

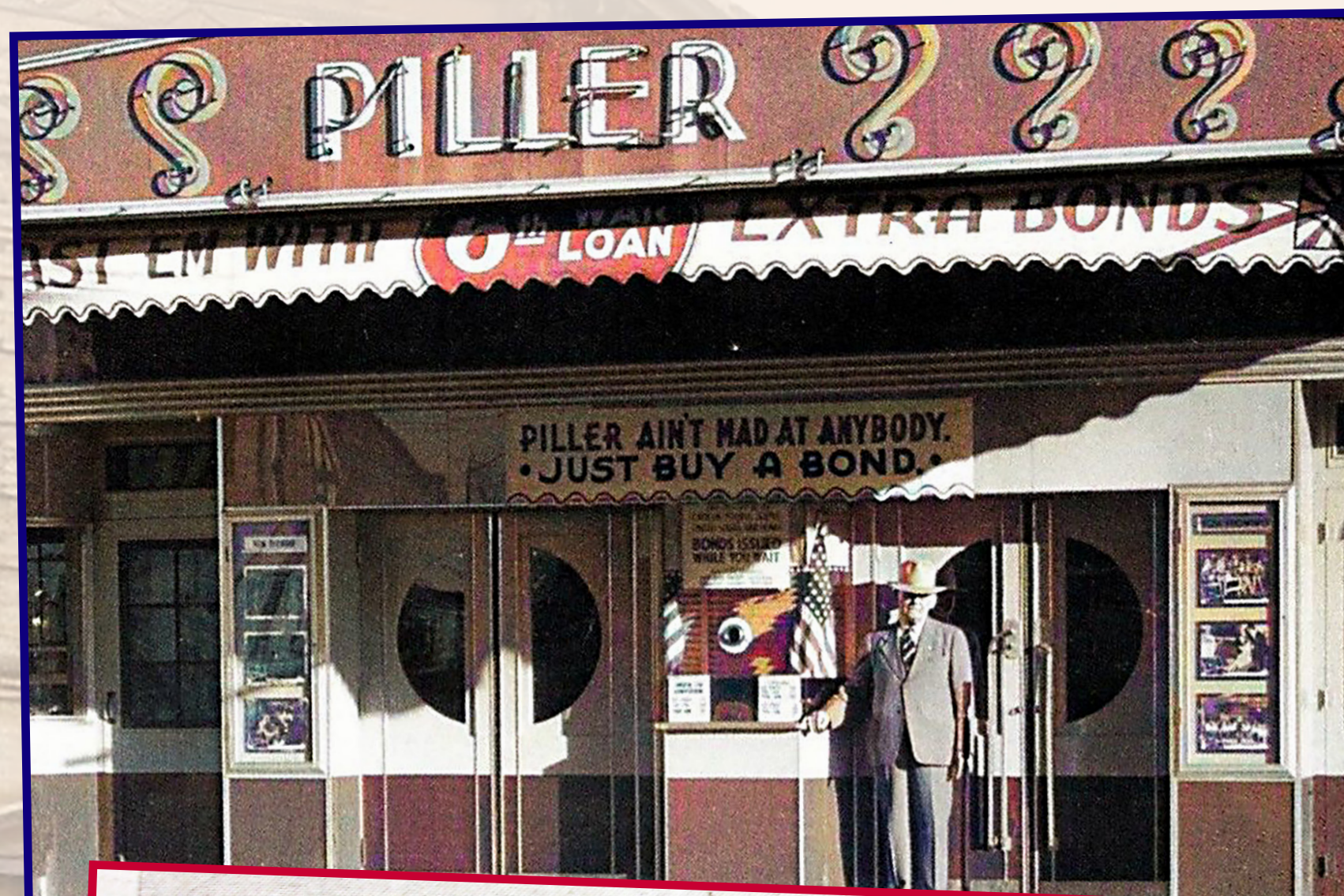
Local Businesses Rally Support for Troops



American World War II
Heritage City

Valley City North Dakota

(Below) Valley City's #1
War Bond salesman was
John Piller of the local
Piller Theater.



These smiling farmerettes are operators in the Bell Telephone office in Valley City and did their bit by assisting in the shocking this fall. The camera man caught them in action in a field near Valley City. Left to right, they are Charlotte Bauder, Iva Dell Brush, Delores Brown, Peggy Heiling and Alice Lee McQueen. The above picture also made the October front page cover of The Northwestern Bell, monthly telephone magazine.

Businesses Showcase Patriotism and Resiliency

"I need not repeat the figures. The facts speak for themselves ... these men could not have been armed and equipped as they are had it not been for the miracle of production here at home. The production which has flowed from the country to all the battlefronts of the world has been due to the efforts of American business, American labor, and American farmers, working together as a patriotic team." - President Franklin D. Roosevelt, Navy Day speech, October 27, 1944.

World War II was a trying time for local businesses. Retailers needed to adapt to wartime shortages and rationing. Resources like rubber, leather, and silk were prioritized for military use, forcing civilians to conserve and make do with less. Companies dealt with rationing by using alternative packaging or sourcing local produce to supplement

scarce goods. And some flourished by securing contracts for war supplies as seen by the efforts of the local Occident Mill.

Small town businesses also played a role in maintaining community morale. Employers and their employees participated in War Bond drives, War Bond parades, and scrap collections of all kinds, often having good-natured competitions with the neighboring communities and counties. They encouraged their workers to help out during harvest season, creating "shocking crews" alongside school students and other community members. Valley City merchants even participated in a war bond appeal in a state-wide window display competition, winning five of thirteen placements in North Dakota; first place in State was won by Herman Stern's Straus Clothing Company.

This collective effort showcased the adaptability and resilience of our small town stores and business people serving their communities during a critical period in our local and American history.

VC Business Increase Of Nation-Wide Interest

Valley City Times Record, May 5, 1944 -

Valley City's increase in business is attracting nation-wide attention according to a statement issued today by T.C. Hutchinson, secretary of the Civic & Commerce Association.

In a report recently released by the Federal Reserve System, it shows an increase of 130 percent in bank debits in Valley City for the first quarter of 1944 as compared with the first quarter of 1940. Bank debits increased 26.7 percent in 1941 over 1940 volume. In 1942 they were 47.9 percent greater than 1940 while the 1943 volume was 73.3 percent greater than 1940.

A recent inquiry from the United States Department of Commerce asks what new business concerns or war production plants have been established in Valley City to warrant this increase. With no war production plants or war-related activities outside of agriculture and no new large business establishment, Valley City has established this all-time record.

The increase can be attributed primarily to agriculture and the ability of our business establishments to cope with the situation, according to Mr. Hutchinson. Increased agricultural activities coupled with good prices for the farm commodities have caused a substantial liquidation of debts, payment of back taxes and the increased purchasing power of the buying public. Valley City merchants have been wide awake to these advantages and have used excellent judgment in keeping their stock up and of offering outstanding service and courtesies to their customers.

The results have been that many new families have moved to the city and housing facilities have not been taxed to capacity. It has not been a boom but a good healthy growth brought about by prevailing conditions.

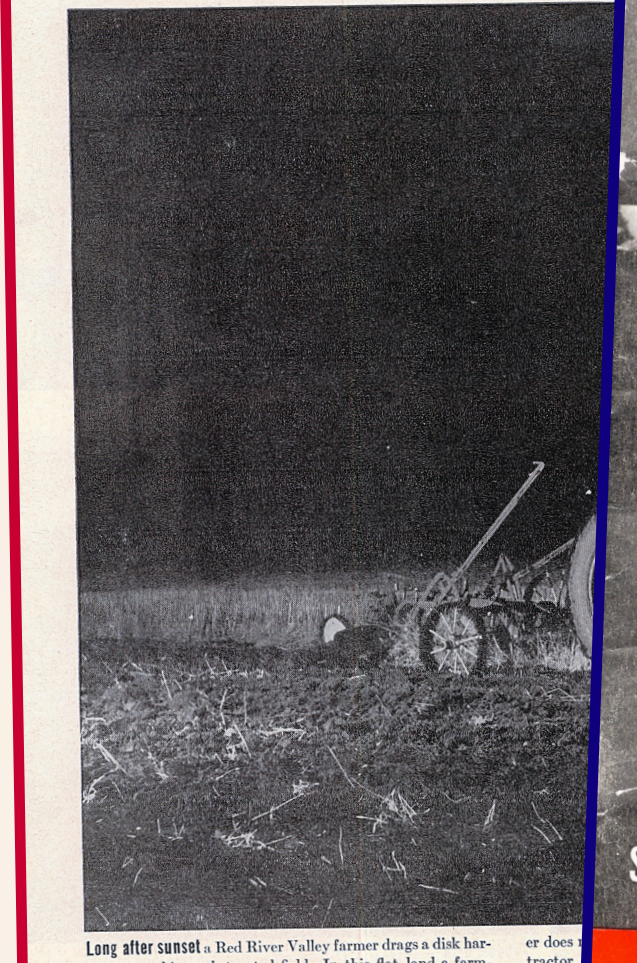
Valley City has also over-subscribed its quota to all bond and war-related drives and its reputation of being wide-awake and progressive is giving the city much favorable publicity.

SPRING PLANTING (continued) NORTH DAKOTA TRACTORS PLOW BI

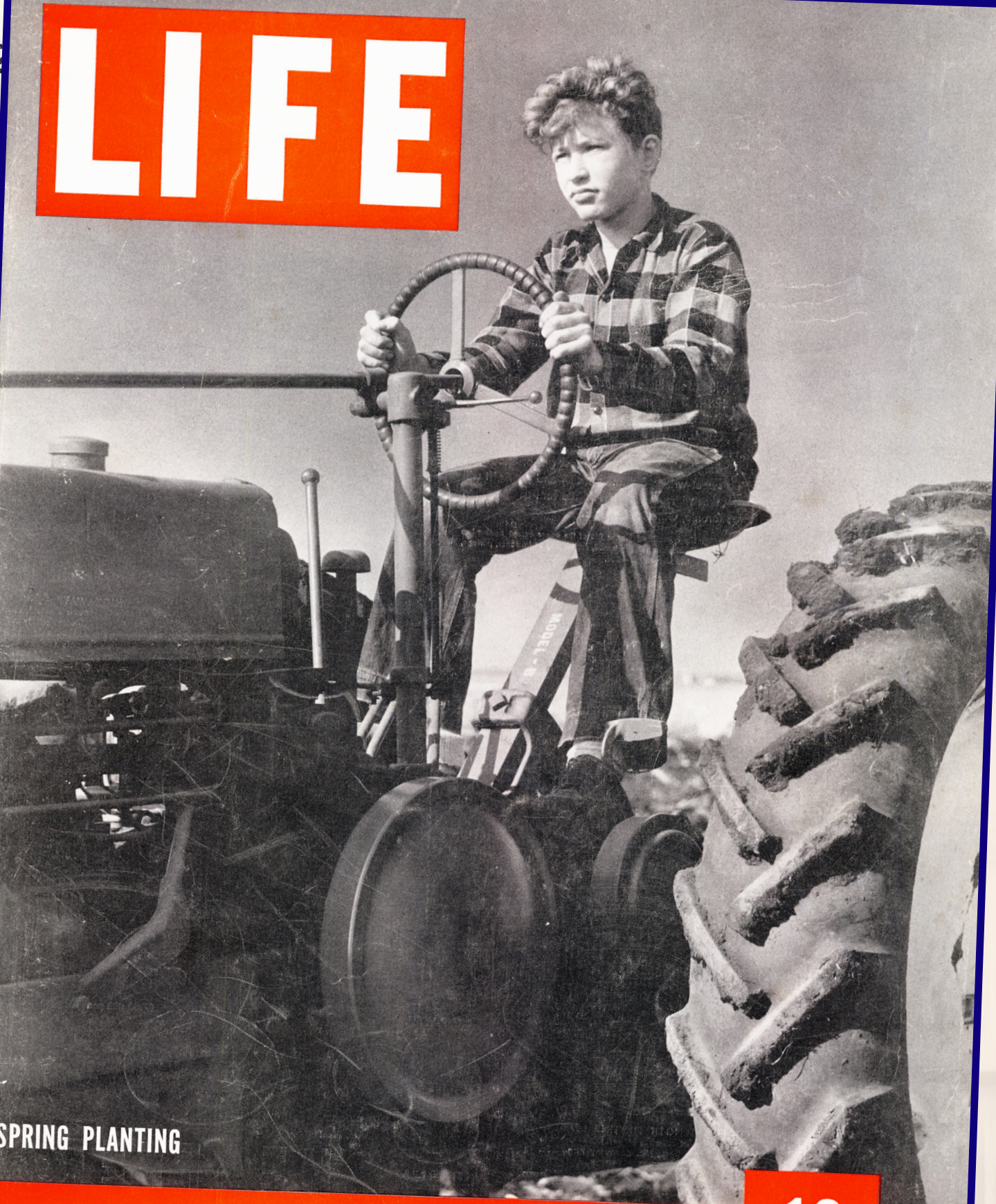
O the horizonless plains of North Dakota, spring is a precious interlude. All winter the unpopulated farms and houses quiver under blizzards, fresh from the Pole. All summer the air above the baking earth vibrates with ascending heat. This spring, as the returning sun dissolved the hard tension of frost, the farmers of North Dakota began their work. This is not every year is back and forth farms average 40 quarter sections.



Red River Valley farm looks like Eden, with low point and fence trees in its valley.



Long after sunset, Red River Valley farmer drags a disk harrow across his unshattered field. In this Red River farm-er does tractor.



MAY 25, 1942 10 CENTS
YEARLY SUBSCRIPTION \$4.50

(Above) Oriska youth Bruce Large, working on the Fred Schroeder farm, landed on the cover of Life magazine when they ran a feature on North Dakota farming.

(Right) The government awarded Certificates of Farm War Service for local efforts.

(Below) War Bond Parades were popular.



Want more information?

Visit the Barnes County Museum
at 315 Central Ave North in
Historic Downtown Valley City
or scan the QR Code to
connect to the Barnes County
Historical Society website.

