World War I and World War II propaganda posters11.MWalB02560

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Brandeis University
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Summary Information

Repository: Brandeis University
Creator: United States Government Printing Office
Title: World War I and World War II propaganda posters
ID: 11.MWalB02560
Date [inclusive]: 1908-1944, undated
Date [bulk]: 1917-1918, 1941-1943
Physical Description: 92.00 Folders

Preferred Citation

World War I and World War II propaganda posters, Robert D. Farber University Archives & Special Collections Department, Brandeis University

Scope and Contents

The Brandeis University World War I and World War II Propaganda Posters Collection includes nearly a hundred different images with a variety of aims. Inspired by Western European examples, the creation and production of applicable pictorial publicity immediately gained a substantial level of artistic involvement and industrial application in the United States. The subjects of the posters included programs such as The United War Work Campaign, the Red Cross, and most notably the subscription of Liberty and Victory loans. Each of the four Liberty loan campaigns—the first and second in 1917, the third and fourth in 1918—and the Victory loan campaign of early 1919 created a vast amount of poster art on both the local and national levels.

Countless designs were created, the majority of which were printed in large quantities. Several artists were involved in the creation of the propaganda posters during the wars. Some of them were already widely known through their work in books, magazines, and advertising. This collection includes such famous artists as Howard Chandler Christy, James Montgomery Flagg, Adolph Treidler, Harrison Fisher,
Casper Emerson Jr., Henry Patrick Raleigh, and Haskell Coffin, to name but a few; Edward Penfield is not included. The items are organized alphabetically, and the majority are from the World War I era.

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Administrative Information

Publication Statement

Brandeis University

Conditions Governing Access

Access to the collection is in accordance with the policies of the Robert D. Farber University Archives & Special Collections Department, Brandeis University. Please contact the department for more information.

Conditions Governing Use

Requests to reproduce or publish material from the collection should be directed to the Robert D. Farber University Archives & Special Collections Department, Brandeis University.

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Related Materials

Related Materials

For more, see: http://bir.brandeis.edu/handle/10192/23520


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Controlled Access Headings

- Posters
- War posters, American
- World War, 1914-1918 -- Posters -- United States
- World War, 1914-1918 -- Propaganda -- United States
- World War, 1939-1945 -- Posters -- United States
- World War, 1939-1945 -- Propaganda -- United States
- Political posters
- War posters
- Brandeis University. Library

Other Descriptive Information

http://lts.brandeis.edu/research/archives-speccoll/exhibits/wwi-wwiigetPosters/WWI-WWII_Homepage.html

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Collection Inventory

World War I Propaganda Posters, 1908, 1914–1919, undated

Date: 1908, 1914–1919, undated

Scope and Contents

Posters in this series promote programs such as The United War Work Campaign, the Red Cross, and most notably the subscription of Liberty and Victory loans. Additional subjects include the YMCA, rationing materials and food, and war savings stamps, among others.

<table>
<thead>
<tr>
<th>Title/Description</th>
<th>Instances</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;All together! Enlist in the navy&quot;, 1918</td>
<td>Folder 1</td>
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<tr>
<td>Date: 1918</td>
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</table>

Scope and Contents

H. Reuterdahl, American Litho. Co., 30x44

"American Library Association, 'Hey fellows!' Your money brings the book when we want it", 1918  

Folder 2
<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>1918</td>
<td>“Americans all! Victory liberty loan”, 1919</td>
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<td>1919</td>
<td>John Sheridan, American Litho. Co., 30x20 [3 copies]</td>
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<td>1919</td>
<td></td>
</tr>
<tr>
<td>1918</td>
<td>&quot;Are you 100% American? Prove it! Buy U.S. Government bonds&quot;, 1918</td>
</tr>
<tr>
<td>1918</td>
<td>Howard Chandler Christy, Forbes, 36x27</td>
</tr>
<tr>
<td>1917</td>
<td></td>
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<tr>
<td>1917</td>
<td>“Beat back the Hun with Liberty Bonds”, 1917</td>
</tr>
<tr>
<td>1917</td>
<td>Stern, Sackett &amp; Wilhelm Corp., 30x20</td>
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<tr>
<td>1917</td>
<td></td>
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<tr>
<td>1917</td>
<td>&quot;Bell system telephone&quot;</td>
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<td>1917</td>
<td></td>
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<tr>
<td>1917</td>
<td>&quot;Blot it out with Liberty Bonds: The Hun—his mark&quot;, 1917</td>
</tr>
<tr>
<td>1919</td>
<td></td>
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<tr>
<td>1919</td>
<td>&quot;Buy early&quot;, 1919</td>
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<tr>
<td>1919</td>
<td>[Victory Liberty Loan, white lettering on red background], unidentified artist,</td>
</tr>
<tr>
<td></td>
<td>unknown publisher, 19x28 [3 copies]</td>
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<tr>
<td>1917</td>
<td></td>
</tr>
<tr>
<td>1917</td>
<td>&quot;Buy more Liberty Bonds: must children die and mothers plead in vain?&quot;, 1917</td>
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<td>1917</td>
<td>Folder 3</td>
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<td>1918</td>
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<td>1919</td>
<td>Folder 8</td>
</tr>
<tr>
<td>1917</td>
<td>Folder 9</td>
</tr>
</tbody>
</table>

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Scope and Contents

Henry Patrick Raleigh, Sackett & Wilhelm Corp., 40x30 [2 copies]

"Buy to-day at any bank: buy Liberty Bonds", 1917
Date: 1917

Scope and Contents

S.L. Bush, unknown publisher, 29x22

"Buy U.S. Government bonds: Remember! The flag of liberty" [Third Liberty Loan], 1917
Date: 1917

Scope and Contents

unidentified artist, Heywood Strasser & Voight, 30x20

"Buy United States Government Bonds; 'My soldier: now I lay me down to sleep…’” [Third Liberty Loan], 1918
Date: 1918

Scope and Contents

H.H. Green, Matthews-Northrup Works, 40x28 [2 copies]

"Buy war savings stamps: save your child from autocracy and poverty", 191?
Date: 191?

Scope and Contents

Herbert Paus, U.S. Printing & Litho., 30x20

"Buy war savings stamps: boys & girls! You can help your Uncle Sam win the war”, 191?
Date: 191?

Scope and Contents

James Montgomery Flagg, American Litho. Co., 30x20

"Care for her through the YWCA: for every fighter a woman worker", 1918
Date: 1918

Scope and Contents

Adolph Treidler, American Litho. Co., 40x30 [2 copies]

"Clear the way!! Buy bonds/Fourth Liberty Loan", 1918
Date: 1918

Scope and Contents
Howard Chandler Christy, Forbes, 30x20 [2 copies]

"Columbia calls: Enlist now for U.S. Army", 1918

Date: 1918

Scope and Contents
Frances Adams Halsted, unknown publisher, 40x30

"E-E-E-Yah-Yip go over with U.S. Marines", 1917

Date: 1917

Scope and Contents
Charles Buckles Falls, unknown publisher, 28x21

"Farm to win 'over there': join the U.S. boys' working reserve", 1918

Date: 1918

Scope and Contents
Adolph Treidler, Government Printing Office, 40x30 [2 copies]

"Fight or buy bonds: Third Liberty Loan", 1918

Date: 1918

Scope and Contents
Howard Chandler Christy, Forbes, 40x30

"Finish the job: subscribe to the victory liberty loan", 1918

Date: 1918

Scope and Contents
unidentified artist, unknown publisher, 32x22 [2 copies]

"Food will win the war" ["Maistas islaimes kare!"]], 1917

Date: 1917

Scope and Contents
[Lithuanian], C. E. Chambers, U.S. Food Administration, 30x20

"Food will win the war", 1917

Date: 1917

Folder 17

Folder 18

Folder 19

Folder 20

Folder 21

Folder 22

Folder 23

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Scope and Contents

[Yiddish], C. E. Chambers, U.S. Food Administration, 30x20

"For your boy: United War Work Campaign", 1918
Date: 1918
Folder 24

Scope and Contents

Arthur William Brown, Committee on Public Information, 30x20 [2 copies]

"Four years in the fight: the women of France: we owe them Houses of Cheer", 1918
Date: 1918
Folder 25

Scope and Contents

[United War Work Campaign and YWCA], Lucien Jonas, Litho. Co., 42x27 [3 copies]

"Go over the top with U.S. Marines", 191?
Date: 191?
Folder 25.10

Scope and Contents

John A. Coughlin, U.S. Marines, 28x21

"The government asks you to do your Xmas shopping early: do it now", 1918
Date: 1918
Folder 26

Scope and Contents

Haskell Coffin, American Litho. Co., 30x20

"Halt the Hun: buy U.S. Government bonds/Third Liberty Loan", 1918
Date: 1918
Folder 27

Scope and Contents

Henry Patrick Raleigh, Edwards & Deutch Litho., 29x20

"Have you answered the Red Cross Christmas roll call?", 1918
Date: 1918
Folder 28
Scope and Contents

Harrison Fisher, American National Red Cross, 30x28 [3 copies]

"Have you gone your limit in Liberty Bonds? Fighting 4th Liberty Loan", 1918
Date: 1918

Folder 29

Scope and Contents

unidentified artist, unknown publisher, 30x20

"Help stop this: Buy W.S.S. & keep him out of America", 1918
Date: 1918

Folder 30

Scope and Contents

[National War Savings Committee], Adolph Treidler, W.F. Powers Co. Litho., 28x20

"Help them: keep your war savings pledge", 1918
Date: 1918

Folder 31

Scope and Contents


"Hun or home? Buy more Liberty Bonds", 1917
Date: 1917

Folder 32

Scope and Contents

Henry Patrick Raleigh, Edwards & Deutch Litho., 30x20 [2 copies]

"Hunger: for three years America has fought starvation in Belgium…", 191?
Date: 191?

Folder 33

Scope and Contents

Henry Patrick Raleigh, U.S. Food Administration, 29x21 [3 copies]

"I want you for the Navy: promotion for anyone enlisting", 1918
Date: 1918

Folder 34

Scope and Contents

Howard Chandler Christy, Forbes, 41x27 [3 copies]

"I want you for the U.S. Army: nearest recruiting station", 1917

Folder 35
<table>
<thead>
<tr>
<th>Date</th>
<th>Scope and Contents</th>
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</thead>
<tbody>
<tr>
<td>1917</td>
<td><strong>James Montgomery Flagg, Leslie-Judge, 40x30</strong></td>
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<tr>
<td>1919</td>
<td>&quot;V: invest.&quot;, 1919</td>
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<tr>
<td>1919</td>
<td><strong>unidentified artist, Strobridge Litho. Co., 31x21</strong></td>
</tr>
<tr>
<td>1918</td>
<td>&quot;Invest in the Victory Liberty Loan: they kept the sea lanes open&quot;, 1918</td>
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<tr>
<td>1918</td>
<td><strong>L.A. Shafer, W.F. Powers Co. Litho., 40x30 [4 copies]</strong></td>
</tr>
<tr>
<td>1918</td>
<td>&quot;Jewish welfare board: 'civilians: when we go through this we need all the help and comfort you can give'&quot;, 1918</td>
</tr>
<tr>
<td>1918</td>
<td><strong>Sidney Riesenberg, Alco-Gravure Inc., 33x22 [2 copies]</strong></td>
</tr>
<tr>
<td>191?</td>
<td>&quot;Joan of Arc saved France: women of America, save your country/buy war savings stamps&quot;, 191?</td>
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<tr>
<td>1917</td>
<td><strong>Haskell Coffin, U.S. printing &amp; Litho., 30x20 [4 copies]</strong></td>
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<td>1917</td>
<td>&quot;Join the Navy: the service for fighting men&quot;, 1917</td>
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<td>1917</td>
<td><strong>Richard Babcock, unknown publisher, 38x29</strong></td>
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<td>191?</td>
<td>&quot;Join the Red Cross: ten million new members by Christmas…&quot;, 191?</td>
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<td>1918</td>
<td><strong>L.N. Britton, U.S. Food Administration, 30x20</strong></td>
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<tr>
<td>1918</td>
<td>&quot;Keep 'em smiling! Help War Camp Community Service&quot;, 1918</td>
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</tbody>
</table>
Scope and Contents
M. Leone Bracker, War Camp Community Service, 42x28
[5 copies]

"A man may be down but he's never out! Salvation Army: home service fund campaign", 1918
Date: 1918
Folder 43

Scope and Contents
Frederick Duncan, Sackett & Wilhelm Corp., 41x50

"Men wanted for the Army", 1914
Date: 1914
Folder 44

Scope and Contents
[men running], I.B. Hazglton, unidentified publisher, 41x30

"Men wanted for the Army", 1908
Date: 1908
Folder 45

Scope and Contents
[men manning big gun], Michael P. Whelan, unknown publisher, 41x30

"Men wanted for the Army", 1908
Date: 1908
Folder 46

Scope and Contents
[men manning big gun & radio], Michael P. Whelan, unknown publisher, 41x30

"Night watch", 191?
Date: 191?
Folder 47

Scope and Contents
[Navy lookout], Adolph Treidler, unknown publisher, 19x24

"Oh, boy! That's the girl! The Salvation Army lassie: keep her on the job", 1918
Date: 1918
Folder 48

Scope and Contents
[United War Work Campaign], George M. Richards, Sackett & Wilhelm Corp., 40x30 [2 copies]

"Over the top for you: buy U.S. Government bonds/Third Liberty Loan", 1918
Folder 49
<table>
<thead>
<tr>
<th>Date</th>
<th>Scope and Contents</th>
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<tbody>
<tr>
<td>1918</td>
<td><em>&quot;Ring it again: buy U.S. Gov't bonds/Third Liberty Loan&quot;, 1918</em></td>
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<td>Folder 50</td>
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<tr>
<td>1918</td>
<td><em>&quot;Save food and defeat frightfulness&quot;, 1918</em></td>
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<td>Folder 51</td>
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<tr>
<td>191?</td>
<td><em>&quot;Save food/don't waste it: 'the President says…'&quot;, 191?</em></td>
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<td></td>
<td>Folder 52</td>
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<tr>
<td>191?</td>
<td><em>&quot;Save food for world relief: 'Lincoln said…'&quot;, 191?</em></td>
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<td>Folder 53</td>
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<tr>
<td>1918</td>
<td><em>&quot;See him through: help us to help the boys&quot;, 1918</em></td>
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<td></td>
<td>Folder 54</td>
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<tr>
<td>1918</td>
<td><em>&quot;The service for travel and training: the Navy put 'em across&quot;, 1918</em></td>
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<tr>
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<td>Folder 55</td>
</tr>
<tr>
<td>1918</td>
<td><em>&quot;The spirit of war camp community service&quot;, 1918</em></td>
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</tbody>
</table>

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**World War I and World War II propaganda posters**

**Folder 56**
**Date:** 1918

**Scope and Contents**

[image of woman at piano with Navy men], unidentified artist, Heywood Strasser & Voight, 30x20 [2 copies]

"The spirit of war camp community service", 1918
**Date:** 1918

**Scope and Contents**

[image of Navy men at dinner tables], unidentified artist, Heywood Strasser & Voight, 30x20

"Teufel hunden, German nickname for U.S. Marines," U.S. Marines, 191?
**Date:** 191?

**Scope and Contents**

U.S. Marines, 28x19

"That liberty shall not perish from the Earth: buy Liberty Bonds", 1918
**Date:** 1918

**Scope and Contents**

[Fourth Liberty Loan], Joseph Pennell, Alco-Gravure Inc., 33x22 [2 copies]

"This device on hat or helmet means U.S. Marines", 1918
**Date:** 1918

**Scope and Contents**

[gold Marine symbol on green background], C.B. Falls, unknown publisher, 40x30

"This is what God gives us; what are you giving so that others may live?", 191?
**Date:** 191?

**Scope and Contents**

A. Hendee, unknown publisher, 29x21

"To-day buy that Liberty Bond", 191?
**Date:** 191?
### Scope and Contents

**Sidney H. Riesenberg, unknown publisher, 21x14 [2 copies]**

"U.S. Food Administration: they are giving all; will you send them wheat?", 1918  
*Date: 1918*

**H. Dunn, W.F. Powers Co. Litho., 36x56 [2 copies]**

"United States Shipping Board Emergency Fleet Corporation: teamwork wins", 1918  
*Date: 1918*

**Hibberd V. B. Kline, Thomsen-Ellis Co., 42x27**

"United States Shipping Board: send the eagle's answer", 191?  
*Date: 191?*

**James H. Daugherty, Emergency Fleet Corp., 60x41**

"U.S.A. bonds: weapons for liberty", 1918  
*Date: 1918*

**[Third Liberty Loan Campaign/Boy Scouts of America], Christian Leyendecker, American Litho. Co., 30x20**

"United War Work Campaign: one of the thousand YMCA girls in France", 1918  
*Date: 1918*

**Edwin Howland Bashfield, Grinnell Litho. Co., 42x27 [2 copies]**

"United we serve: United War Work Campaign, $170.500.000", 191?  
*Date: 191?*

**unidentified artist, unknown publisher, 30x20 [3 copies]**

"Victory Liberty Loan: for home and country", 1919  
*Folder 69*
<table>
<thead>
<tr>
<th>Date</th>
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<tr>
<td>1919</td>
<td>Alfred Everitt Orr, American Litho. Co., 40x30 [2 copies]</td>
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<td>&quot;Victory Liberty Loan: and they thought we couldn't fight&quot;, 1919</td>
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<tr>
<td></td>
<td>Clyde Forsythe, Ketterlinus, 41x30 [2 copies]</td>
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<tr>
<td></td>
<td>&quot;Victory Liberty Loan: Sure! We'll finish the job&quot;, 1918</td>
</tr>
<tr>
<td></td>
<td>W.T. Benda, unknown publisher, 28x21 [2 copies]</td>
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<tr>
<td></td>
<td>&quot;When the boys come home: 'While I was over there/what were you doing here?' Students of America, how will you answer him?&quot;, 1918</td>
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<td>Gil Spear, unknown publisher, 28x20 [2 copies]</td>
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<td></td>
<td>&quot;Will you supply eyes for the Navy?&quot;, 1918</td>
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<td></td>
<td>Grant, Sackett &amp; Wilhelm Corp., 30x20, [2 copies]</td>
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<td>&quot;YMCA: lend your strength to the red triangle&quot;, 1918</td>
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<tr>
<td></td>
<td>Gil Spear, unknown publisher, 28x20 [2 copies]</td>
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<td>&quot;YMCA united war work campaign&quot;, 1918</td>
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<td></td>
<td>[Pershing quotation], J.J.W. Puris, Alco-Gravure Inc., 33x22 [5 copies]</td>
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<td>&quot;YMCA: his home over there&quot;, 1918</td>
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</table>
### World War I Propaganda Posters, 1918

**Scope and Contents**

Albert Herter, Committee on Public Information, 41x27 [4 copies]

"Your war savings pledge/Our boys make good their pledge", 1918

**Date:** 1918

**Scope and Contents**

unidentified artist, Government Printing Office, 32x21 [2 copies]

### World War II Propaganda Posters, 1941–1944, undated

**Date:** 1941–1944, undated

**Scope and Contents**

This series primarily contains motivational posters, particularly aimed at the home front. Topics include presidential quotations, the U.S. Crop Corps, industrial production, and fuel rationing. The series includes an 8 x 10 inch broadside entitled "Beware of Female Spies."

<table>
<thead>
<tr>
<th>Title/Description</th>
<th>Instances</th>
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<tbody>
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<td>&quot;Beware of female spies&quot;, circa 1942</td>
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<td><strong>Date:</strong> circa 1942</td>
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<td></td>
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<tr>
<td>Yard Intelligence Office, 8X10</td>
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</tr>
<tr>
<td>&quot;Books are weapons in the war of ideas&quot;, 1942</td>
<td>Folder 2</td>
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<tr>
<td><strong>Date:</strong> 1942</td>
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<tr>
<td><strong>Scope and Contents</strong></td>
<td></td>
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<tr>
<td>S. Broder, U.S. Government Printing Office, 28x20</td>
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</tr>
<tr>
<td>&quot;Buy war bonds: make your own declaration of war&quot;, 1941</td>
<td>Folder 3</td>
</tr>
<tr>
<td><strong>Date:</strong> 1941</td>
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<tr>
<td><strong>Scope and Contents</strong></td>
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<tr>
<td>&quot;Buy war bonds: till we meet again&quot;, 1942</td>
<td>Folder 4</td>
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<tr>
<td><strong>Date:</strong> 1942</td>
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</table>
### Scope and Contents


"Brotherhood week: February 19th to 28th, 1943", 1943  
**Date:** 1943  
**Folder:** 5

[quotation from Franklin D. Roosevelt], unidentified artist, Office of War Information, 29x20

"Food is a weapon: don't waste it! Follow the National Wartime Nutrition Program", 1943  
**Date:** 1943  
**Folder:** 6

unidentified artist, U.S. Government Printing Office, 23x16

"Fuel fights! Save your share", 1943  
**Date:** 1943  
**Folder:** 7

unidentified artist, U.S. Government Printing Office, 28x20

"Good news from home: more production", 1942  
**Date:** 1942  
**Folder:** 8

Steven Dohanos, U.S. Government Printing Office, 40x29

"Join women's land army of the U.S. Crop Corps", 1943  
**Date:** 1943  
**Folder:** 9

Morley, U.S. Government Printing Office, 28x20

"Neither must fail!", 1943  
**Date:** 1943  
**Folder:** 10

[image of airplane and telephone lines], M. Whitney Thoenen, U.S. Government Printing Office, 25x19

"No loyal citizen of the United States…", early 1940s  
**Date:** early 1940s  
**Folder:** 11
Scope and Contents

"Pitch in and help! Join the Women's Land Army of the U.S. Crop Corps", 1944
Date: 1944

Scope and Contents

"The state of this nation is good…", 1943
Date: 1943

Scope and Contents

"U.S. Crop Corps: work on a farm this summer", 1943
Date: 1943

Scope and Contents

"We are now in this war; we are all in it all the way", 1941
Date: 1941

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