World War I and World War II propaganda posters11.MWalB02560

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Describing Archives: A Content Standard

Brandeis University
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<td>World War II Propaganda Posters</td>
<td>17</td>
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</table>
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

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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.

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.

Related Materials

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

**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-wwiiposters/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.

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

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<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>1918</td>
<td>John Sheridan, American Litho. Co., 30x20 [3 copies]</td>
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<tr>
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<td>&quot;Americans all! Victory liberty loan&quot;, 1919</td>
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<tr>
<td></td>
<td>&quot;Are you 100% American? Prove it! Buy U.S. Government bonds&quot;, 1918</td>
</tr>
<tr>
<td></td>
<td>&quot;Beat back the Hun with Liberty Bonds&quot;, 1917</td>
</tr>
<tr>
<td></td>
<td>&quot;Bell system telephone&quot;</td>
</tr>
<tr>
<td></td>
<td>&quot;Blot it out with Liberty Bonds: The Hun—his mark&quot;, 1917</td>
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<tr>
<td></td>
<td>&quot;Buy early&quot;, 1919</td>
</tr>
<tr>
<td></td>
<td>&quot;Buy more Liberty Bonds: must children die and mothers plead in vain?&quot;, 1917</td>
</tr>
</tbody>
</table>

Folder 3: "Americans all! Victory liberty loan", 1919
Folder 4: "Are you 100% American? Prove it! Buy U.S. Government bonds", 1918
Folder 5: "Beat back the Hun with Liberty Bonds", 1917
Folder 6: "Bell system telephone"
Folder 7: "Blot it out with Liberty Bonds: The Hun—his mark", 1917
Folder 8: "Buy early", 1919
Folder 9: "Buy more Liberty Bonds: must children die and mothers plead in vain?", 1917
### Scope and Contents

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

"Buy to-day at any bank: buy Liberty Bonds", 1917  
**Date:** 1917  
**Folder:** 10

S.L. Bush, unknown publisher, 29x22

"Buy U.S. Government bonds: Remember! The flag of liberty" [Third Liberty Loan], 1917  
**Date:** 1917  
**Folder:** 11

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  
**Folder:** 12

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

"Buy war savings stamps: save your child from autocracy and poverty", 191?  
**Date:** 191?  
**Folder:** 13

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?  
**Folder:** 14

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

"Care for her through the YWCA: for every fighter a woman worker", 1918  
**Date:** 1918  
**Folder:** 15

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

"Clear the way!! Buy bonds/Fourth Liberty Loan", 1918  
**Folder:** 16
<table>
<thead>
<tr>
<th>Date</th>
<th>Scope and Contents</th>
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<tbody>
<tr>
<td>1918</td>
<td><em>Howard Chandler Christy, Forbes, 30x20 [2 copies]</em></td>
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<tr>
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<td>&quot;Columbia calls: Enlist now for U.S. Army&quot;, 1918</td>
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<td></td>
<td><strong>Folder 17</strong></td>
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<td>1918</td>
<td><em>Frances Adams Halsted, unknown publisher, 40x30</em></td>
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<td>&quot;E-E-E-Yah-Yip go over with U.S. Marines&quot;, 1917</td>
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<td>1918</td>
<td><em>Charles Buckles Falls, unknown publisher, 28x21</em></td>
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<td></td>
<td>&quot;Farm to win 'over there': join the U.S. boys' working reserve&quot;, 1918</td>
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<td><strong>Folder 19</strong></td>
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<tr>
<td>1918</td>
<td><em>Adolph Treidler, Government Printing Office, 40x30 [2 copies]</em></td>
</tr>
<tr>
<td></td>
<td>&quot;Fight or buy bonds: Third Liberty Loan&quot;, 1918</td>
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<td></td>
<td><strong>Folder 20</strong></td>
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<td>1918</td>
<td><em>Howard Chandler Christy, Forbes, 40x30</em></td>
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<td>&quot;Finish the job: subscribe to the victory liberty loan&quot;, 1918</td>
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<td><strong>Folder 21</strong></td>
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<td>1917</td>
<td><em>unidentified artist, unknown publisher, 32x22 [2 copies]</em></td>
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<td>&quot;Food will win the war&quot; [&quot;Maistas islaimės kare!&quot;], 1917</td>
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<td><strong>Folder 22</strong></td>
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<td>1917</td>
<td><em>[Lithuanian], C. E. Chambers, U.S. Food Administration, 30x20</em></td>
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<tr>
<td></td>
<td>&quot;Food will win the war&quot;, 1917</td>
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<tr>
<td></td>
<td><strong>Folder 23</strong></td>
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</table>
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

**Scope and Contents**

unidentified artist, unknown publisher, 30x20

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

**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

**Scope and Contents**


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

**Scope and Contents**

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

"Hunger: for three years America has fought starvation in Belgium…", 1917
Date: 1917

**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

**Scope and Contents**

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

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

Scope and Contents
James Montgomery Flagg, Leslie-Judge, 40x30

"V: invest,". 1919
Date: 1919

Scope and Contents
unidentified artist, Strobridge Litho. Co., 31x21

"Invest in the Victory Liberty Loan: they kept the sea lanes open", 1918
Date: 1918

Scope and Contents
L.A. Shafer, W.F. Powers Co. Litho., 40x30 [4 copies]

"Jewish welfare board: 'civilians: when we go through this we need all the help and comfort you can give". 1918
Date: 1918

Scope and Contents
Sidney Riesenberg, Alco-Gravure Inc., 33x22 [2 copies]

"Joan of Arc saved France: women of America, save your country/ buy war savings stamps", 191?
Date: 191?

Scope and Contents
Haskell Coffin, U.S. printing & Litho., 30x20 [4 copies]

"Join the Navy: the service for fighting men". 1917
Date: 1917

Scope and Contents
Richard Babcock, unknown publisher, 38x29

"Join the Red Cross: ten million new members by Christmas…". 191?
Date: 191?

Scope and Contents
L.N. Britton, U.S. Food Administration, 30x20

"Keep 'em smiling! Help War Camp Community Service", 1918
Date: 1918

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<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Publisher</th>
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<tr>
<td>&quot;A man may be down but he's never out! Salvation Army: home service fund campaign&quot;</td>
<td>1918</td>
<td>M. Leone Bracker, War Camp Community Service, 42x28 [5 copies]</td>
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<tr>
<td>&quot;Men wanted for the Army&quot;, 1914</td>
<td>1914</td>
<td>Frederick Duncan, Sackett &amp; Wilhelm Corp., 41x50</td>
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<td>&quot;Men wanted for the Army&quot;, 1908</td>
<td>1908</td>
<td>[men running], I.B. Hazleton, unidentified publisher, 41x30</td>
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<td>&quot;Men wanted for the Army&quot;, 1908</td>
<td>1908</td>
<td>[men manning big gun], Michael P. Whelan, unknown publisher, 41x30</td>
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<tr>
<td>&quot;Men wanted for the Army&quot;, 1908</td>
<td>1908</td>
<td>[men manning big gun &amp; radio], Michael P. Whelan, unknown publisher, 41x30</td>
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<tr>
<td>&quot;Night watch&quot;, 191?</td>
<td>191?</td>
<td>[Navy lookout], Adolph Treidler, unknown publisher, 19x24</td>
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<tr>
<td>&quot;Oh, boy! That's the girl! The Salvation Army lassie: keep her on the job&quot;, 1918</td>
<td>1918</td>
<td>[United War Work Campaign], George M. Richards, Sackett &amp; Wilhelm Corp., 40x30 [2 copies]</td>
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<tr>
<td>&quot;Over the top for you: buy U.S. Government bonds/Third Liberty Loan&quot;, 1918</td>
<td>1918</td>
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Date: 1918

**Scope and Contents**

Sidney Riesenberg, Ketterlinus, 29x20 [2 copies]

"Ring it again: buy U.S. Gov't bonds/Third Liberty Loan", 1918

**Folder 50**

Date: 1918

**Scope and Contents**

unidentified artist, Sackett & Wilhelm Corp., 30x20 [2 copies]

"Save food and defeat frightfulness", 1918

**Folder 51**

Date: 1918

**Scope and Contents**

[United States Food Administration], Herbert Paus, Strobridge Litho. Co., 36x56 [2 copies]

"Save food/don't waste It: 'the President says…'", 191?

**Folder 52**

Date: 191?

**Scope and Contents**

[quotation from Woodrow Wilson], Adolph Treidler, U.S. Food Administration, 30x20 [5 copies]

"Save food for world relief: 'Lincoln said…'", 191?

**Folder 53**

Date: 191?

**Scope and Contents**

[quotation from Abraham Lincoln], unidentified artist, Edwards & Deutch Litho., 30x20 [3 copies]

"See him through: help us to help the boys", 1918

**Folder 54**

Date: 1918

**Scope and Contents**

[National Catholic War Council, Knights of Columbus], Carlson Rice, American Litho. Co., 30x20 [4 copies]

"The service for travel and training: the Navy put 'em across", 1918

**Folder 55**

Date: 1918

**Scope and Contents**

H. Reuierdahl, U.S. Navy Recruiting, 46x29 [2 copies]

"The spirit of war camp community service", 1918
<table>
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<th>Date</th>
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<tr>
<td>1918</td>
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<tr>
<td>191?</td>
<td>61</td>
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<td>191?</td>
<td>62</td>
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</table>

**Scope and Contents**

- **Folder 56**
  - [image of woman at piano with Navy men], unidentified artist, Heywood Strasser & Voight, 30x20 [2 copies]

- **Folder 57**
  - "The spirit of war camp community service", 1918

- **Folder 58**
  - "Teufel hunden, German nickname for U.S. Marines," U.S. Marines, 191?

- **Folder 59**
  - "That liberty shall not perish from the Earth: buy Liberty Bonds", 1918

- **Folder 60**
  - "This device on hat or helmet means U.S. Marines", 1918

- **Folder 61**
  - "This is what God gives us; what are you giving so that others may live?", 191?

- **Folder 62**
  - "To-day buy that Liberty Bond", 191?
### Scope and Contents

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

"U.S. Food Administration: they are giving all; will you send them wheat?", 1918  
**Folder 63**  
**Date:** 1918

### Scope and Contents

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

"United States Shipping Board Emergency Fleet Corporation: teamwork wins", 1918  
**Folder 64**  
**Date:** 1918

### Scope and Contents

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

"United States Shipping Board: send the eagle's answer", 191?  
**Folder 65**  
**Date:** 191?

### Scope and Contents

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

"U.S.A. bonds: weapons for liberty", 1918  
**Folder 66**  
**Date:** 1918

### Scope and Contents

**[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  
**Folder 67**  
**Date:** 1918

### Scope and Contents

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

"United we serve: United War Work Campaign, $170.500.000", 191?  
**Folder 68**  
**Date:** 191?

### Scope and Contents

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

"Victory Liberty Loan: for home and country", 1919  
**Folder 69**
<table>
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<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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<td>1919</td>
<td>Clyde Forsythe, Ketterlinus, 41x30 [2 copies]</td>
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<td>&quot;Victory Liberty Loan: Sure! We'll finish the job&quot;, 1918</td>
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<td>1918</td>
<td>W.T. Benda, unknown publisher, 28x21 [2 copies]</td>
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<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>1918</td>
<td>Gil Spear, unknown publisher, 28x20 [2 copies]</td>
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<td>&quot;Will you supply eyes for the Navy?&quot;, 1918</td>
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<td>Folder 73</td>
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<td>1918</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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<td>1918</td>
<td>[Pershing quotation], J.J.W. Puris, Alco-Gravure Inc., 33x22 [5 copies]</td>
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<td>&quot;YMCA united war work campaign&quot;, 1918</td>
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<td>Folder 75</td>
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</table>
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]

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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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<tr>
<td>&quot;Beware of female spies&quot;, circa 1942</td>
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<tr>
<td>Date: circa 1942</td>
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Scope and Contents

Yard Intelligence Office, 8X10

"Books are weapons in the war of ideas", 1942

Date: 1942

Scope and Contents

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

"Buy war bonds: make your own declaration of war", 1941

Date: 1941

Scope and Contents


"Buy war bonds: till we meet again", 1942

Date: 1942

Scope and Contents

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

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### Scope and Contents

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<thead>
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<th>Description</th>
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<td>&quot;Brotherhood week: February 19th to 28th, 1943&quot;, 1943</td>
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<td>[quotation from Franklin D. Roosevelt], unidentified artist,</td>
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<td>Office of War Information, 29x20</td>
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<td>&quot;Food is a weapon: don't waste it! Follow the National Wartime Nutrition Program&quot;, 1943</td>
<td>1943</td>
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<tr>
<td>&quot;Fuel fights! Save your share&quot;, 1943</td>
<td>1943</td>
<td>7</td>
</tr>
<tr>
<td>&quot;Good news from home: more production&quot;, 1942</td>
<td>1942</td>
<td>8</td>
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<tr>
<td>&quot;Join women's land army of the U.S. Crop Corps&quot;, 1943</td>
<td>1943</td>
<td>9</td>
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<td>&quot;Neither must fail!&quot;, 1943</td>
<td>1943</td>
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<tr>
<td>&quot;No loyal citizen of the United States…&quot;, early 1940s</td>
<td>early 1940s</td>
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Scope and Contents

[quotation from Franklin D. Roosevelt], Adolph Treidler,
U.S. Government Printing Office, 29x20

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

Scope and Contents

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

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

Scope and Contents

[quotation from Franklin D. Roosevelt], unidentified artist,
Office of War Information, 14x20

"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

Scope and Contents

[quotation from Franklin D. Roosevelt], Adolph Treidler,
U.S. Government Printing Office, 24x18

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