

**World War I --  
America on the Homefront:  
"The Poster War"**



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# War Mobilization



# 1. Enlistment

# The Most Famous Recruitment Poster



# Uncle Sam—He the Man!



# “Huns Kill Women and Children!”



**TELL THAT TO THE MARINES!**

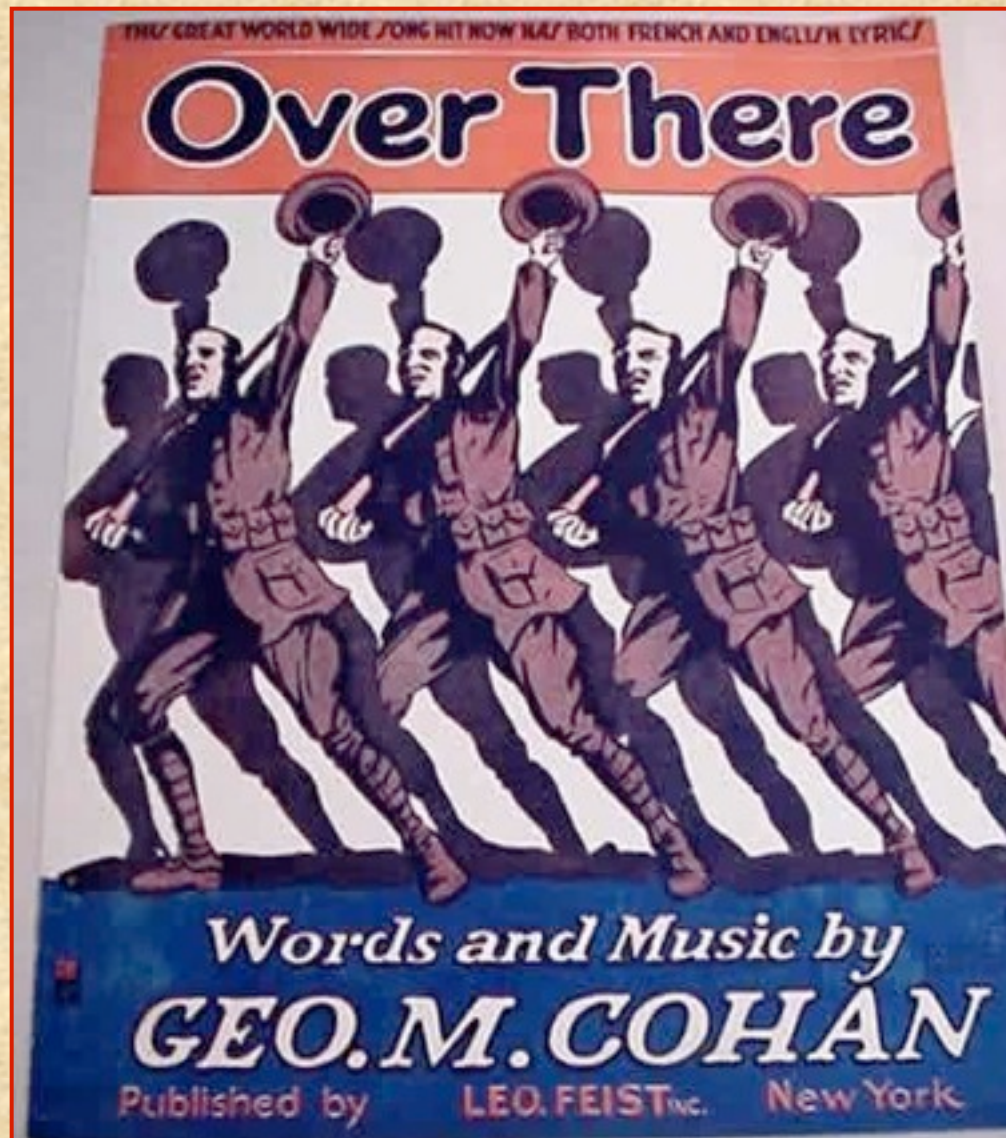


WILL NOTHURST PLACE

# The "Little Soldier"



# World War I American “Anthem”









# 1917 - Selective Service Act

 24,000,000 men registered for the draft by the end of 1918.

 4,800,000 men served in WW1 (2,000,000 saw active combat).

 400,000 African-Americans served in segregated units.

 15,000 Native-Americans served as scouts, messengers, and snipers in non-segregated units.





## 2. Expansion of the Federal Government

# Council of National Defense



**War Industries Board -  
Bernard Baruch**



**Food Administration -  
Herbert Hoover (future president)**



**Railroad Administration -  
William McAdoo**



**National War Labor Board -  
W. H. Taft & Frank P. Walsh  
(former president)**



# U. S. Food Administration



# U. S. Food Administration

An advertisement for Louisiana Molasses and Sugar Cane Syrup. It features a central circular graphic with vertical stripes and the text "Eat Cane Syrup & Molasses". Below this are two scales: the left one is labeled "SUGAR" and is lighter, while the right one is labeled "LOUISIANA MOLASSES" and is heavier. The text "Save Sugar By Using Best LOUISIANA MOLASSES and SUGAR CANE SYRUP" is prominently displayed. At the bottom, it says "UNITED STATES FOOD ADMINISTRATION".

*Eat Cane Syrup & Molasses*

SUGAR

LOUISIANA MOLASSES

**Save Sugar**  
By Using Best  
**LOUISIANA MOLASSES**  
and **SUGAR CANE SYRUP**

UNITED STATES FOOD ADMINISTRATION

# U. S. Food Administration



**don't waste food  
while others starve!**

UNITED STATES FOOD ADMINISTRATION

# National War Garden Commission



What are YOU doing?

THE KAISER  
IS CANNED— CAN FOOD

**CAN**  
Vegetables  
Fruit AND  
the Kaiser too



Write for Free Book to  
NATIONAL WAR GARDEN COMMISSION  
WASHINGTON, D. C.

Charles Lathrop Park, President

F.S. Kistebak, Secretary

WIDGES



# U. S. School Garden Army



FOLLOW THE PIED PIPER

Join the United States  
School Garden Army.



# U. S. Fuel Administration



Be Patriotic

An illustration for a fuel conservation poster. Uncle Sam, in his traditional attire, stands behind a man who is shoveling coal into a furnace. The furnace is glowing with fire. The scene is set in a dark room, with the light from the furnace illuminating the figures.

**UNCLE SAM  
NEEDS  
THAT  
EXTRA  
SHOVELFUL**

**Help Uncle Sam to Win the War**  
by following these Directions:

1. Fire small amounts of coal often.
2. Keep fuel bed even by putting coal on thin spots. Avoid raking and slicing.
3. Keep fuel bed about six inches thick.
4. Look out for air leaks in brickwork.
5. Increase or decrease steam pressure by opening or closing draft damper in uptake.
6. Clean fires when the demand for steam is small, and while cleaning have the draft damper partly closed.

**UNITED STATES FUEL ADMINISTRATION**

# U. S. Fuel Administration



Be Patriotic

## Save Gasoline

It's a **WAR** necessity

- Don't** spill any
- permit leaks
  - use for washing
  - run engine while standing
  - leave tanks or cans open
  - waste lubricating oils

**S**top the leaks  
and save the drops

UNITED STATES FUEL ADMINISTRATION

# Results of This New Organization of the Economy?

1. Unemployment virtually disappeared.
2. Expansion of "big government."
3. Increased govt. regulations in economy
4. Some gross mismanagement → overlapping jurisdictions.
5. Close cooperation between public and private sectors.
6. Unprecedented opportunities for disadvantaged groups.





# 3. New Social / Economic Opportunities



# A. Women

# YWCA – The Blue Triangle

The YWCA was the first organization to send professional workers overseas to provide administrative leadership and support to U.S. Armed Forces. 1918



**Back our  
girls over there**  
United War Work Campaign



# Munitions Work





# The Girls They Left Behind Do Their Bit!



**The Girl on the Land  
Serves the Nation's Need**

apply **Y. W. C. A.**  
Land Service Committee.

**Be Patriotic**

# Women Used In Recruitment



**Hello, Big Boy!**

# Even Grandma Buys Liberty Bonds



# The Red Cross Nurse



The American Red Cross was founded by Clara Barton in 1881 (after she heard of the global network while visiting Europe after the Civil War).



# National League for Woman's Service



This was a civilian volunteer organization formed during WWI, that worked in conjunction with the Red Cross. Volunteers provided stateside assistance to soldiers, veterans, and war workers.



Be Patriotic



# B. African- Americans

# Opportunities for African-Americans in WWI

**"Great Migration"**

1916 - 1919 → 70,000

War industries work

Enlistment in segregated units



**For  
“Colored”  
Men in  
Service**

(even  
segregated  
boarding  
houses)

**Be Patriotic**

# HAYWARD UNIT

New York War Camp Community Service

UNIT



No. 14

**For Colored Men in the Service**

2388 Seventh Avenue

200 W. 139th Street

**While in New York, Hit the Hay at  
Hayward. Bed, Bath and Shine 25c.**

Free Use of Laundry, Pool Tables, Read-  
ing and Writing Rooms, Victrola, Piano

**DANCING SATURDAY NIGHTS**

HEADQUARTERS FOR INFORMATION  
SERVICE AND AMUSEMENT

**CANTEEN**

Phone, Audubon 9513





# C. New American Immigrants

# The “Flag of Liberty” Represents All of Us!





**We are ALL  
Americans!**

(so you should  
buy Liberty  
Bonds, too!)





# 4. Wartime Propaganda

(please go to Part 2 ppt)