

Americans on the Home Front – Buying War/Liberty Bonds

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.

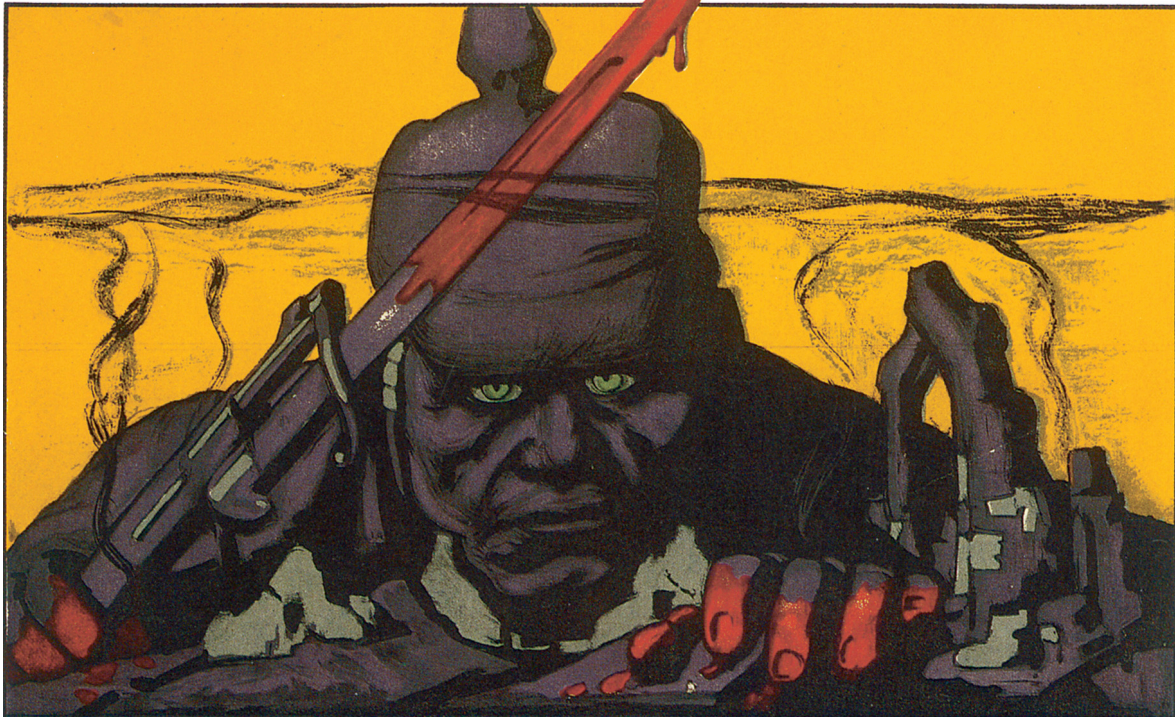
As you look at these propaganda posters consider what they are asking Americans to do. Liberty or War Bonds were ways that Americans could contribute to the war effort by providing the government with money. Americans could purchase bonds in all denominations and eventually the government would pay the person back with interest. Why would the government need money?

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.

Hun = Reference to Germans

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Beat back the **HUN**
with
**LIBERTY
BONDS**

Kaiser = Title of the leader of Germany during WWI





**ARE YOU 100%
AMERICAN?
PROVE IT!
BUY
U.S. GOVERNMENT BONDS
THIRD
LIBERTY LOAN**





**MUST
CHILDREN DIE
AND MOTHERS
PLEAD IN VAIN**

?

**Buy More
LIBERTY BONDS**