

Americans on the Home Front – Conservation of Resources

For George Creel and the Committee on Public Information, the purposes of propaganda were very clear:

1. Unite a multiethnic, pluralistic society behind the war effort.
2. Attract a sufficient number of men to the armed services and elicit universal civilian support for those men.
3. Influence civilians to support the war effort by purchasing war bonds or by other actions (such as limiting personal consumption or rolling bandages).
4. Influence civilians to put pressure on other civilians to refrain from antiwar comments, strikes, anti-draft activities, unwitting dispersal of information to spies, and other public acts that could hurt the war effort.

As you look at these propaganda posters consider what they are asking Americans to do. What resources should Americans be saving or conserving? Why? What actions could Americans take to help with the war effort?

To achieve these ends, propaganda techniques had to be used with extreme care. For propaganda to be effective, it would have to contain one or more of the following features:

- a. Portrayal of American and Allied servicemen in the best possible light.
- b. Portrayal of the enemy in the worst possible light.
- c. Portrayal of the American and Allied cause as just and the enemy's cause as unjust.
- d. Message to the civilians that they were being involved in the war effort in important ways.
- e. Communication of a sense of urgency to civilians.



Little
AMERICANS
Do your bit

Eat Oatmeal-Corn meal mush-
Hominy - other corn cereals -
and Rice with milk.

Save the wheat for our soldiers.

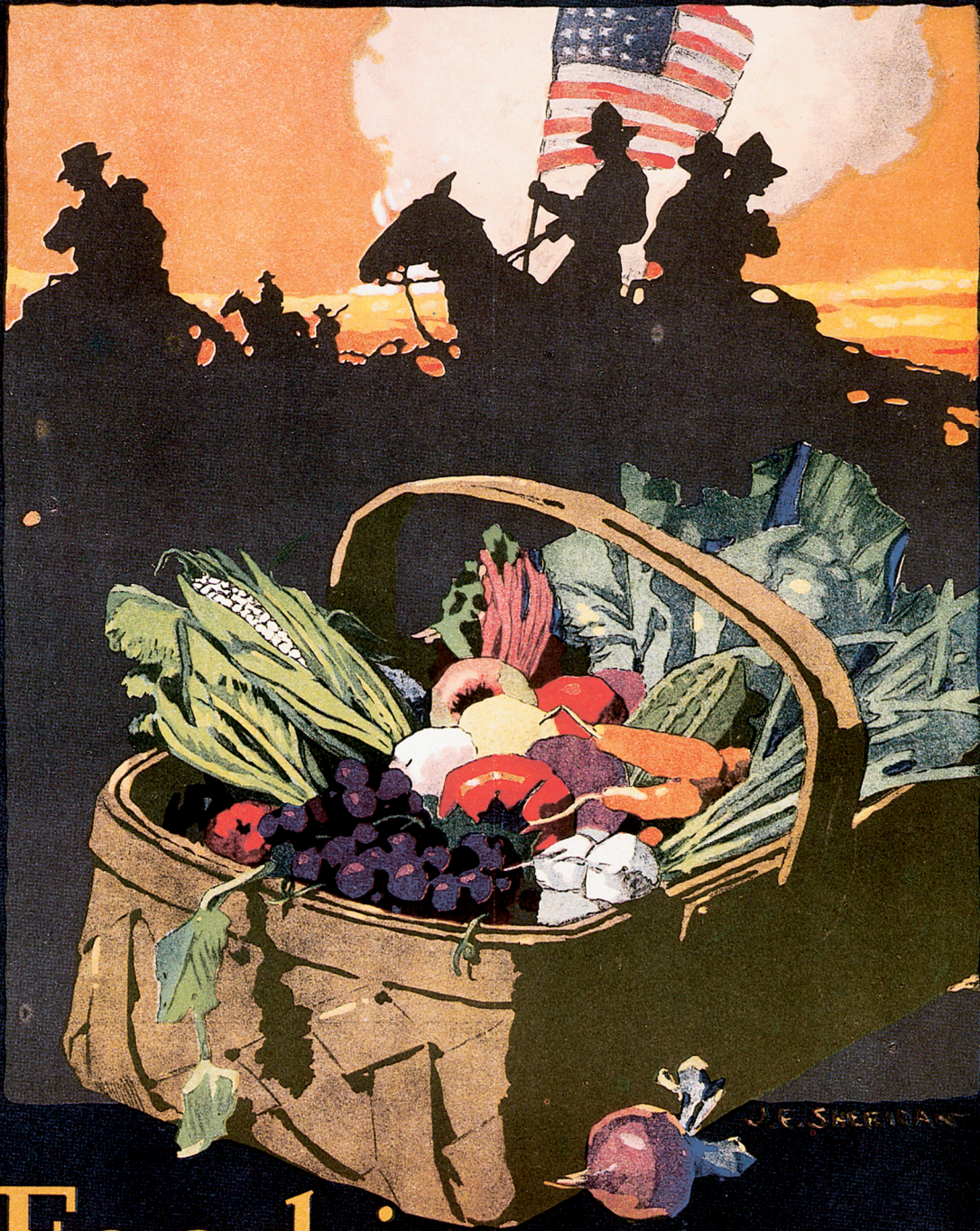
Leave nothing on your plate





**Victory is a
Question of Stamina
Send—the Wheat
Meat·Fats·Sugar
*the fuel for Fighters***

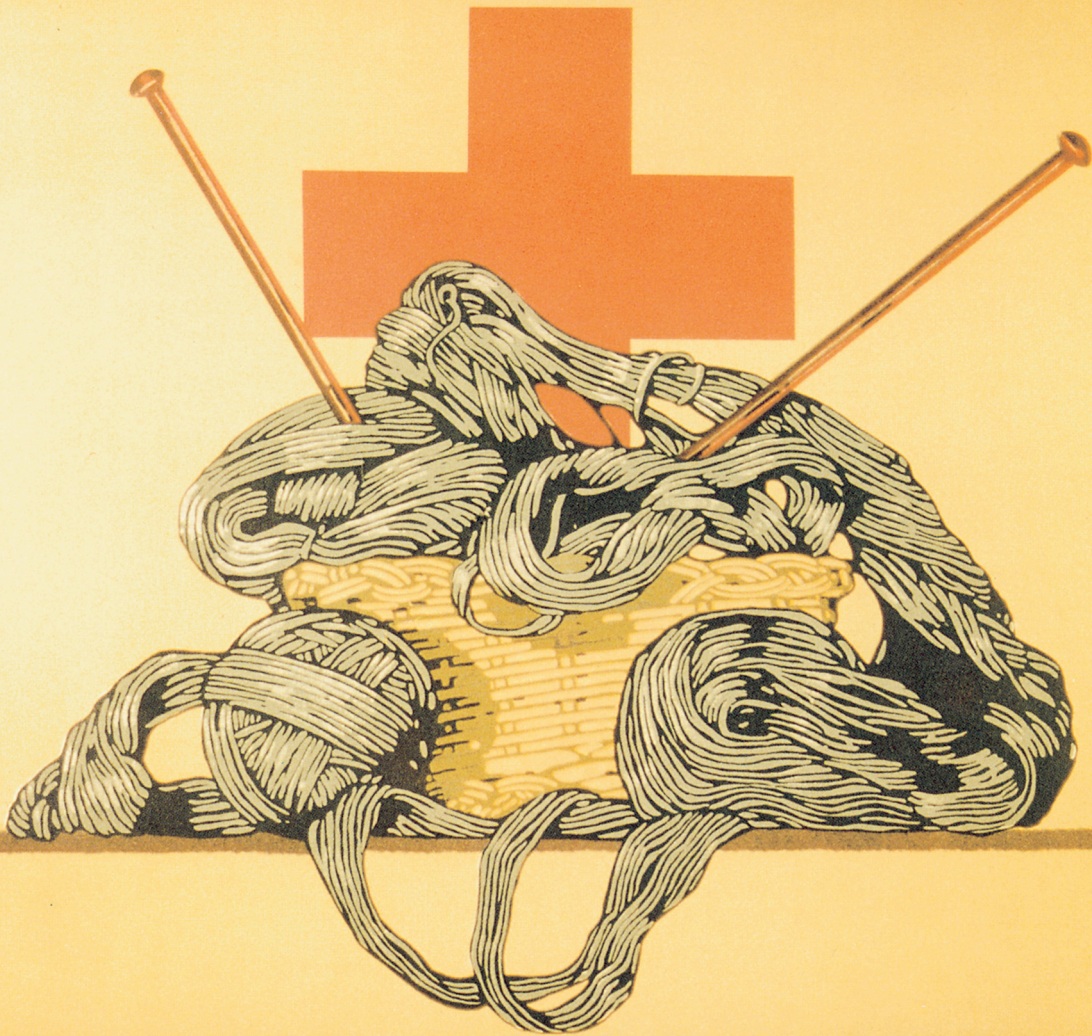
UNITED STATES FOOD ADMINISTRATION



Food is
Ammunition-
Don't waste it.

AMERICAN RED CROSS

4



OUR BOYS NEED

SOX

KNIT YOUR BIT



FOOD WILL WIN THE WAR

You came here seeking Freedom
You must now help to preserve it

WHEAT is needed for the allies
Waste nothing