

1942 Honolulu for Civilians - adapting, adjusting

After Dec 7, 1941, 616 Elks found some things stopped or slowed down: events were cancelled or moved to new times and locations. Within hours of the bombing, commercial shipping stopped across the Pacific. No mail in or out. But some things even war can't stop. Dec 9 *Star-Bulletin*: ...under heavy military guard, the office of Collector of Internal Revenue is open for business. Taxes were still due Dec 15th!

Some things war speeded up: nothing like bombs dropping in your front yard to help you decide to say *I Do*. In 3 days, 100 couples took out marriage licenses.

Food supplies became a serious concern. Seeds were whisked off store shelves for victory gardens at schools and homes. Chun Hoon Market (Nuuanu & School) ran a weekly Victory Vegetable contest for gardeners. Even martial law orders to switch some sugar and pineapple fields to vegetables did not produce table-ready food faster than nature's law. Rationing resulted.

Blackout and curfew moved a night at the movies to an afternoon at the movies for the duration. A patriotic Elk took the bus to see opening slap stick cartoons where Bugs Bunny and Daffy Duck made short work of Herman Goering (*Herr meets Hare*) and Hitler (*Scrap Happy Daffy*). *The Ducktators* ridiculed Hitler and Mussolini, depicting Pres. Roosevelt as the dove of peace. The main feature often had known heroes battling Nazis as in *Sherlock Holmes and the Secret Weapon*, 1943.

NOTICE
PACIFIC BRIDGE CO. EMPLOYEES
OF JAPANESE DESCENT

Former Pacific Bridge Co. employees of Japanese descent who have worked at Pearl Harbor and were recently laid off will be paid on Saturday morning at 11 o'clock at Unemployment Compensation Office, 1st Floor of Arcade Building, 217 S. King St.

This Store
Is Open For
"BUSINESS
AS USUAL"
FROM 8 A. M. to 4 P. M.
UNTIL FURTHER NOTICE
UNITED JEWELERS
15 N. HOTEL ST.

The immediate life-threatening crisis under control, business quickly adapted to the new sales environment, switching tag lines and motivators to sell on-hand stock. "Remember Pearl Harbor" shows up in ads only days after Dec 7. *Christmas is still coming* told shoppers it was their patriotic duty to continue holiday spending. Giving bonus Defense Savings Stamps helped sell shoes and washers. Selling and shopping became a challenge as the military governor's daily Defense Orders issued new restrictions on a mounting list of items. No Christmas bonus bottles of Scotch with all alcohol sales banned.

Ads reassured customers a store was doing "Business as Usual," but for Hawaii's Americans of Japanese ancestry, business would not be *as usual* for a long time to come.

The blackout / curfew meant stores had to close earlier to let employees arrive home before dark. Commuting by bus was exhausting –lug your gas mask, purchases, lunch box, recycling; wait in long lines to board, transfer; walk home.

A war theme sold anything. Kill'em Chemical's roach spray: *War note! Termites and roaches are equally vicious enemies.* Real estate: Woodlawn bragged *Out of the danger zone.* Cigarettes ads pushed tobacco as calming. Soldiers jumping from planes were headlined *You want steady nerves to hit the silk in a paratroop attack.* An inset lady parachute packer assured you smoking helped in her *war of nerves* improving a chute's safety.

The blackout reduced some sales, but opened new opportunities: A radium dial watch? No, a Blackout Watch. *Lighten Blackouts with Victor Records from Thayer.* Almost any product could become patriotic. Bowling was therapy: *Relax your Nerves – Bowl a Game today.*

Beauty salons, fearful of being a war casualty, rebranded in a multiparagraph display ad, aimed at women like Elk wives volunteering at Red Cross and taking first aid classes. The story assured women it was their duty to get their hair done. Volunteering was fine but *you feel a little apologetic because you're only a woman. How can I do more to help? Have you forgotten morale is a woman's business?... A woman's beauty stands for courage, serenity, a gallant heart...all the things that men need so desperately these days. ..not selfish or frivolous. It's part of your job... A woman's way of saying we won't be beaten. So phone for your beauty salon appointment now!* This explains why Rosie the Riveter always has a kerchief over her hair. Hasn't been to the salon yet!

By early 1942, as life settled into a new pattern, the martial law liquor ban got close to Elks 616 as the bottles in the bar began to empty. Dueling newspaper ads appear for and against the ban. Liquor as morale builder vs. liquor makes poor quality defense workers. Morale eventually won - booze returned.

Jan 12, 1942, a ship arrived with 38,000 civilian mail sacks, creating a delivery whirlwind. Jan 13 Elks 616 held their first meeting since war's start. Feb 2, public schools reopened. Antlers meetings, the Elks youth group, were suspended as the members did war work. In April the city poured over lists of thousands of prisoners held in Manila. Worry followed finding – and not finding - friends, family, 616 members. Oct 25, 1942, the blacked out Elks dining room reopened. Fundraising to aid polio patients returned. Hawaii Elks were settling into a new life for the duration.

Anita Manning, 616 Lodge Historian

