

The American Homefront during World War II

CQ#3: What were the consequences of total war on the American Homefront? How did the war change American social, economic, and political life during and after the war?

Total War: Conflict where nearly 100% of a nation's energies & resources are devoted to war, without restraint

Homefront: ● Civilian population of a nation at war as an active support system for the military.
● How/where the war is “fought” away from the fighting and outside the military.

Creating National Unity

- Wilson faced same problem during WWI
- Lots of support for neutrality
- Very Diverse Nation
 - Large ethnic populations with sympathies to both sides of the war
 - German-Americans largest ethnic group

Creating National Unity

Issues	Wilson & WWI	FDR & WWII
Value Appeal	Democracy <ul style="list-style-type: none">• “the world be made safe for democracy” (War Message, 4/2/17)	
Gov't Agency		
Tone of Propaganda		
Effects on American Identity		

Creating National Unity

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Gov't Agency	Committee on Public Information	
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Effects on American Identity	100% Americanism, Germanophobia-->xenophobia, nativism	

Creating National Unity



Creating National Unity

Issues	Wilson & WWI	FDR & WWII
Value Appeal	Democracy <ul style="list-style-type: none"> • “the world be made safe for democracy” (War Message, 4/2/17) 	Freedom <ul style="list-style-type: none"> • Four Freedoms Speech (State of the Union, 1/6/41)
Government Information Agency	Committee on Public Information	Office of War Information
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The Four Freedoms

- From FDR speech: 1941 State of the Union Address
 - January 6, 1941
 - Before US entry
- Outlines what's at stake in the War
 - Freedom of Speech
 - Freedom of Worship
 - Freedom from Want
 - Freedom from Fear



Hugo Ballin (1942) Burbank, CA

Norman Rockwell (1943)
Saturday Evening Post

OURS...to fight for



Freedom of Speech



Freedom of Worship



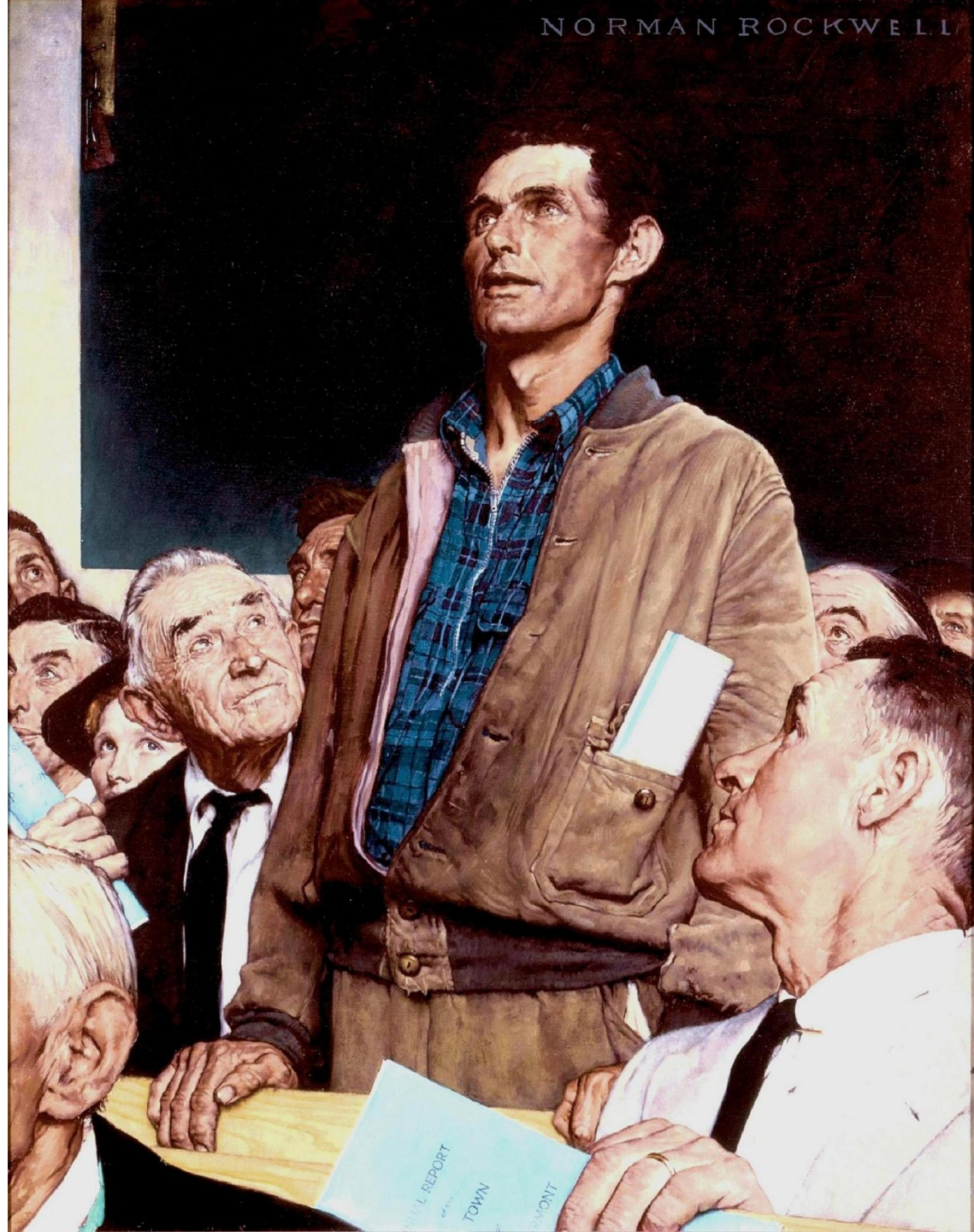
Freedom from Want



Freedom from Fear

Freedom of Speech

- Setting: Town Meeting
- Average American speaks
- Given respectful attention of diverse audience.





Freedom of Worship

- Diverse Americans worshipping together





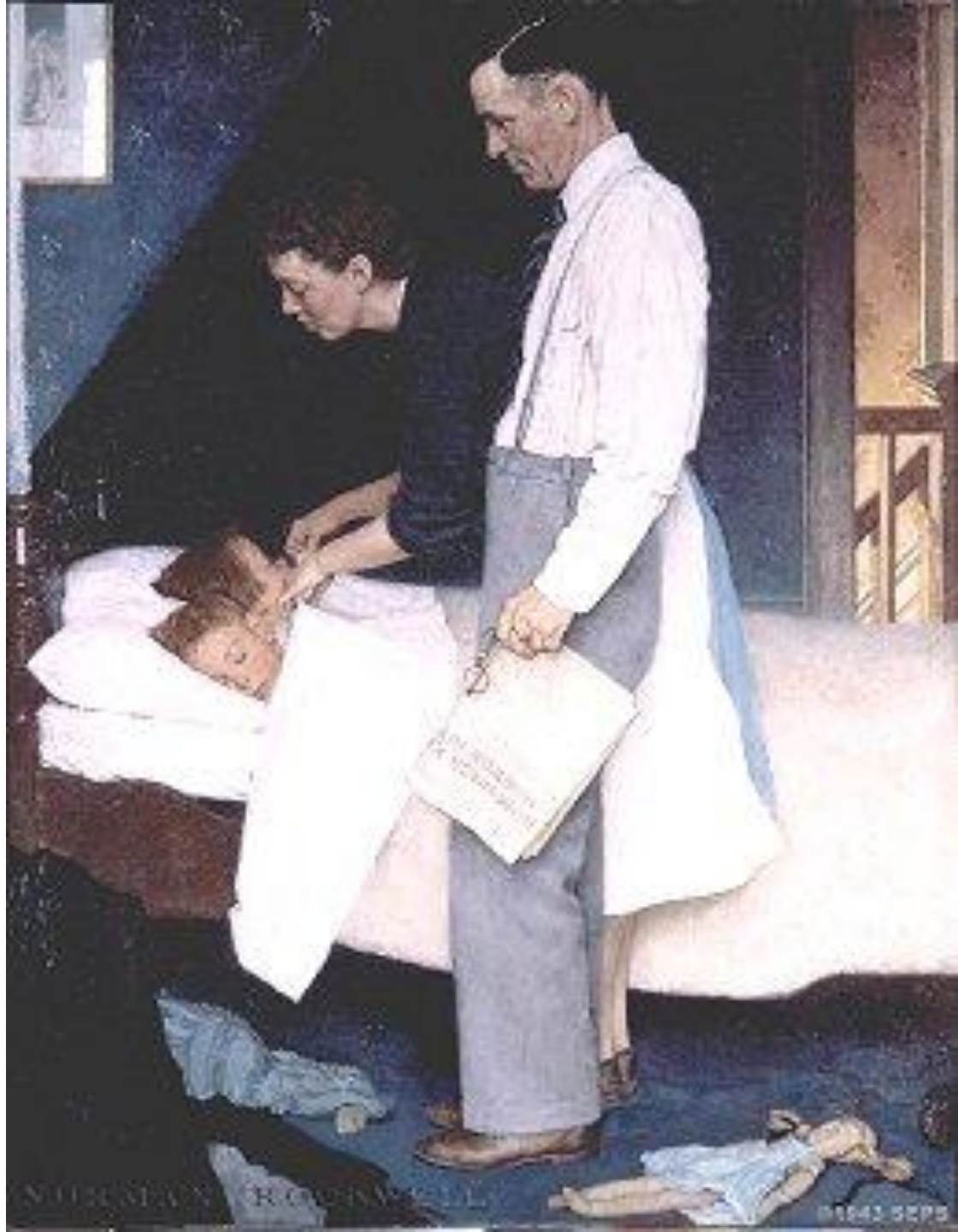
Freedom from Want

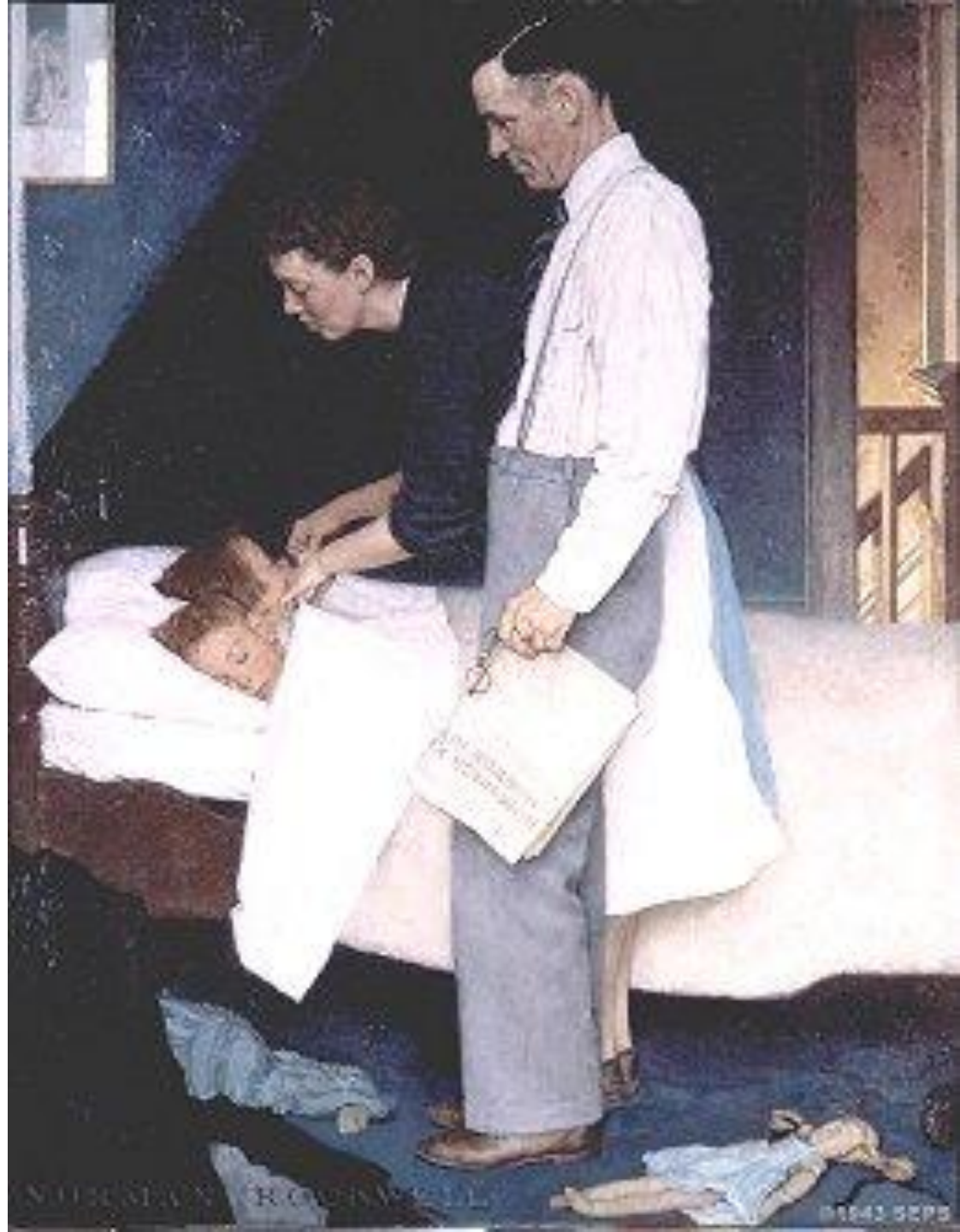




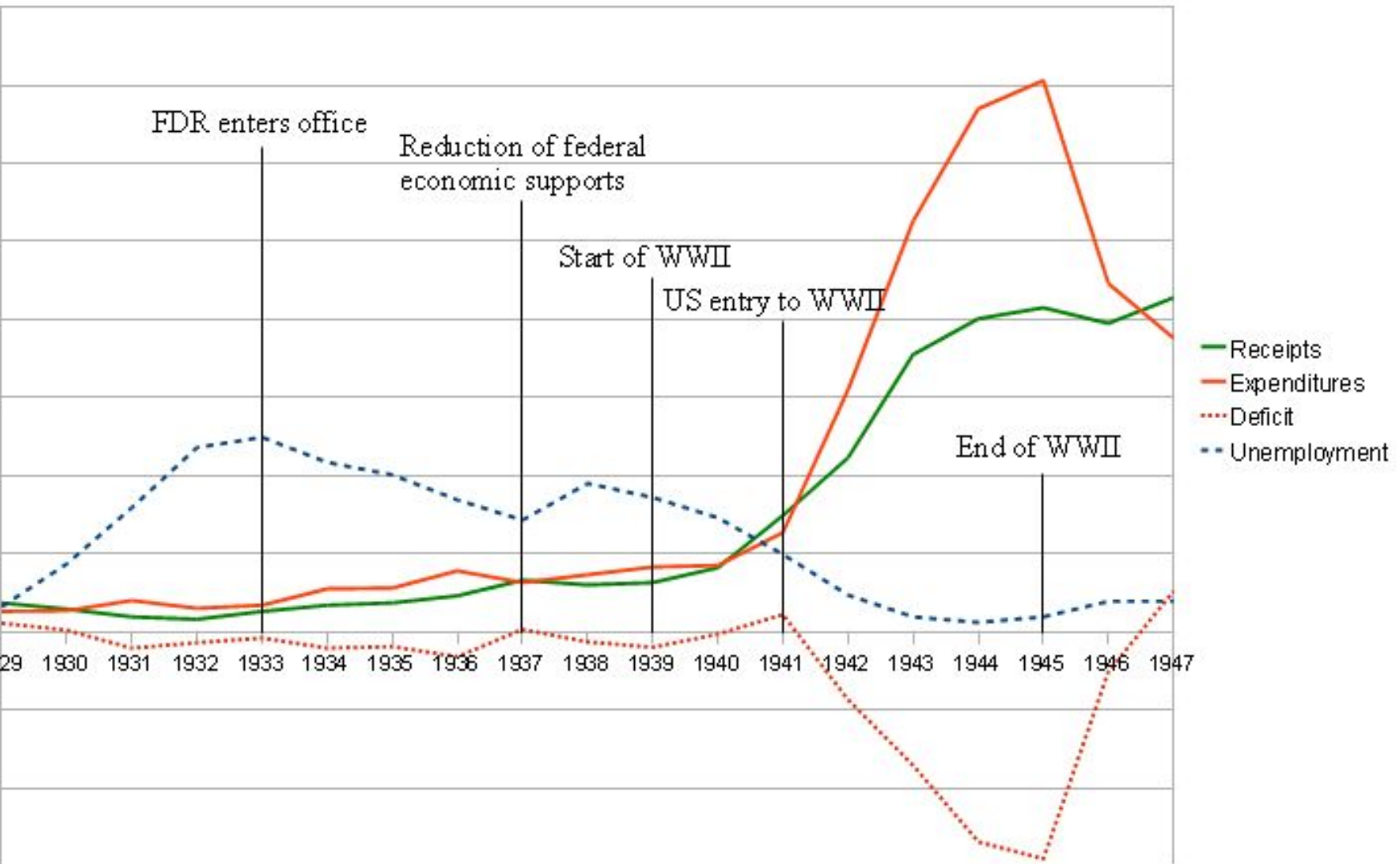
Freedom from Fear

- Only explicit reference to war
 - Headline of newspaper





Changing Economy



Receipts & Expenditures in billions; Unemployment as %

War Towns

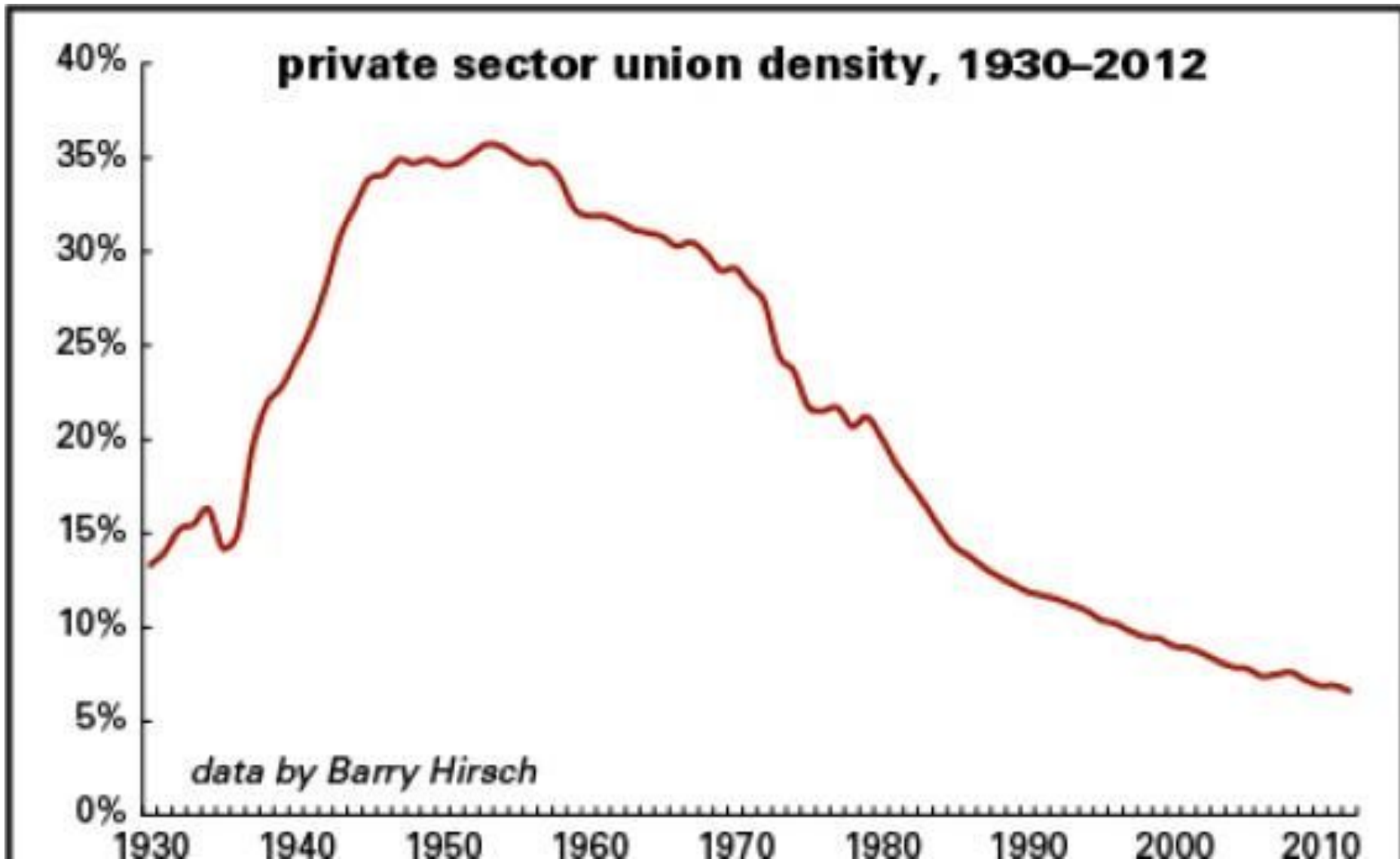
Mobile Before the War



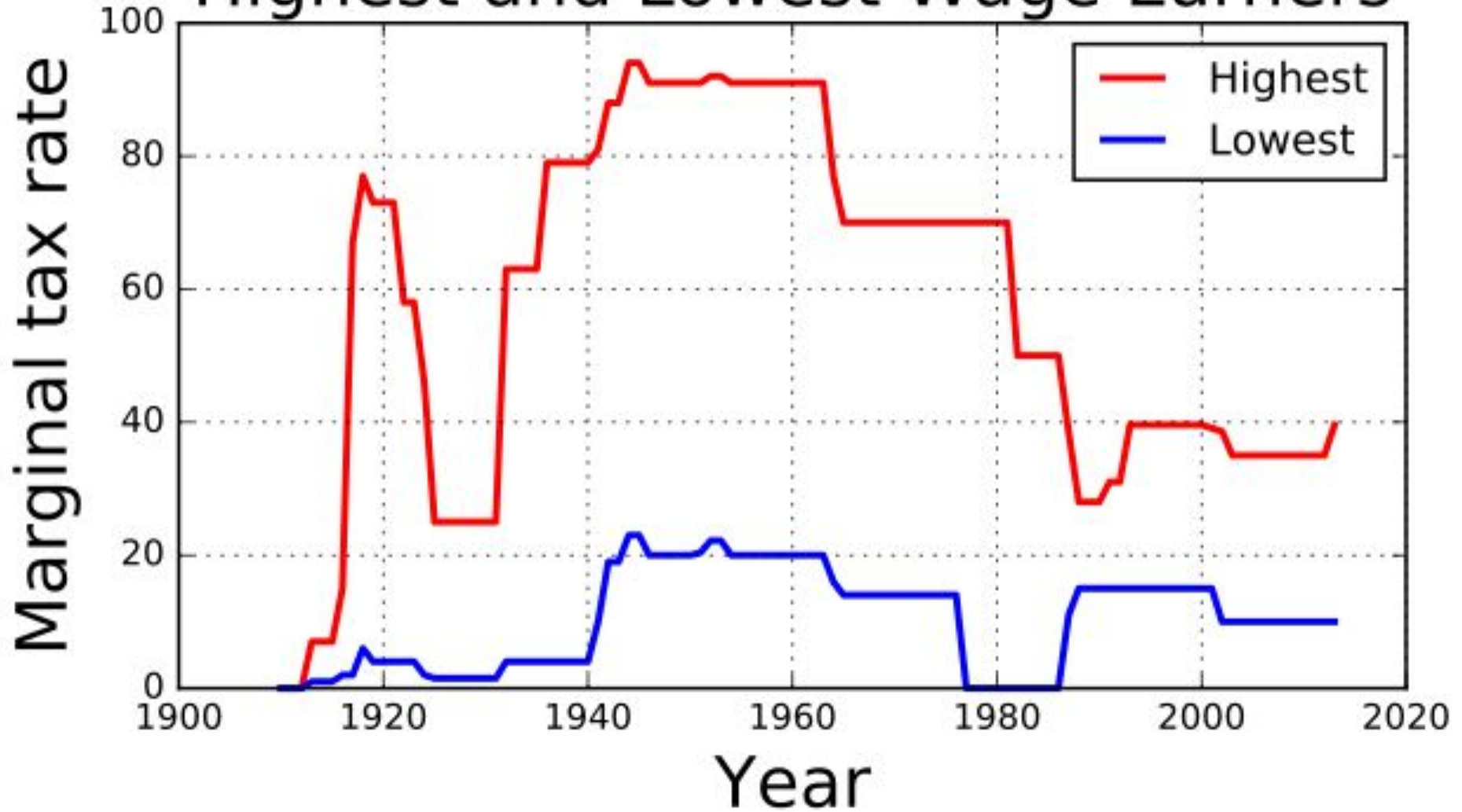
Mobile Transformed



Union Membership



Historical Marginal Tax Rate for Highest and Lowest Wage Earners



99 Year History of US Federal Tax Rates for Four Income Levels Adjusted For Inflation



[Sacrificing on the Homefront](#)

Race & World War II

Japanese American Internment



Race & World War II (cont.)

Disrupting the Status Quo



AA in the Military



Race & World War II (cont.)

So They Say

It is generally considered a safe bet to predict that the tide will turn in favor of the Allies in the latter part of the war. —President Roosevelt

San Luis Obispo Telegram-Tribune

The Tides

June 26 High-Low 11 a.m. 10 a.m. 10 p.m. 10 p.m.
Low-10:25 a.m. 11:25 a.m. 10 p.m. 10 p.m.

June 27 High-Low 11 a.m. 10:25 a.m. 10 p.m. 10 p.m.
Low-10:45 a.m. 11:45 a.m. 10 p.m. 10 p.m.

NEWSY/POSTER/WEAR, NO. 181

Price 5 Cents

FRIDAY, JUNE 25, 1943

200 NEGRO SOLDIERS RIOT ON HIGUERA STREET

Allied Airmen Hit Nazi Europe From All Sides

18 Bombers Missing in Daring Raid

LONDON, June 25, (UP)—American heavy bombers led by Douglas Martin, commander of the 92nd Combat Squadron, lost 18 bombers in a daring raid on German airbases in the Ruhr area. The raid, which took place on June 24, was the largest of its kind since the war began.

Kaiser Ship Production Is Attacked

SAN FRANCISCO, June 25, (UP)—A British bomber attacked the Kaiser's ship production facilities in Germany on June 24. The attack, which was carried out by the RAF, resulted in the destruction of several ships and the deaths of many workers.



3 Jap Bases Ablaze in New Raids

ADVANCED SOUTH PACIFIC BASE, June 25, (UPI)—American bombers hit an airfield and other targets in the New Hebrides region of the South Pacific on June 24. The raid, which was carried out by the US Army Air Corps, resulted in the destruction of several aircraft and the deaths of many personnel.

Nation's Beef Supply Cut Is Predicted

SERMONO, June 25, (AP)—The war and the government's price controls are expected to reduce the nation's beef supply by 10 percent, according to a report issued by the Department of Agriculture. The report states that the shortage will be most severe during the winter months.

S.L.O. Bar Wrecked When Group Refused Drinks

WINDSOR, June 25, (AP)—A bar in Windsor, Ontario, was wrecked after a group of sailors refused to buy drinks for their commanding officer. The incident, which took place on June 24, resulted in the destruction of the bar and the arrest of several sailors.

Investigation Ordered by Colonel Bull

COLUMBIA, S.C., June 25, (AP)—The commander of the 101st Airborne Division, Colonel Bull, has ordered an investigation into the conduct of his troops during a recent operation. The investigation will focus on the actions of several soldiers who were accused of misconduct.

BACK TO WRESTLING FEEL, HAWKS! While most of the war's new recruits, notably sold by the government's news campaign, are patriotic soldiers, many others, such as those who were recruited by the Kaiser's propaganda campaign, are anything but. This photo shows a group of German soldiers in uniform, some of whom were captured during the war.

Rosie the Riveter



Women & Work in WWII

- Many men (workers) in military waging war
- Many workers needed
- Women recruited to do “Men’s” Jobs



HERE'S A VITAL MESSAGE FOR EVERY WOMAN IN (NAME OF CITY)

**THIS
SOLDIER
MAY DIE
-UNLESS**



**YOU MAN
THIS IDLE
MACHINE**

**DON'T WAIT! GET STARTED NOW!
EXPERIENCE AND NEEDS, TRAINING FREE!
BEING HOME WHAT TO DO**

1. Take your place with your family.
When you get home to get a war job, you
don't wait.

2. Do an extra "War Work" assignment
before you go. This helps to make your
return to your community easier.

3. Study to make a financial statement for
your home. This is one of the most important
steps to take.



**567 (Name of City) Women needed this week to
keep War Production Schedules ON TIME!**

THAT's why—because this
land needs you!—and you
can't wait. You're needed
now. You're needed now.
You're needed now. You're
needed now. You're needed
now. You're needed now.
You're needed now. You're
needed now. You're needed
now. You're needed now.

What will you do? Will you
wait? Will you wait? Will
you wait? Will you wait?
Will you wait? Will you
wait? Will you wait? Will
you wait? Will you wait?
Will you wait? Will you
wait? Will you wait? Will
you wait? Will you wait?



U. S. EMPLOYMENT SERVICE
Federal Bureau of Investigation

**ANSWERS TO
YOUR QUESTIONS**

**MY ANSWER WAS
BETTER THAN YOURS**



My answer was better than yours.



My answer was better than yours.



My answer was better than yours.



My answer was better than yours.



My answer was better than yours.



My answer was better than yours.



My answer was better than yours.

THE MORE WOMEN AT WORK—THE SOONER WE'LL WIN

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Government Information Agency	Committee on Public Information	Office of War Information
Tone of Propaganda	Started with goals of emphasizing positive info and avoiding distortion but tended increasingly towards anti-German	Goal of emphasizing positive and common cause; demonization & racist caricature of Japanese more than German or Italian
Effects on American Identity	100% Americanism, Germanophobia-->xenophobia, nativism	<ul style="list-style-type: none"> • Limited Patriotic Assimilation • Inspired activism for change for those still outside the boundaries of freedom