

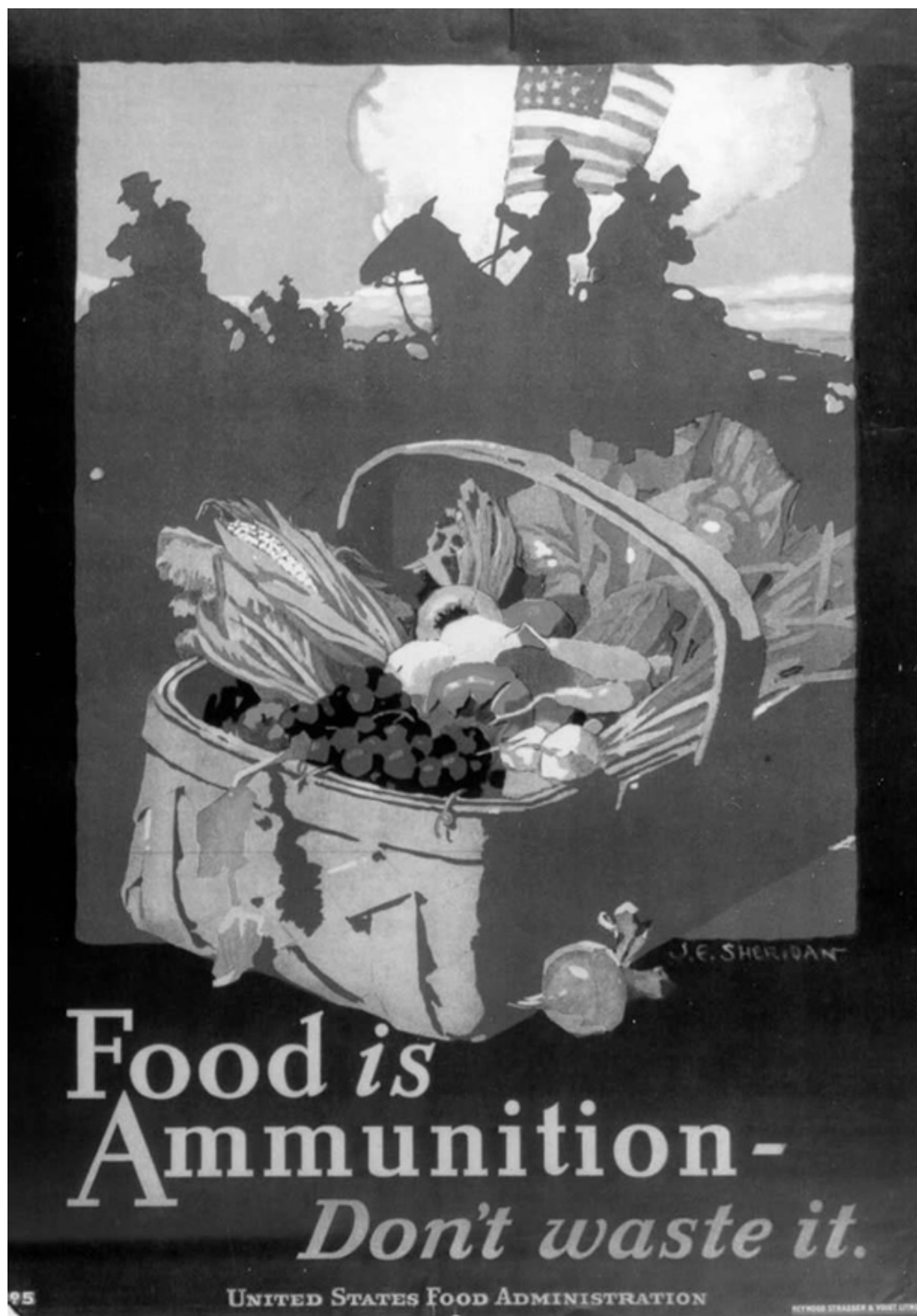
Posters

"Be Patriotic"



Posters

"Food Is Ammunition"



Posters

Descriptions

"Be Patriotic"

An illustration of a woman in an American flag dress implores the viewer with her outstretched arms to, "Be patriotic – sign your country's pledge to save the food."

"Food Is Ammunition"

This poster depicts a basket full of fruits, vegetables, and grain. In the background are silhouettes of American cavalymen on a battlefield. The caption reads, "Food is ammunition—don't waste it."

"Little Americans"

This poster depicts a bowl of cereal. A child wearing a big salutes it. The caption exhorts "Little Americans" to "Do your bit. Eat corn-meal mush, oatmeal, corn-flakes, hominy, and rice with milk." It emphasizes, "Eat no wheat cereals" and, "Leave nothing on your plate."

"Eat More... Eat Less"

This poster depicts a dinner table laid out with fruits, vegetable, turkey, and fish. The caption reads, "Eat more corn, oats, and rye products; fish and poultry; fruits, vegetables, and potatoes; baked, boiled, and broiled foods. Eat less wheat, meat, sugar, and fats to save for the army and our associates."

Posters

"Little Americans"



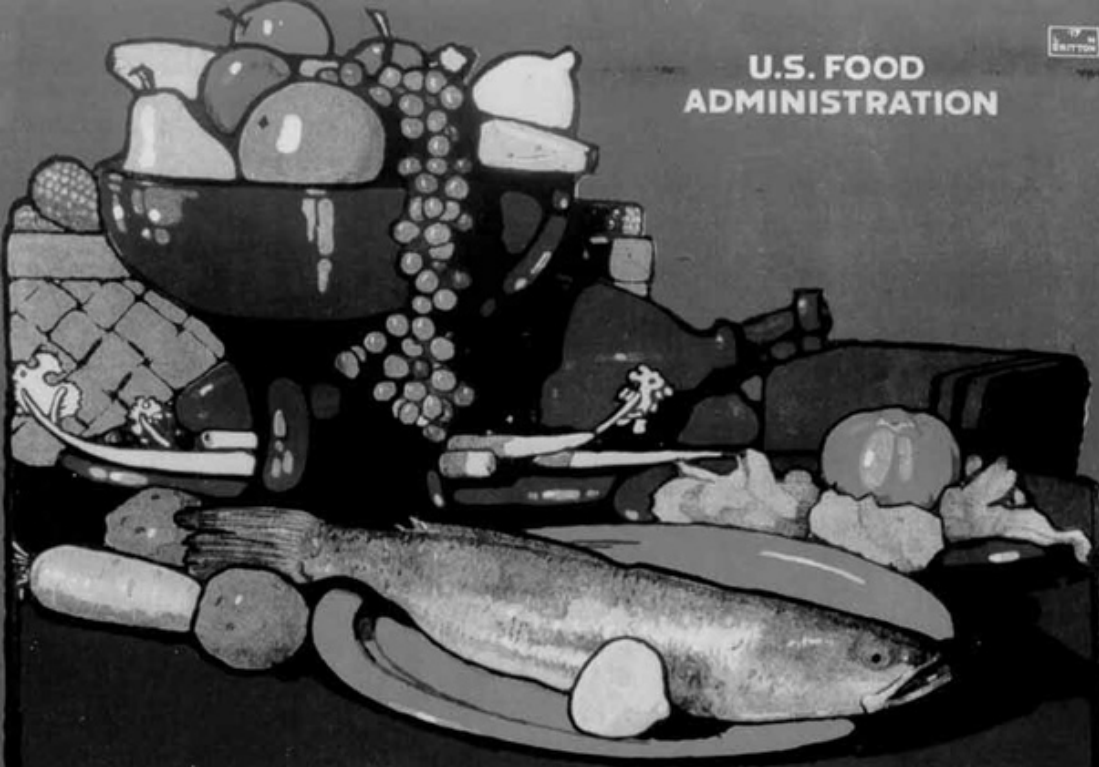
Little
AMERICANS
Do your bit
Eat Corn meal mush-
Oatmeal-Corn flakes
Hominy and rice with
milk. *Eat no wheat
cereals.*
Leave nothing on your plate



UNITED STATES FOOD ADMINISTRATION

Posters

"Eat More... Eat Less"



U.S. FOOD
ADMINISTRATION

EAT MORE
CORN, OATS AND RYE
PRODUCTS — FISH
AND POULTRY — FRUITS,
VEGETABLES AND POTATOES
BAKED, BOILED AND
BROILED FOODS

EAT LESS
WHEAT, MEAT, SUGAR AND FATS
TO SAVE FOR THE ARMY
AND OUR ASSOCIATES

Posters

Discussion

As head of the United States Food Administration during World War I, Hoover used posters like these to remind people to conserve food so there would be enough for American servicemen. He encouraged Americans to grow more of their own food and to give up eating certain foods needed by American troops. The slogan "meatless, wheatless, sweetless, heatless" was often repeated.

Questions, Part 1

Consider the images and words on the two posters, "Be Patriotic" and "Food Is Ammunition." Think about what message the designers of the posters would have wanted people to get from each one. Focus on the symbolism of the various elements and the possible meanings of the different images. Also, think about the wording and word choices and how they affect the message of the posters.

1. How do you think the images and words in the posters would appeal to people's sense of patriotism?
2. How do these compare to images and words that are used today to appeal to people's patriotism?
3. Do you think that using posters like these two would be effective today? Why or why not?

Posters

Questions, Part 2

Look at the two posters, “Little Americans” and “Eat More... Eat Less,” and answer the following questions.

1. Who do you think are the intended readers of these posters? What clues show this?
2. Would observing these food rules be hard for you to do? Why or why not?
3. Do you think that using posters like these two would be effective today? Why or why not? How might you include the use of new technologies to get out a message like this?
4. On another sheet of paper, sketch out a modern day version of the posters above. Think about the images and words that you could use to convince people today to make daily sacrifices to support a war effort.