. at the Eau Claire Café, which will have all its proceeds donated to the Red Cross.¹⁰⁴ This advertisement does not only promote the necessary

private funding of the American Red Cross to meet the organizations goals in the national war effort, but also supports the restaurants personal incentive to be seen as a patriotic food venue for consumers in the Eau Claire area thereby encouraging more business. Therefore, The American Red Cross gains additional resources for dissemination of its propaganda and information despite the contrasting incentives of private companies.

Office of Civilian Defense

With the abrupt Japanese Bombing of Pearl Harbor and the United States' rapid direct involvement in the Second World War in response, the American public found itself in a changing climate of perceived proximity to the conflict. For many U.S. citizens, the coming immersions in the horrors of the war and loss of loved ones who were fighting in the European

¹⁰⁴ *The Eau Claire Daily Leader*, "Victory Dinner," May 16, 1942, 2.

and Pacific Theatres brought feelings of anxiety and a sense of impending chaos to the Home Front.¹⁰⁵ Although, the war was waged in relative seclusion from the United States, many citizens remained fearful of their own lives on American soil. Many believed that Axis attack was imminent for months after the bombing of Pearl Harbor. 65 percent of those polled days after the attack thought it was very likely that the Pacific Coast would be bombed within weeks and over half of those questioned in March 1942 believed that the East Coast would be bombed by the enemy.¹⁰⁶ It was clear that the FDR administration needed to combat this fear in order to support morale as well as defend against the perceived possibility of such attacks occurring within U.S. borders.

In direct response to such anxieties, Franklin Delano Roosevelt established the Office of Civilian Defense (OCD) on May 20, 1941, through Executive Order 8757, in order to deal with civilian protection, national morale, and public opinion.¹⁰⁷ This defense force would come to exhibit its own challenges in meeting its mission as defined by the Presidential Executive Order just like many other of the established government agencies for organizing the Home Front effort during the Second World War. A particular challenge faced by the organization was through its subsidiary agency known as the U.S. Citizen Defense Corps which would consist entirely of unpaid volunteers willing to devote themselves to such matters as restoration of public services, firefighting, public health, and communications.¹⁰⁸ Relying completely on civilian volunteers, the U.S. Citizen Defense Corps needed the cooperation of local governance as well as their citizenry. This was primarily accomplished through the establishment of local defense councils

¹⁰⁵ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 11.

¹⁰⁶ *Ibid.*, 13.

¹⁰⁷ Donald W. Mitchell, *Civil Defense: Planning for Survival and Recovery* (Washington: Industrial College of the Armed Forces, 1966), 19.

¹⁰⁸ *Ibid.*, 19.

as well as a high degree of U.S. government media dissemination in order to explain the role the American civilian populace was to play in the OCD's subsidiary agency.¹⁰⁹

The Eau Claire Leader contained several example of such government media dissemination of U.S. Citizen Defense Corps for the purpose of public civilian involvement in the local Eau Claire County community defense council. A suitable example is located in the January 23, 1942 edition of the newspaper, which is entitled "County Requires 3,174 Volunteer Civilian Workers." The article states that "Eau Claire Country needs 3,174 volunteers for civilian defense and the city of Eau Claire needs about 2,500", and that "Registration may be made at the police station at any time."¹¹⁰ This article openly supports the goal of the U.S. Defense Corps to obtain the local volunteers necessary to fulfill the vacant position in the Eau Claire County community defense council by giving detailed information on the number of positions open and where to apply. As a result, this media disseminated data gives the Eau Claire Leader readership the tools necessary to gain enrollment in the organization for the support of the war effort on the Home Front. Another example is an article entitled "Details of Civilian Defense Program", which is located in the February 18, 1942 edition of the paper. The article displays and gives details on the positions as well as qualifications for the different volunteer opportunities offered by the U.S. Defense Corps for the County of Eau Claire, which include: Air Raid Wardens, Auxiliary Police and Deputy Sheriffs, Bomb Squads, Auxiliary Fireman, Fire Watchers, Rescue Squads, Nurses' Aides Corps, Staff Corps, Messengers, Drivers Corps, Emergency Food and Housing Corps, Decontamination Corps, Demolition and Clearance Crews, and Road Repair.¹¹¹ By giving out such information, the article assisted the U.S. Defense Corps in providing the Eau

¹⁰⁹ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 13.

¹¹⁰ *The Eau Claire Daily Leader*, "County Requires 3,174 Volunteer Civilian Workers," January 23, 1942, 8.

¹¹¹ *The Eau Claire Daily Leader*, "Details of Civilian Defense Program," February 18, 1942, 7.

Claire public with necessary data on the various available volunteer position and their requirements so interested citizens could better understand what positions they would be most qualified for in service of the American Home Front.

Conclusion

With the direct involvement of the United States in the affairs of the Second World War came profound challenges as well as a necessity to evolve to meet those challenges from both a cultural and societal perspective. Orchestrated by the FDR administration, new and present agencies were made to service mobilization demands of the Home Front to alter the makeup of American society to reach the challenges faced.¹¹² The U.S. government also realized that such aforementioned agencies were only part of the solution in facilitating the alteration of the nation to a Home Front state. The other contributing factor to force an unconditional surrender of the Axis regime was the dissemination of government propaganda and information to ensure “whole-hearted” public involvement and commitment to the war effort.¹¹³ This was a particular necessity for the U.S. government during the conflict due to its administrative context. The launch of government propaganda and information was the necessary consequence of the absence of administrative instituted civilian conscription for war related endeavors in order to promote the total involvement of the American civilian populace in the goals of the present Home Front agencies without resorting to lawful action.¹¹⁴

¹¹² Allan M. Winkler, “The Homefront Experience during World War II,” *OAH Magazine of History* 16, no. 3 (2002): 4.

¹¹³ Amy Bentley, *Eating for Victory: Food Rationing and the Politics of Domesticity* (Urbana: University of Illinois Press, 1998), 1.

¹¹⁴ Leila J. Rupp, *Mobilizing Women for War: German and American Propaganda, 1939-1945* (New Jersey: Princeton University Press, 1978), 75.

The FDR Administration had several methods available for the dissemination of Home Front related information and propaganda to the nation. Amongst these tools for the dissemination of information about compliance with established Home Front agency programs were local businesses, schools, retail grocers, as well as area media.¹¹⁵ This was no different for the City of Eau Claire, Wisconsin during the first six months of U.S. involvement in the Second World War, which saw its localized newspaper media source, the *Eau Claire Leader*, filled with Home Front agency propaganda and information in order to support Eau Claire residential involvement in the war effort abroad. Due in part to the *Eau Claire Leader*, local Eau Claire, Wisconsin citizens received the germane Home Front related materials necessary to support the war effort at home in combination with the rest of the nation. It is clear that the U.S. government as well as private agencies recognized the invaluable nature of the newspaper for local dissemination of Home Front materials for war related efforts to meet their goals. This can be seen by the many Home Front agency objectives presented within the pages of the *Eau Claire Leader*, including those of the WMC, Department of the Treasury, American Red Cross, OCD, OPA, and the DOA. As a result of the presence of such disseminated materials from war related agencies and supporting private bodies, utilizing war related goals to further their own interests within the media resource, the *Eau Claire* readership was better oriented to meet those objectives set forth by the Home Front programs of the Second World War in the name of securing victory against the Axis powers.

¹¹⁵ Terrence H. Witkowski, "World War II Poster Campaigns: Preaching Frugality to American Consumers," *Journal of Advertising* 32, no. 1 (2003): 80.

Annotated Bibliography

Primary Sources

The Eau Claire Daily Leader. Eau Claire, Wis: [s.n.], 1941-1942.

A collection of the *Eau Claire Leader* newspaper of Eau Claire, Wisconsin separated into three month microfilm roles for the years 1941 and 1942. The source contains all editions of the paper printed for distribution to households who subscribed to the publication throughout the aforementioned time period. This source is key to my analysis of the importance of the particular source in facilitating support for the Second World War in terms of its audience.

American National Red Cross. *The Red Cross Activities of the American People During 75 Years, 1881 Through 1955*. Washington: Office of Research Information, 1955.

Collection of data published by the Office of Research Information for the American Red Cross during the years of 1881 through 1955. Source contains pertinent data on the accomplishments of American Red Cross volunteers, which helps support contextual information on the organization and how important it was in support of the war effort.

Wisconsin Historical Society. 1990. Uniroyal, Inc. Records, 1917-1990. Web. 7 Nov. 2010.

Collection of records data on the historical Uniroyal Tire Plant located in Eau Claire, Wisconsin provided assistance with historical background for the city of Eau Claire prior to and during United States entrance into the Second World War.

Secondary Sources

Stevens, Michael E., and Ellen D. Goldlust. *Women Remember the War, 1941-1945*. Madison: State Historical Society of Wisconsin, 1993.

This book provides a topically arranged series of oral interviews of Wisconsin women during the years of American involvement in the Second World War as well as germane historical context specific to the state of Wisconsin that is utilized in presenting the topically arranged interviews. The topics include: labor, military, military nurses, American Red Cross, and life on the homefront. This source assisted with historical background on labor, life, and American Red Cross activity on the homefront during the Second World War.

Dreisziger, N. F. *Mobilization for Total War: The Canadian, American, and British Experience, 1914-1918, 1939-1945*. Ontario: Wilfrid Laurier University Press, 1981.

This book looks at the United States, Canada, and British during the both the World War I and World War II as they experienced unprecedented demands on their national infrastructures. This source aided in background information on the United States homefront conditions during the Second World War as well as the general principals of what constitutes *total war*.

Roeder, George H. *The Censored War: American Visual Experience during World War Two*. New Haven: Yale University Press, 1993.

This literary work addresses media dissemination of U.S. government propaganda between the years 1941 and 1945 and how those messages shaped the type of society Americans would be involved in during the Second World War. This book has plenty of valuable data on U.S. government motivations for the dissemination of pertinent wartime information, their methodology in delivery, and the American homefront climate as a result of such media broadcasts.

Gilbo, Patrick F. *The American Red Cross: The First Century*. New York: Harper & Row, 1981.

This historical work provides information on the first century of the American Red Cross. The research covers its founding in 1881 to 1980 as it discusses its unconventional association with the US. Government, organizational mission, and exploits during that time period. This source is useful for providing background information on the American Red Cross as well as its involvement within the World War II American homefront environment.

Mulligan, Casey B. "Pecuniary Incentives to Work in the United States during World War II." *Journal of Political Economy* 106, no. 5 (1998): 1033-1077.

This article discusses the rapid and large change in civilian work activity during World War II from the point of monetary incentive. The paper engages in extensive quantitative analysis through various economic formulas in order to prove that financial incentive presented by industrial mobilization played an important part in filling the newly available employment opportunities. This article was valuable in presenting data on the industrial expansion that followed American entrance into the Second World War as well as the resulting demand for increased employment to meet the requirements of such wartime mobilization.

Winkler, Allan M. "The Homefront Experience during World War II." *OAH Magazine of History* 16, no. 3 (2002): 3-4.

This article presents a general overview of the American homefront during the Second World War, which includes: business growth, demographic change, U.S. Government involvement, and government propaganda. This source is useful for general supporting data for the substantial economic and social transitions that the American homefront experienced during the Second World War in order to meet military and production demands brought about by the resulting warfare.

Hooks, Gregory and Leonard E. Bloomquist. "The Legacy of World War II for Regional Growth and Decline: The Cumulative Effects of Wartime Investments on U.S. Manufacturing, 1947-1972." *Social Forces* 71, no. 2 (1992): 303-337.

This article researches the effects of federal investments on regional restructuring of the United States in order to meet the manufacturing requirements necessary in order to wage total war. The paper mainly addresses the effects of federal investments on localized manufacturing following the wars completion, but the paper does lay a foundation of knowledge on the process and extent

of U.S. federal government investment in American industrial restructuring during the Second World War. As a result, the source is useful for providing background information concerning wartime mobilization of the United States homefront.

Rupp, Leila J. *Mobilizing Women for War: German and American Propaganda, 1939-1945*. New Jersey: Princeton University Press, 1978.

This book researches Second World War economic and social transitions within both the United States and Germany in order to support their own ability to wage war. The literary work specifically looks at labor shortages within both nations that resulted from military wartime subscription and how those positions were partially filled by women who were not traditionally allocated to such labor positions. This source is useful in providing background information on World War II, industrial mobilization, and resulting demands for employment.

Bentley, Amy. *Eating for Victory: Food Rationing and the Politics of Domesticity*. Urbana: University of Illinois Press, 1998.

This historical work focuses on the propaganda efforts of the U.S. government during the Second World War in relationship to the mandatory food rationing programs initiated on the American homefront in support of the war effort. This source is useful for providing background information on the Office of Price Administration (OPA) and other supporting federal agencies that initiated and supported food rationing programs. This book also has additional data on the effects of such programs and the avenues or techniques of propaganda dissemination utilized.

Winkler, Allan M. *The Politics of Propaganda: The Office of War Information, 1942-1945*. New Haven: Yale University Press, 1978.

This book presents an historical analysis of the origins and development of the Office of War Information (OWI) as the dominant agency of U.S. government propaganda during the Second World War. Since the agency was established after the area of research presented in this capstone, the main information gained from this historical piece is on the several federal dissemination agencies described within the book during the first six months of the war that would eventually be consolidated into the OWI by executive order in June of 1942.

Witkowski, Terrence H. "World War II Poster Campaigns: Preaching Frugality to American Consumers." *Journal of Advertising* 32, no. 1 (2003): 69-82.

This paper looks at United States government efforts to alter American consumption habits during the Second World War via media dissemination as well as the consequences such propaganda. This article was useful for supporting knowledge on the consumption environment, application, and impact of federal government dissemination of World War II propaganda.

Frohardt-Lane, Sarah. "Promoting a Culture of Driving: Rationing, Car Sharing, and Propaganda in World War II." *Journal of American Studies* 46, no. 2 (2012): 337-355.

This article addresses the historical implications of the Office of Price Administration's media dissemination of government wartime propaganda during the Second World War. Specifically, it expands upon the dissemination of rationing information regarding car driving for the war effort in order to conserve such valuable resources as rubber. This article is important for providing

data on government utilization of media resources for the development of a car-conservative homefront mentality as well as the implications of such dissemination.

French, Michael J. *The U.S. Tire Industry: A History*. Boston: Twayne Publishers, 1991.

This book follows the history of the U.S. tire industry from the 19th to late 20th century as it went through periods of growth, decline, and evolution. This text is important for providing historical context on the United States tire industry during the Second World War and how that related to the present government propaganda during that time period.

Koppes, Clayton. "Pledging Allegiance: American Identity and the Bond Drive of World War II." *The Journal of American History* 85, no. 3 (1998): 1140-1141.

This article looks at the U.S. Department of the Treasury during the Second World War as it mounted a massive effort to raise bond and stamp sales in order to support the funding of the war, thwart inflation, and promote patriotism. This article is important as a source of historical context for the Department of the Treasury during the war and how that translated into the utilization of government media dissemination.

Dulles, Foster Rhea. *The American Red Cross: A History*. New York: Harper & Brothers, 1950.

This book follows the history of The American Red Cross from its conception in the late 19th century up through the mid-20th century. It is particularly useful for providing background on the organization as well as historical context for the agency during the Second World War.

Mitchell, Donald W. *Civil Defense: Planning for Survival and Recovery*. Washington: Industrial College of the Armed Forces, 1966.

This historical work follows the history of non-military defense within the United States up until its publication in 1966. This is a helpful text in providing background on such organizations as well as historical context for civilian defense during the Second World War and its relationship to connected government media dissemination.

Winkler, Allan M. "World War II Homefront: A Historiography." *OAH Magazine of History* 16, no. 3 (2002): 5-6, 8.

This article is a discussion on the historiography of the U.S. homefront during World War II. It covers authors who have researched topics including: specific time periods in the conflict, impact of the war, Franklin Delano Roosevelt's presidential involvement, economic policy, effects of mobilization, American propaganda, status of women, racial violence, wartime imagery, oral histories, and historical fiction. This source was important for formulating a more complete historiography of the research done on the U.S. homefront as well as supporting the way in which this particular capstone contributed to that particular body of work.