

Sourisseau Academy
Smith-Layton Archive presents:

The Home Front

by Thomas Layton

Les Amis (The Friends)
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Charlene Duval, Executive Secretary

cduval@sourisseauacademy.org

Leilani Marshall, Archivist

lmarshall@sourisseauacademy.org

Phone: 408 808-2064

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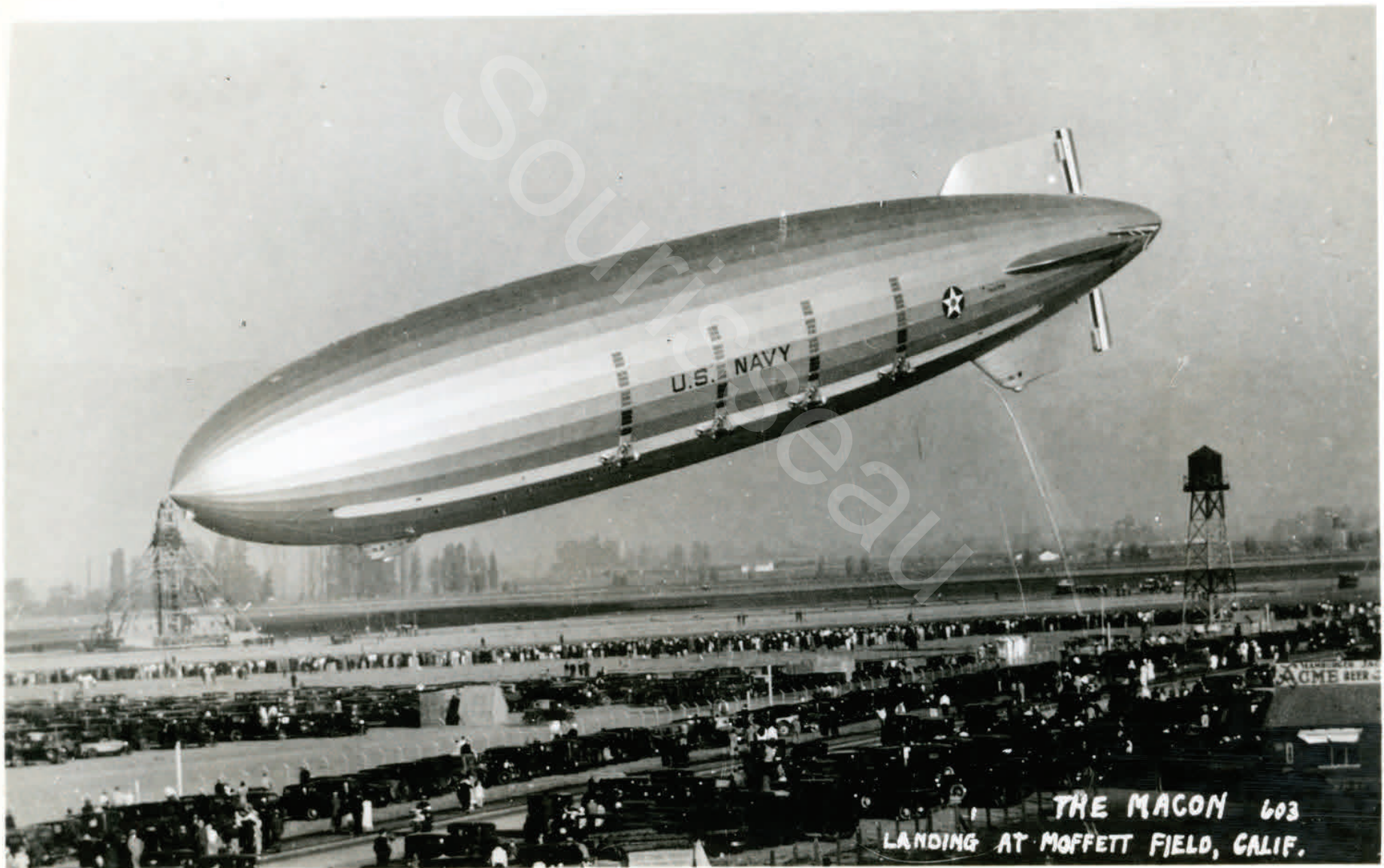
[83] **The Water Buffalo.** August 15 marks the 70th anniversary of V-J Day — the Japanese surrender and the official end of World War II. Stories of the European and Pacific Theatres of that war are often told and well known — so we'll focus, instead, on the war as it was experienced on the Home Front, including the Santa Clara Valley, where a few aged veterans may still recall the bold, bovine, insignia of San Jose's Food Machinery Company, riveted to the control panel of each of the amphibious tanks in which they blasted their way through enemy fire, onto heavily fortified Pacific Islands.



[84] **1920s Del Monte's Roman Plunge.** World War I had been called the "Great War" and the "War to End Wars." Thus, following the Armistice, the United States military was downsized, and America became fixated on luxurious living.



[85] **1930 Army Air Corps.** By 1930, the prospects for any future war had virtually vanished, and the fledgling U.S. Army Air Corps was staging aerial maneuvers designed to attract public attention and support.



[86] **1933 Sunnyvale Naval Air Station.** In like manner, the U.S. Navy established an Air Station in 1933 at Moffett Field, near Sunnyvale, from which the passage of giant dirigibles, and the news reports of their exploits, might attract public support.

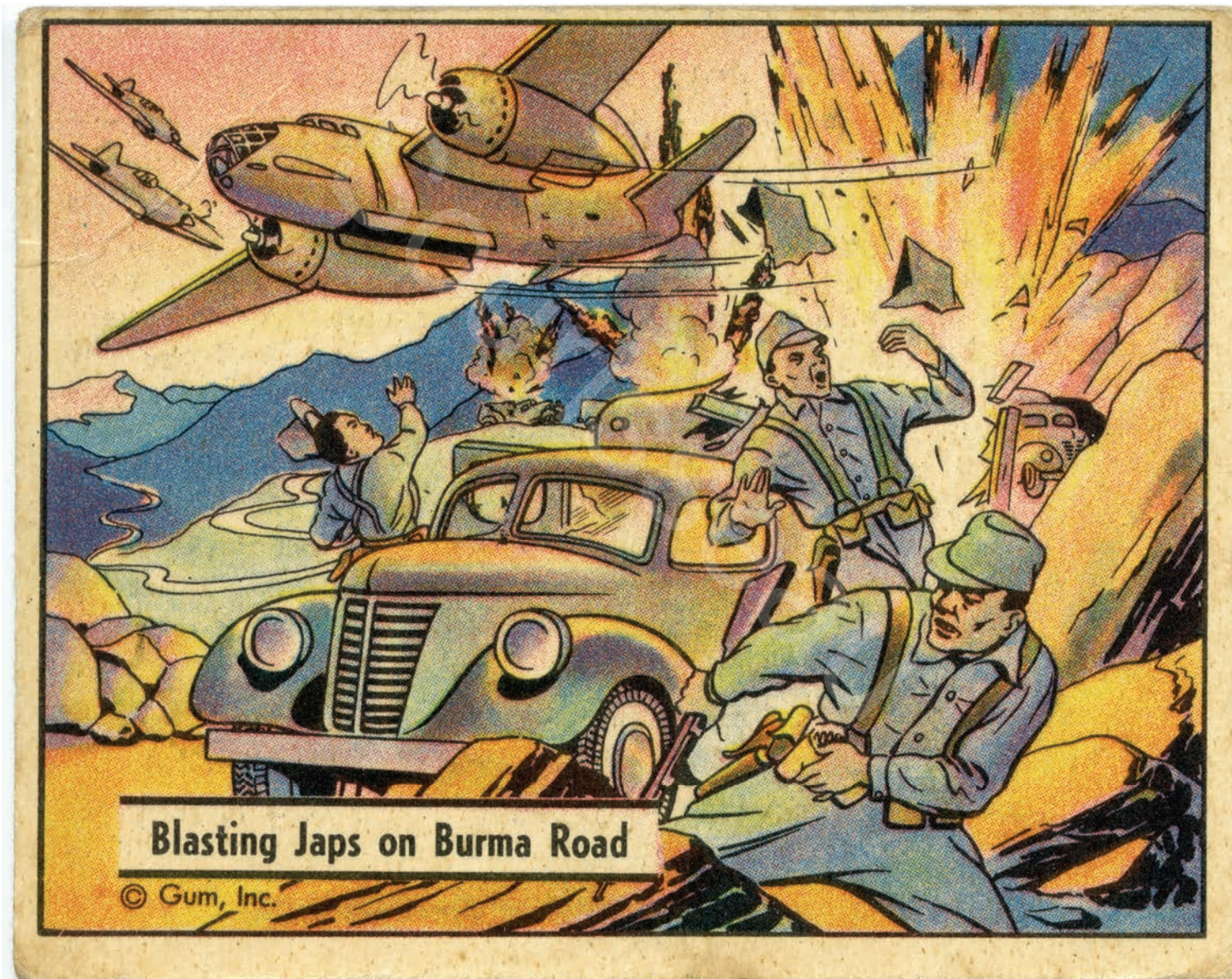


[87] **1939 Stewardesses train as Army nurses.** By the late 1930s, German and Japanese aggressions in Europe and the Far East awakened Americans to the possibility that the United States might be forced to fight another war. But faced by an isolationist Congress, preparations were at first spotty and symbolic — as when twenty-four Western Airlines stewardesses signed up with the Army Nurses Reserve.

Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
August 2015



[88] **1941 USO Hospitality House.** With similar prescience three months before the Pearl Harbor attack, San Jose union craftsmen, donating their labor, built in one day a U.S.O. Hospitality House, which would soon provide "a home away from home" for thousands of men in uniform.



[89] "**Blasting Japs**" chewing gum collectors' cards. The December 7, 1941, Japanese attack on Pearl Harbor marked the end of American Isolationism. The next day, America declared war on Japan — and two days later, Germany and Italy declared war on the United States. GUM Inc. began producing War Gum, each package containing an "educational" collector's card — featuring an Allied victory, like this one "Blasting Japs on Burma Road."



[90] **Salvaging Rubber.** Since Japanese had already conquered the rubber-producing countries in southeast Asia, War Gum was produced without latex rubber. The rubber shortage was so severe that Americans were encouraged to collect every scrap they could find. Americans soon carried ration cards. In 1943, copper one-cent pieces were replaced by "steelies," zinc-coated steel pennies.

LIGHTER MOMENTS with fresh Eveready Batteries



"When you said bring in a prisoner for questioning, sir, I thought I might as well get one who knew all the answers!"

"Keep your eye on the Infantry—the doughboy does it!" He's the one who finally has to slug it out man to man with the enemy. Watch him, and you'll see a war won!

STOP AND THINK before blaming your dealer for being out of "Eveready" flashlight batteries. He hasn't got them because the Armed Forces have, and because essential war industries have. Nearly all we can make have been going to these two most important customers of ours.

FRESH BATTERIES LAST LONGER . . . Look for the date line →



The registered trade-mark "Eveready" distinguishes products of National Carbon Company, Inc.

EVEREADY

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[92] **Japanese Internment.** In a cruel twist of fate, loyal American citizens of Japanese descent were deemed potential traitors and interned in remote locations far from the Pacific coast.



[93] **Casa del Rey Hotel converted to a Navy Hospital.** The luxurious Casa del Rey Hotel on Santa Cruz Beach was converted to a Naval Hospital to receive soldiers wounded in the Pacific Theatre.

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[94] **1944 Joshua Hendy Iron Works.** Local industry quickly converted to wartime production. The Joshua Hendy Iron Works of Sunnyvale began casting gigantic engine blocks for ships. The firm could brag that its engines powered a third of all Liberty Ships.



The Japs were prepared for everything...except
“Water Buffalos”

A SECRET WEAPON—one the Japs were totally unprepared to face—is leading the attack in the South Pacific. This amazing vehicle travels and fights on land and sea! . . . surmounts coral reefs and Jap barricades, saving American lives in the hazardous task of establishing beach-heads. The “Water Buffalo” was designed by FMC engineers in cooperation with the Navy Bureau of Ships . . . a typical example of FMC “know how,” developed through 60 years of building equipment for the great food industry; fire fighters, sprayers, turbine pumps, automatic nailing and screw-driving machines, automotive service station equipment, etc.

FOOD MACHINERY CORPORATION
EXECUTIVE OFFICES: SAN JOSE, CALIFORNIA

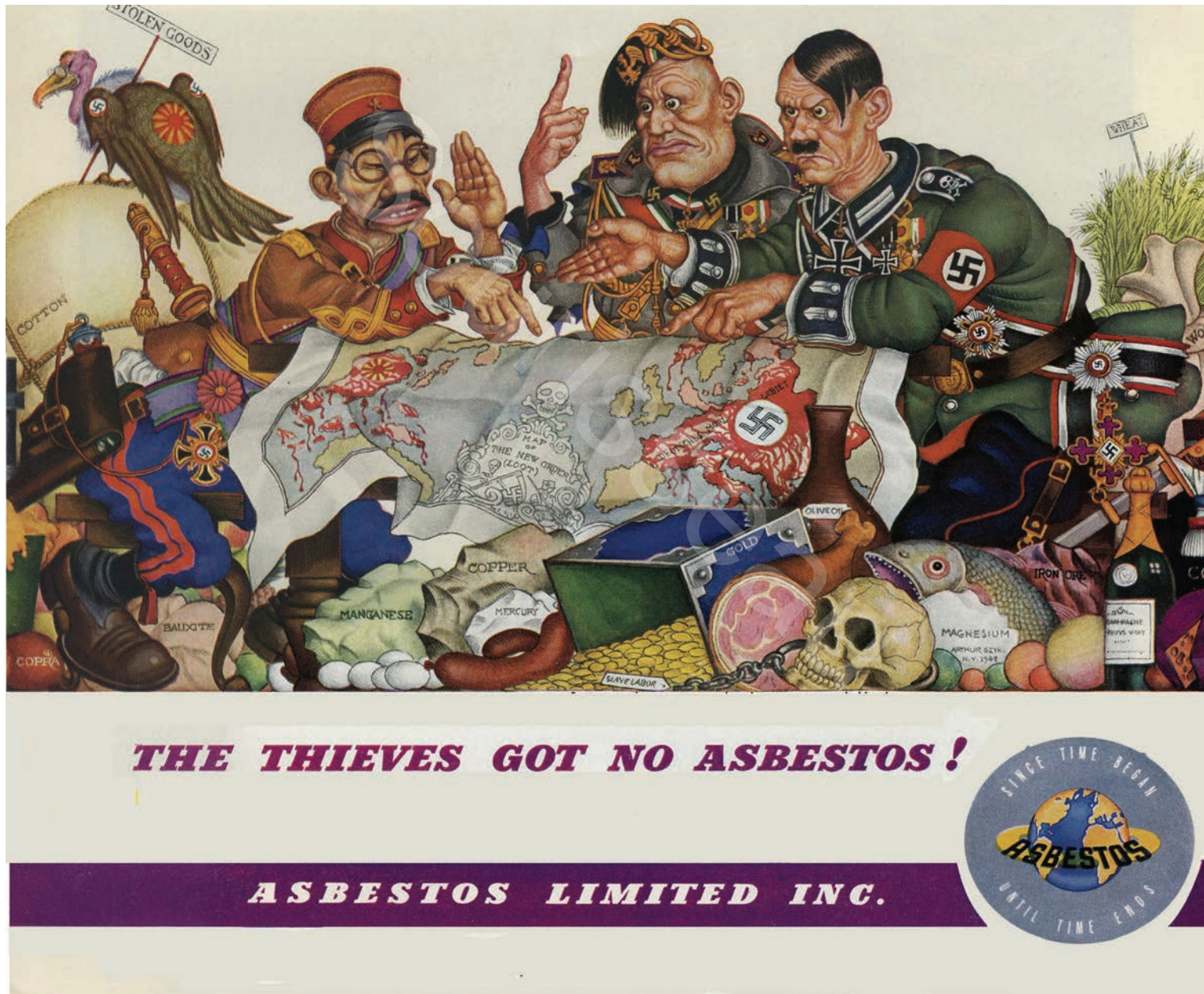
MANUFACTURING DIVISIONS:

ANDERSON-BARNGROVER AND BEAN-CUTLER DIVISIONS	FOOD MACHINERY CORPORATION
SAN JOSE, CALIFORNIA	RIVERSIDE, CALIF., DUNEDIN AND LAKELAND, FLORIDA,
PEELLESS PUMP DIVISION	AND HARLINGEN, TEXAS
LOS ANGELES AND FRESNO, CALIF. AND CANTON, OHIO	SPRAGUE-SELLS DIVISION, HOPESTON, ILLINOIS
NIAGARA SPRAYER & CHEMICAL CO., MIDDLEPORT, N.Y.	JOHN BEAN MFG. CO. DIVISION, LANSING, MICHIGAN

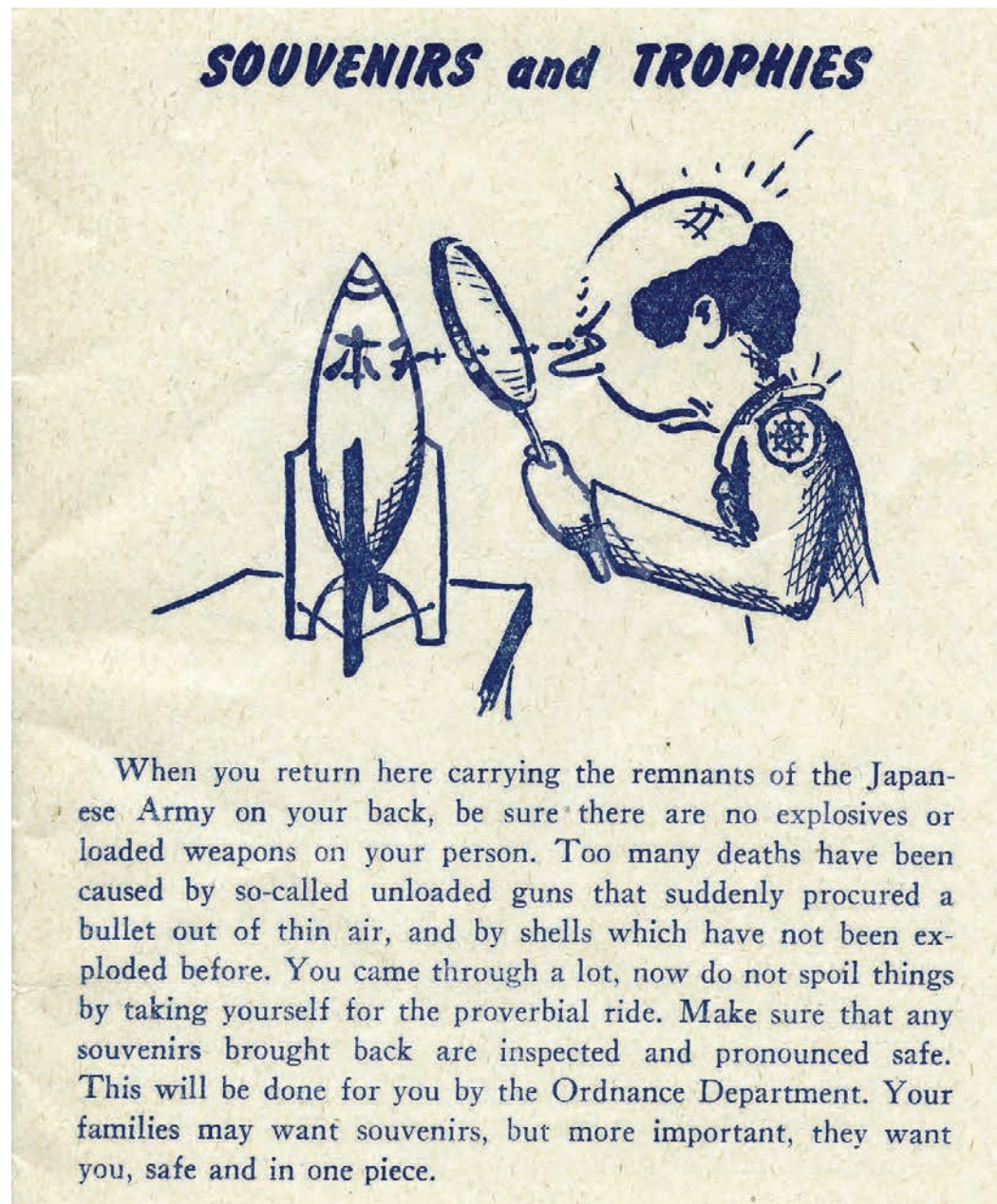
[95] 1944 Food Machinery Company's "Water Buffalo" in action. San Jose's Food Machinery Company (FMC) shifted from manufacturing food-canning equipment to the production of the *Water Buffalo* landing craft.



[96] **1944 Cadillac engines for "high-speed tanks"**. The Cadillac Motor Car Division of General Motors modified its hefty V8 engines to power U. S. Army tanks.



[97] 1944 "The Thieves Got No Asbestos". American asbestos producers, who already controlled most of the world market, could crow that "The Thieves (Tojo, Mussolini and Hitler) Got No Asbestos!"



[98] **Pacific Theatre troops return to San Francisco.** As the war drew to a close, troops returning from the Pacific, often carrying deadly souvenirs, were held at Camp Stoneman in San Francisco, until deemed ready to be sent home.

FORD'S OUT FRONT
with the young-in-heart!

THERE'S A
Ford
IN YOUR FUTURE

Ford is the only car in its class with 100 horsepower and the V-type, 8-cylinder engine!

When people look at the new 1946 Ford Convertible, they say: "It's a honey!"

When they touch the top-raising button, they say: "It's a sedan in 30 seconds!"

When they drive the big new 100 horsepower V-8 engine, they say: "It's the liveliest thing on wheels!"

See your friendly Ford dealer and give him your order for a Ford Convertible . . . the car that's smart for the young-in-heart.

TUNE IN . . . The FORD-Bob Crosby Show—CBS, Wednesdays, 9:30-10 p. m., E. S. T.
The FORD Sunday Evening Hour—ABC, Sundays, 8-9 p. m., E. S. T.

[99] **The 1946 Ford.** By V-J Day, August 15, 1945, American consumers had suffered through thirteen years of the Great Depression and four years of wartime sacrifice and deprivation. There was a gigantic pent-up demand for consumer products, and American industry began to re-tool for post-war productivity. This 1946 Ford would be a 1941 Ford, with a few cosmetic changes. But the massive post-war boom, soon to be experienced in the Santa Clara Valley and across America, is another story for another day.