Exploring the Home front through Propaganda

Objectives

01

Students analyze government publications during World War II and identify the main messaging to citizens on the home front

02

Students will describe ways citizens contributed to the war effort, including purchasing war bonds, growing victory gardens, and working in defense industries

03

Students describe how propaganda campaigns affected perceptions around women's roles in society.

Warm Up:
No Exceptions (Watch video from 2:50-7:07)

- As you watch, consider these questions:
  - How do women participate in the war effort according to the video?
  - What is the argument against citizens who do not participate in the war effort?
  - What is the overall message of the film?

WWIIPublicDomain. (2013, Aug 31). *"No Exceptions" 1943 Homefront Propaganda (full) [Video]. YouTube.* https://www.youtube.com/watch?v=ouTFrkH37Mk

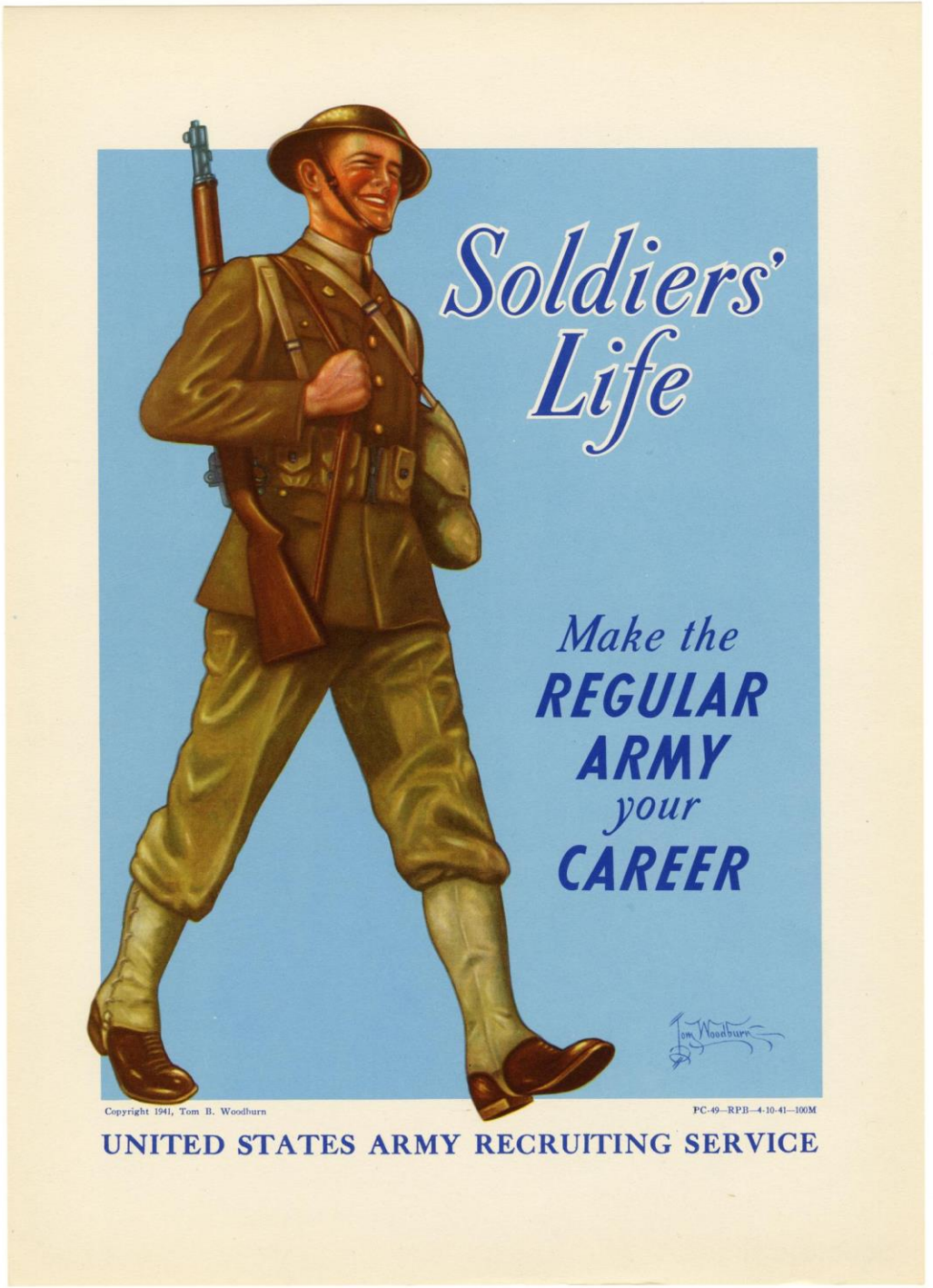
Home front

Key Idea: "Total War"

- The United States entered "Total War" after the attack on Pearl Harbor. Across the United States, changes occurred in the way people ate, worked, traveled, and thought about the country.
- Propaganda highlighted these changes, encouraging Americans do their part in the war and established a "home front" to achieve victory in the Pacific

Propaganda

- "The spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person" or "ideas, facts, or allegations spread deliberately to further one's cause or to damage an opposing cause." (Merriam-Webster)
- Messages employed to convince citizens to help the war effort



Woodburn, Thomas B. [Soldiers' Life], poster, 1941-04-10?; (https://texashistory.unt.edu/ark:/67531/metapth1650032/m1/1/?q=recruiting%20poster: accessed July 29, 2024), University of North Texas Libraries, The Portal to Texas History, https://texashistory.unt.edu; crediting National Museum of the Pacific War/Admiral Nimitz Foundation.

Opportunities and Limitations: Women

- Labor shortages due to the massive number of men in armed forces.
- Entrance into occupations traditionally reserved for only men, including armed forces
- Limitations
  - While challenging traditional gender norms, many women lost or left jobs after the war when male veterans came home.

Woodburn, Thomas B. [Soldiers' Life], poster, 1941-04-10?; (https://texashistory.unt.edu/ark:/67531/metapth1650032/m1/1/?q=recruiting%20poster: accessed July 29, 2024), University of North Texas Libraries, The Portal to Texas History, https://texashistory.unt.edu; crediting National Museum of the Pacific War/Admiral Nimitz Foundation.

Opportunities and Limitations: Bracero Program

- Bracero Program (1942-1964): Agreement between United States and Mexico allowing Mexican farm laborers to work in the United States
- By 1947, ~19,000 Braceros
- By the end of the program in 1964, about 4.5 Braceros had participated in the program. (Colorado Oral History project)
- Limitations
  - Discrimination in public places
  - Low wages

Lange, Dorothea, *First Braceros*, c. 1942, Online Archive of California and Oakland Museum of California, https://oac.cdlib.org/ark:/13030/ft7h4nb2gt/?layout=metadata&brand=oac4

Opportunities and Limitations: African Americans

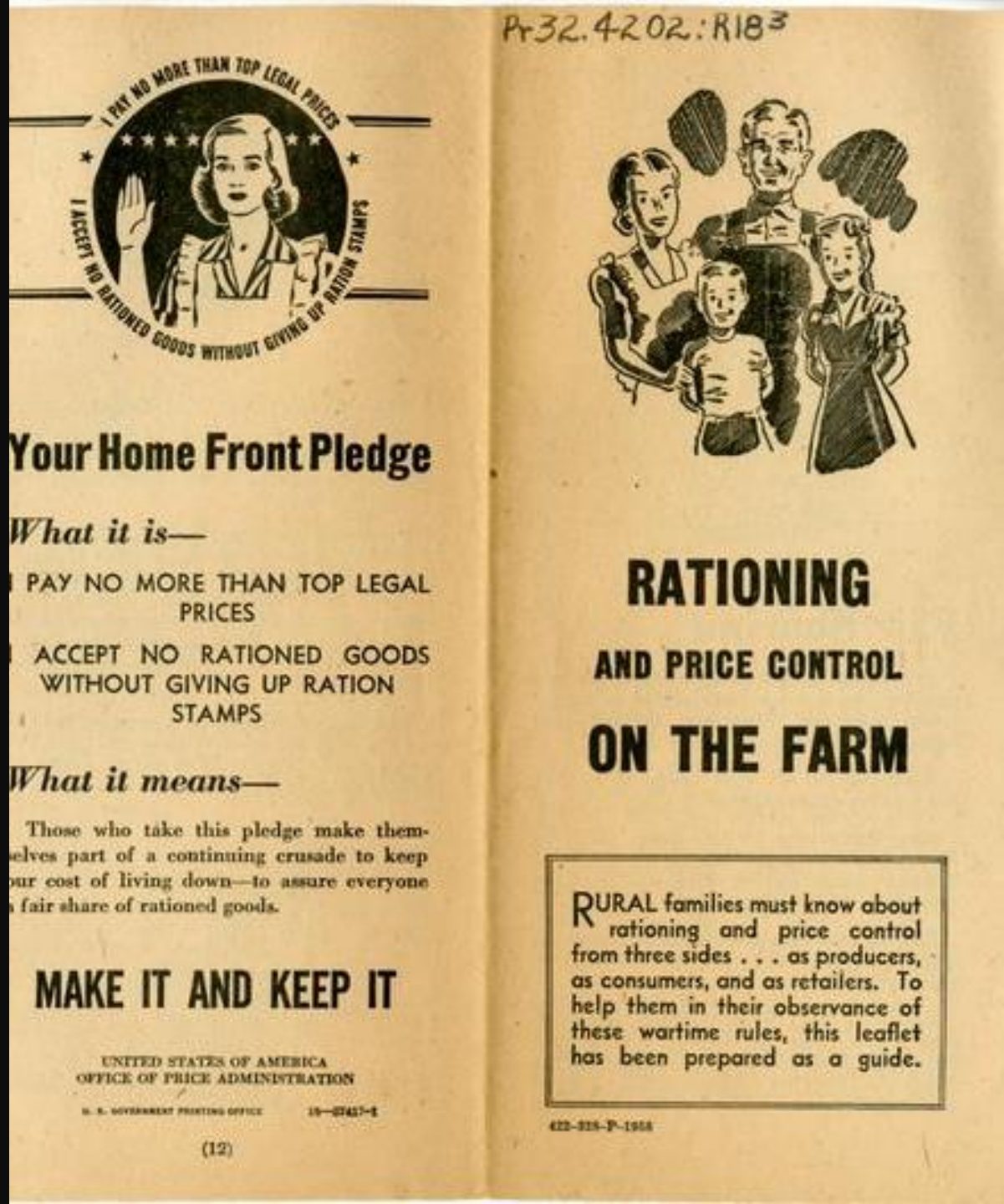
- Executive Order 8802: Banned discriminiation based on race in defense industry jobs
- Challenges remained:
  - Segregation in public spaces and in military
  - Lower wages compared to white counterparts
- "Double V" Campaign: Fighting for freedom abroad and fighting for equality at home

1894th Aviation Engineer Battalion

Maceiras, Richard P. [1894th Aviation Engineer Battalion Members Posing in Front of Tents], photograph, [1944,1945]; (https://texashistory.unt.edu/ark:/67531/metapth1602018/: accessed July 29, 2024), University of North Texas Libraries, The Portal to Texas History, https://texashistory.unt.edu; crediting National Museum of the Pacific War/Admiral Nimitz Foundation.

Wartime measures: Rationing

- Rationing: Government allow only a fixed amount of a certain goods.
- May 1942: Sugar one of first foods rationed
- Example items: butter, coffee, meat, sugar, tires, rubber, gasoline
- Ration books:
  Booklets containing stamps to keep track of ration points.



[Rationing on the Farm], pamphlet, 1941~; (https://texashistory.unt.edu/ark:/67531/metapth1650080/: accessed July 29, 2024), University of North Texas Libraries, The Portal to Texas History, https://texashistory.unt.edu; crediting National Museum of the Pacific War/Admiral Nimitz Foundation.

War time measure: Censorship

- Letters sent to family members censored for sensitive information
- Executive Order 8985: creation Office of Censorship and government could monitor correspondence in and out of country
- Campaign to make sure individuals did not share potential national security threats
- News self-regulated by newspaper editors, working in coordination with United States Government.

Federal Art Project, S. *"Censored" Let's censor our conversation about the war.* , None. [La.: wpa war services of la., between 1941 and 1943] [Photograph] Retrieved from the Library of Congress, https://www.loc.gov/item/98518277/.

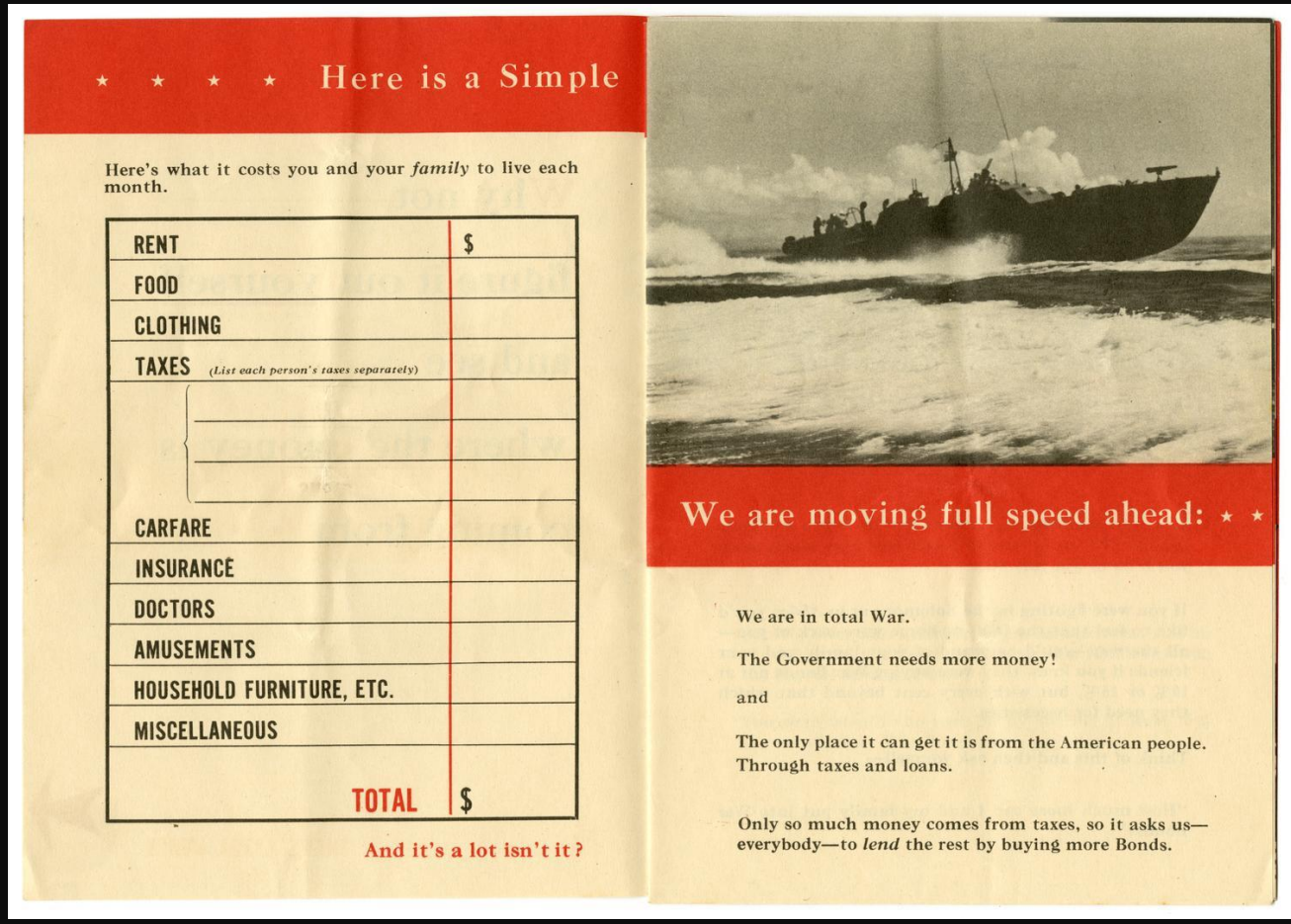
Wartime measures: Victory Gardens

- Private gardens kept by Americans
- Combating food limitations through growing one's own food
- Americans planted millions of Victory Gardens across the country

Rosskam, Louise, photographer. *Washington, D.C. Victory gardening in the Northwest section. Buying seed for the victory garden.* Washington D.C. United States District of Columbia Washington D.C, 1943. May. Photograph. https://www.loc.gov/item/2017853976/.

Wartime measures: War Bonds

- Government bonds issued to help fund World War II
- Pay 75% of face value (example: $50 bond sold for $37.50)
- ~85 million Americans participated.



★ ★ ★ ★ Here is a Simple

Here's what it costs you and your *family* to live each month.

RENT	$
FOOD	
CLOTHING	
TAXES (List each person's taxes separately)	
CARFARE	
INSURANCE	
DOCTORS	
AMUSEMENTS	
HOUSEHOLD FURNITURE, ETC.	
MISCELLANEOUS	
TOTAL	$

And it's a lot isn't it?

We are moving full speed ahead: ★ ★

We are in total War.

The Government needs more money!

and

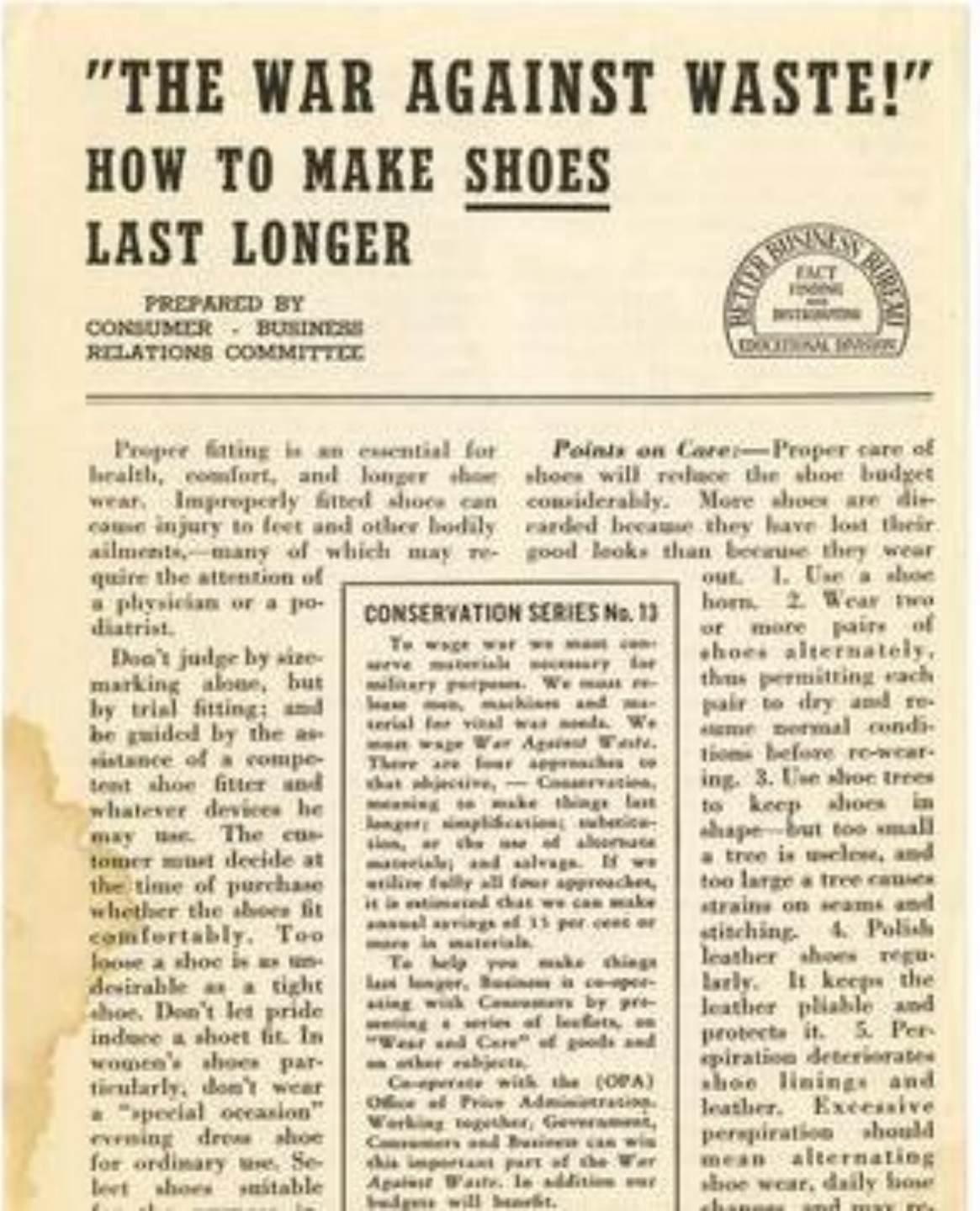
The only place it can get it is from the American people. Through taxes and loans.

Only so much money comes from taxes, so it asks us—everybody—to *lend* the rest by buying more Bonds.

Smith, Bruce H. [Figure it Out Yourself], pamphlet, 1943; (https://texashistory.unt.edu/ark:/67531/metapth1650017/m1/3/?q=war%20bonds: accessed July 29, 2024), University of North Texas Libraries, The Portal to Texas History, https://texashistory.unt.edu; crediting National Museum of the Pacific War/Admiral Nimitz Foundation.

"War Against Waste"

- Americans were encouraged to eliminate any wasteful activities or waste any resource.
- Ex: limits on travel, saving cooking fat, collecting scrap metal
- Publications from both public and private entities



"THE WAR AGAINST WASTE!"

HOW TO MAKE SHOES LAST LONGER

PREPARED BY
CONSUMER - BUSINESS
RELATIONS COMMITTEE

Proper fitting is an essential for health, comfort, and longer shoe wear. Improperly fitted shoes can cause injury to feet and other bodily ailments,—many of which may require the attention of a physician or a podiatrist.

Don't judge by size-marking alone, but by trial fitting; and be guided by the assistance of a competent shoe fitter and whatever devices he may use. The customer must decide at the time of purchase whether the shoes fit comfortably. Too loose a shoe is as undesirable as a tight shoe. Don't let pride induce a short fit. In women's shoes particularly, don't wear a "special occasion" evening dress shoe for ordinary use. Select shoes suitable

CONSERVATION SERIES No. 13

To wage war we must conserve materials necessary for military purposes. We must release men, machines and material for vital war needs. We must wage *War Against Waste*. There are four approaches to that objective, — Conservation, meaning to make things last longer; simplification; substitution, or the use of alternate materials; and salvage. If we utilize fully all four approaches, it is estimated that we can make annual savings of 15 per cent or more in materials.

To help you make things last longer, Business is co-operating with Consumers by presenting a series of leaflets, on "Wear and Care" of goods and on other subjects.

Co-operate with the (OPA) Office of Price Administration. Working together, Government, Consumers and Business can win this important part of the *War Against Waste*. In addition our budgets will benefit.

Points on Care:—Proper care of shoes will reduce the shoe budget considerably. More shoes are discarded because they have lost their good looks than because they wear out. 1. Use a shoe horn. 2. Wear two or more pairs of shoes alternately, thus permitting each pair to dry and resume normal conditions before re-wearing. 3. Use shoe trees to keep shoes in shape—but too small a tree is useless, and too large a tree causes strains on seams and stitching. 4. Polish leather shoes regularly. It keeps the leather pliable and protects it. 5. Perspiration deteriorates shoe linings and leather. Excessive perspiration should mean alternating shoe wear, daily hose

Better Business Bureau Educational Division. Better Business Bureau Conversation Series, No. 13, 1942, periodical, 1942; Boston, Massachusetts. (https://texashistory.unt.edu/ark:/67531/metapth1649996/: accessed July 29, 2024), University of North Texas Libraries, The Portal to Texas History, https://texashistory.unt.edu; crediting National Museum of the Pacific War/Admiral Nimitz Foundation.

When Analyzing Propaganda, Consider:

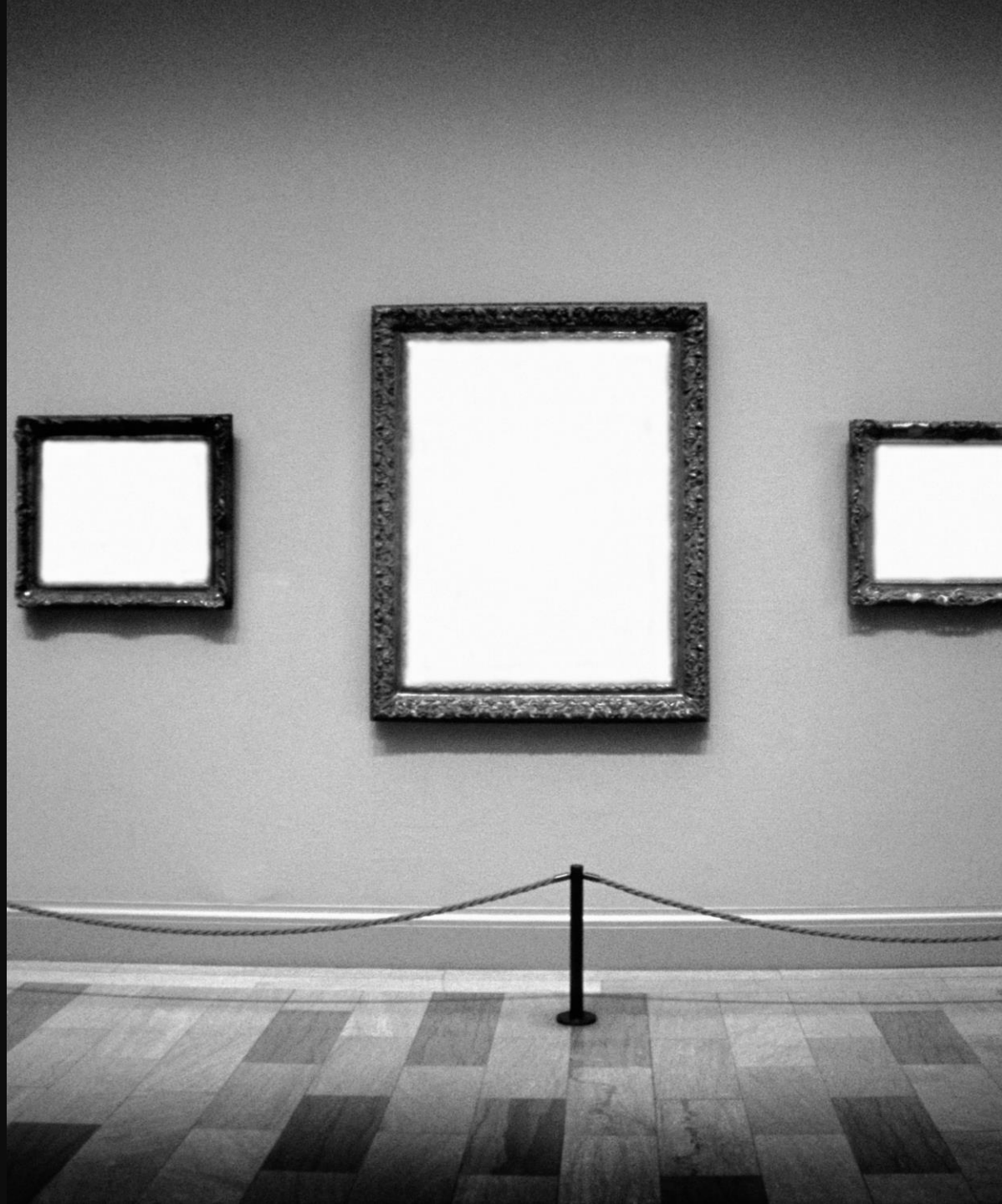
- Step 1: What images do you see?
  - Note symbols, people, objects in the poster.
- Step 2: What text do you see?
  - Words, authors, slogans.
- Step 3: What might be the purpose of this material?
  - Apply any background knowledge to interpret the poster.

Try to analyze this poster!

War Production Co-Ordinating Committee, United States Creator. *We Can Do It! Rosie the Riveter*. United States of America, 1942. [Place of Publication Not Identified: Publisher Not Identified, to 1943] Photograph. https://www.loc.gov/item/2021669753/.

Activity:
Modified Gallery Walk

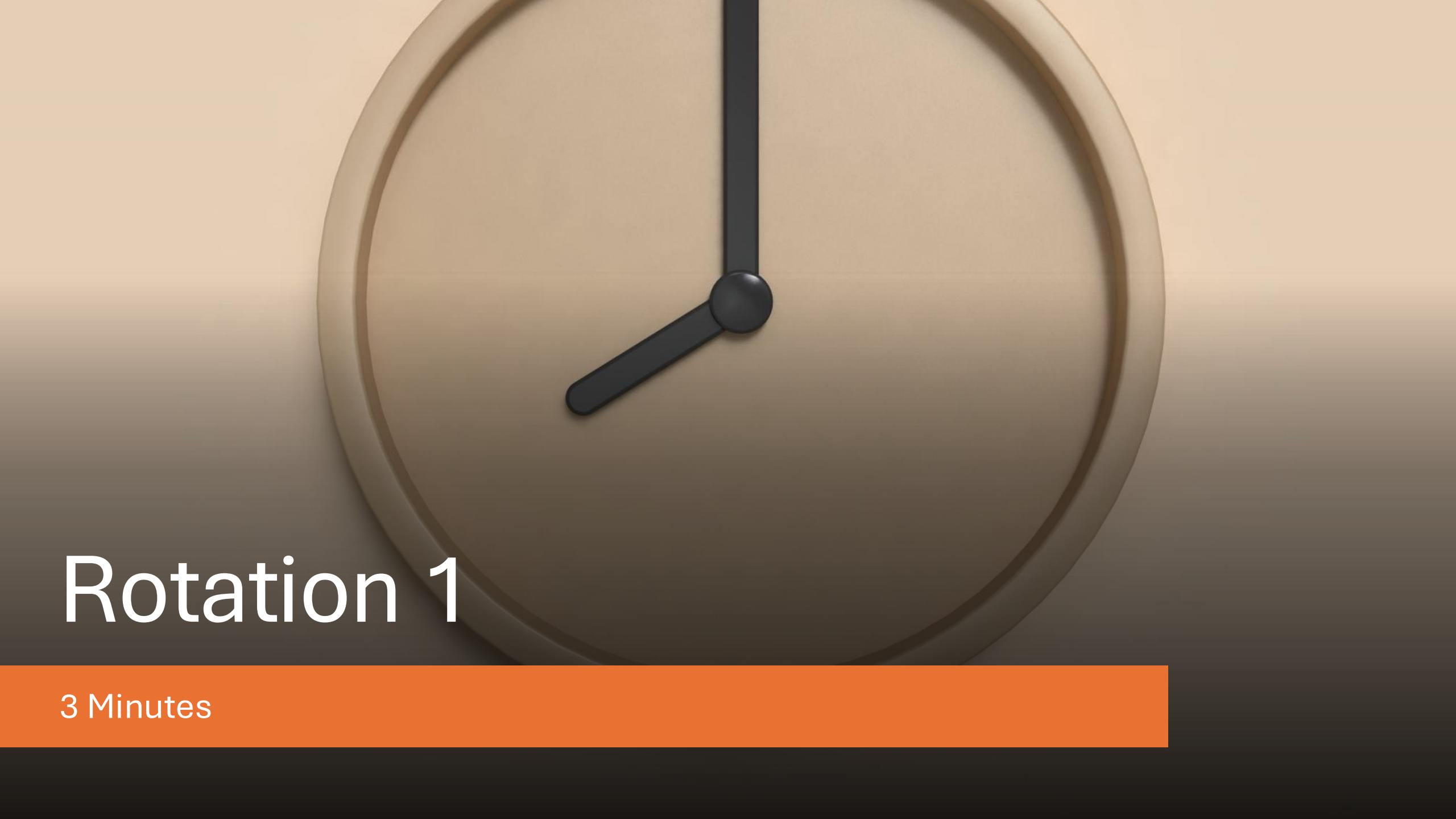
- Locate the Main activity worksheet
- Groups of 3-5
- You will walk around the classroom to all 9 exhibits. Fill in your worksheet at each rotation!
- 3 minutes/rotation
- At the end of the activity, place a star on your worksheet next to the exhibit you think is most effective.



Main Activity Worksheet

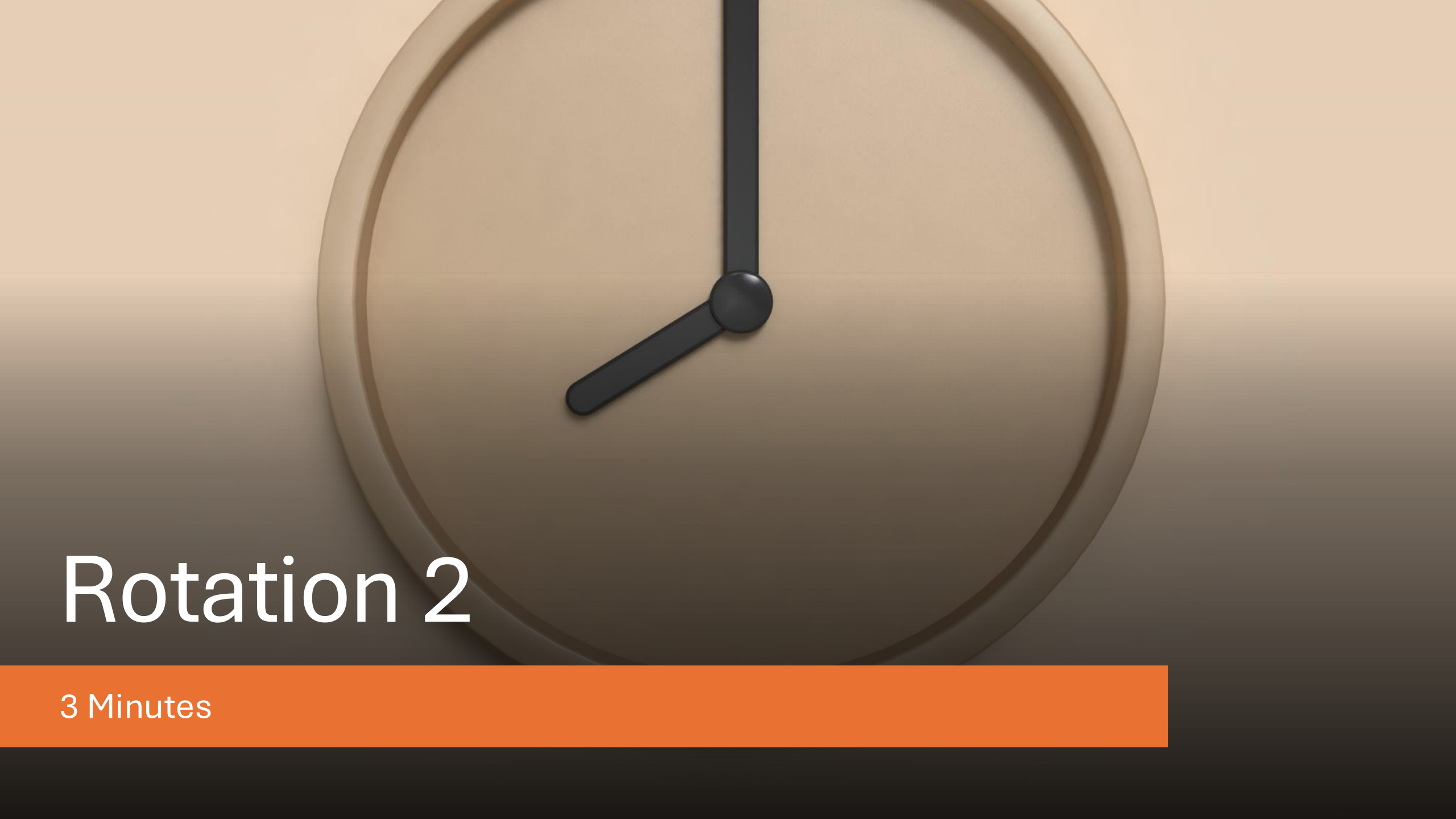
Main Activity Worksheet

Exhibit	Reference Image	What images do you see?	What text do you see?	What might be the purpose of this material?
A				
B				



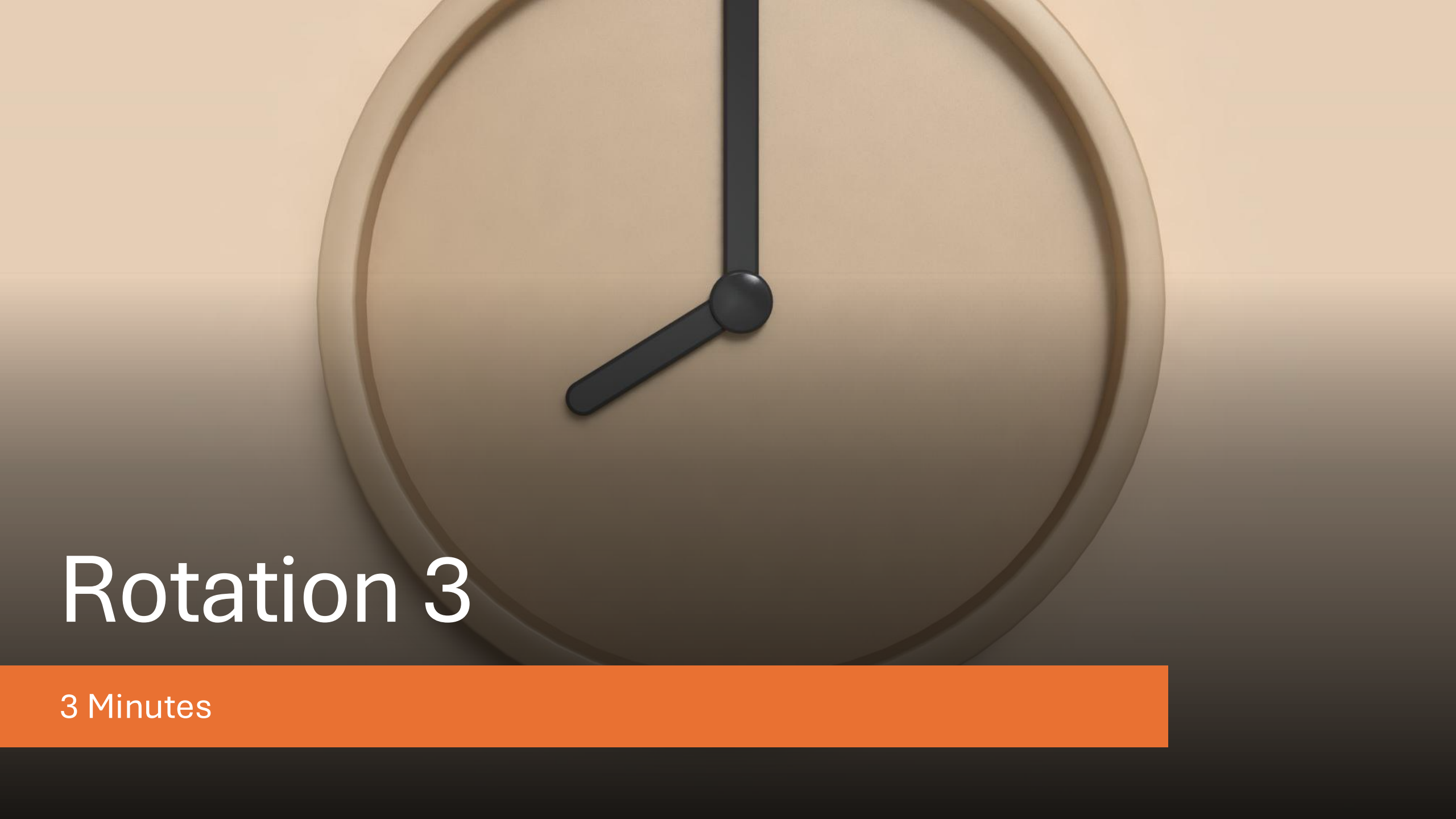
Rotation 1

3 Minutes



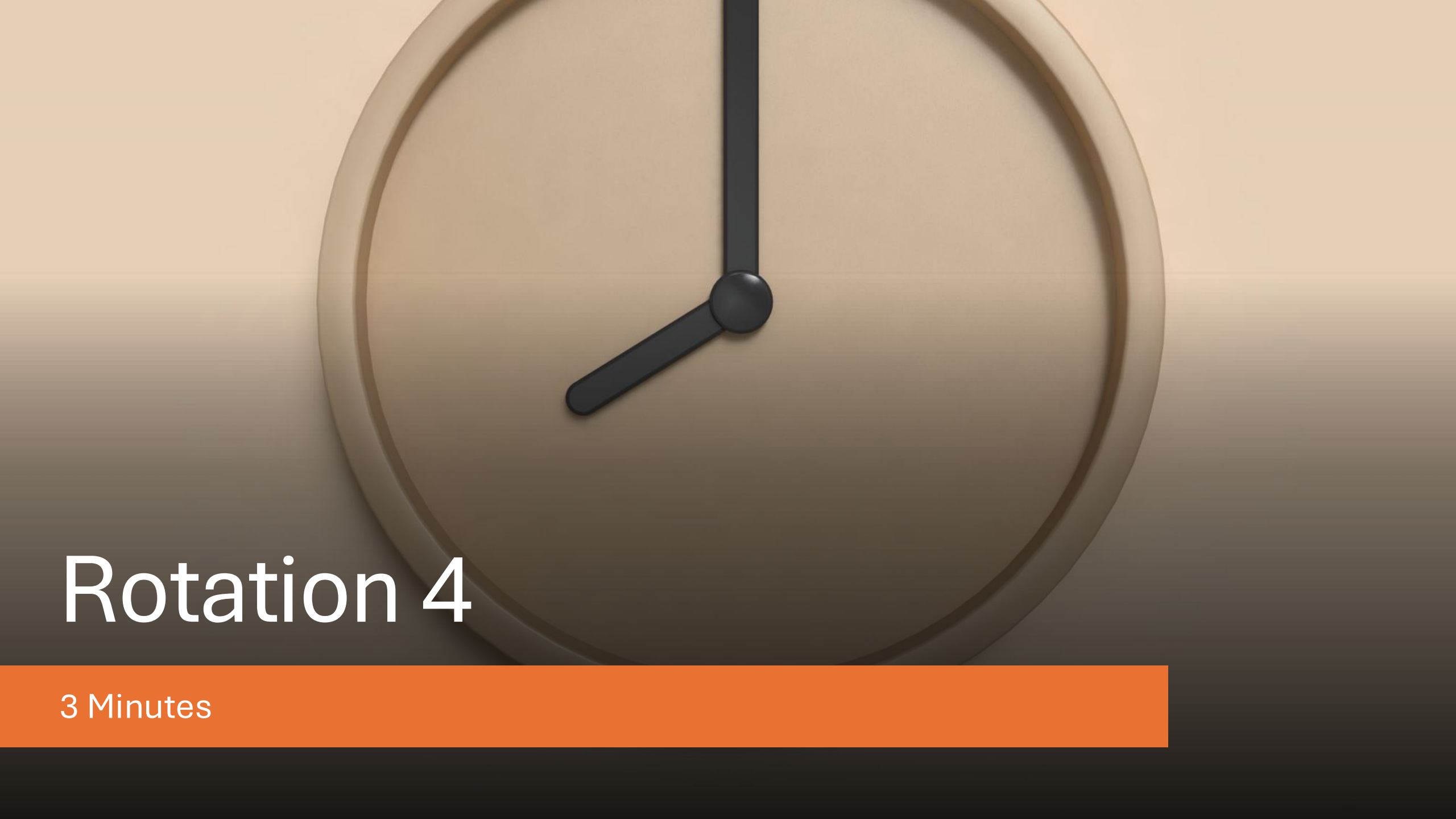
Rotation 2

3 Minutes



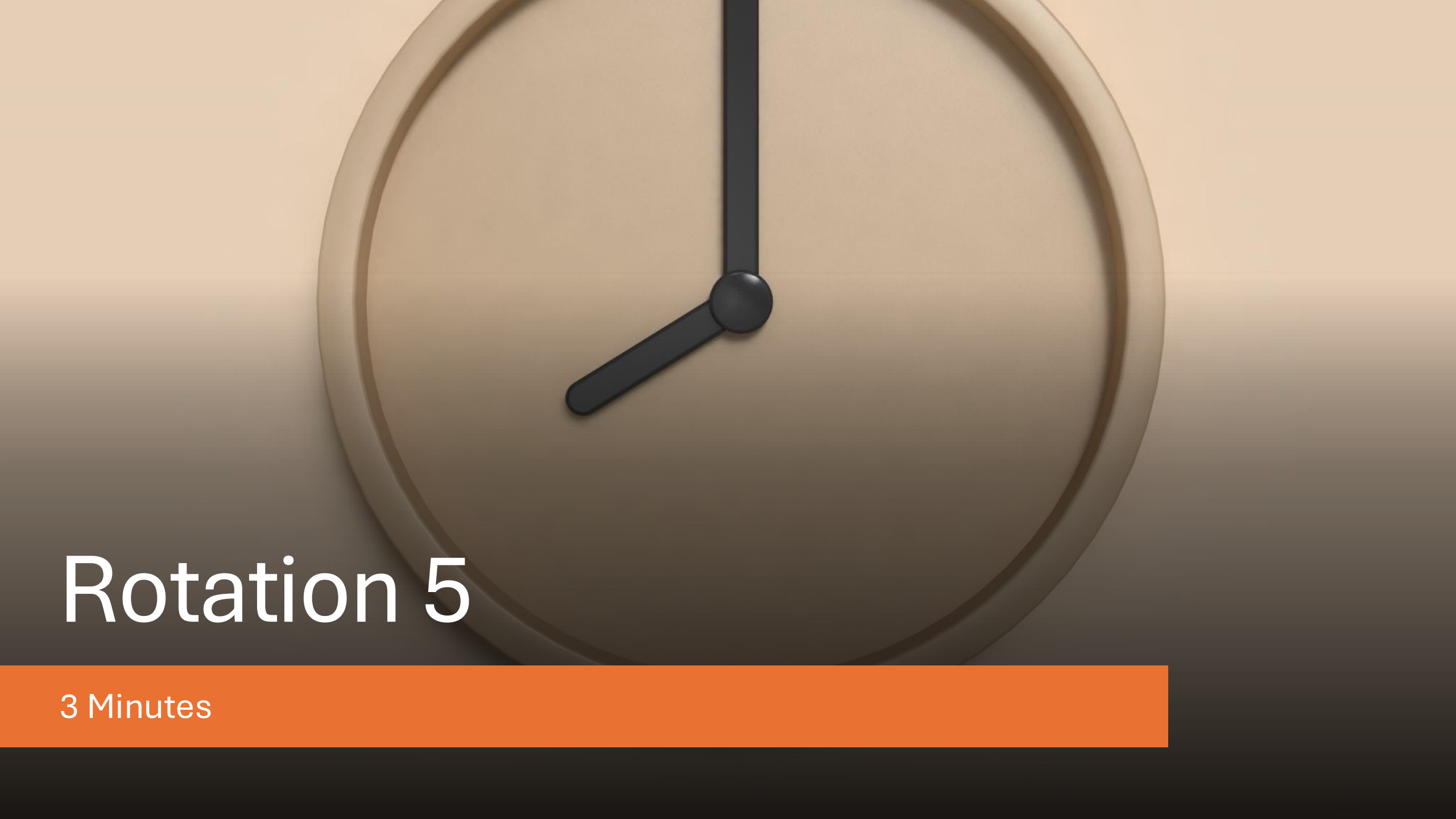
Rotation 3

3 Minutes



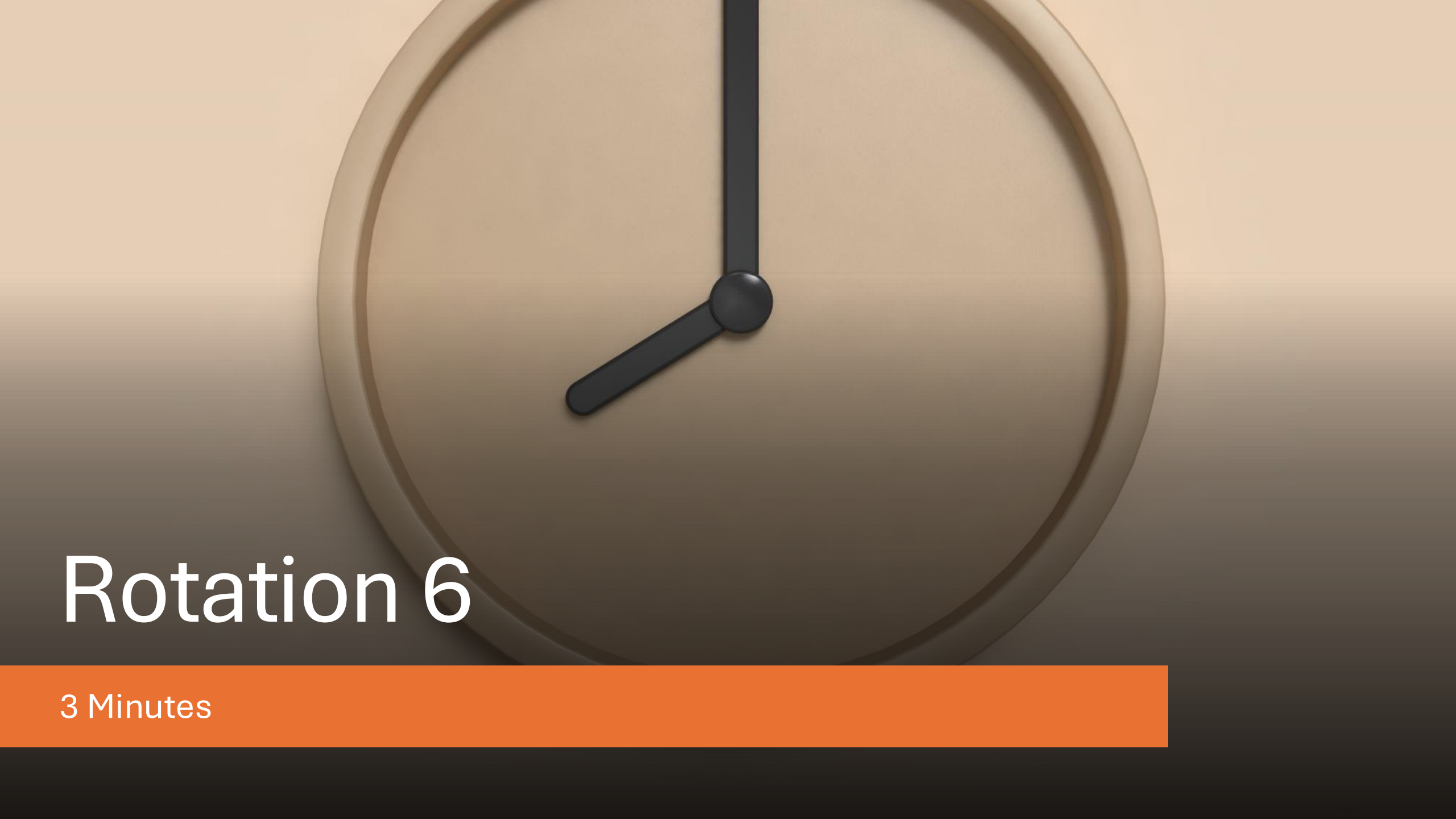
Rotation 4

3 Minutes



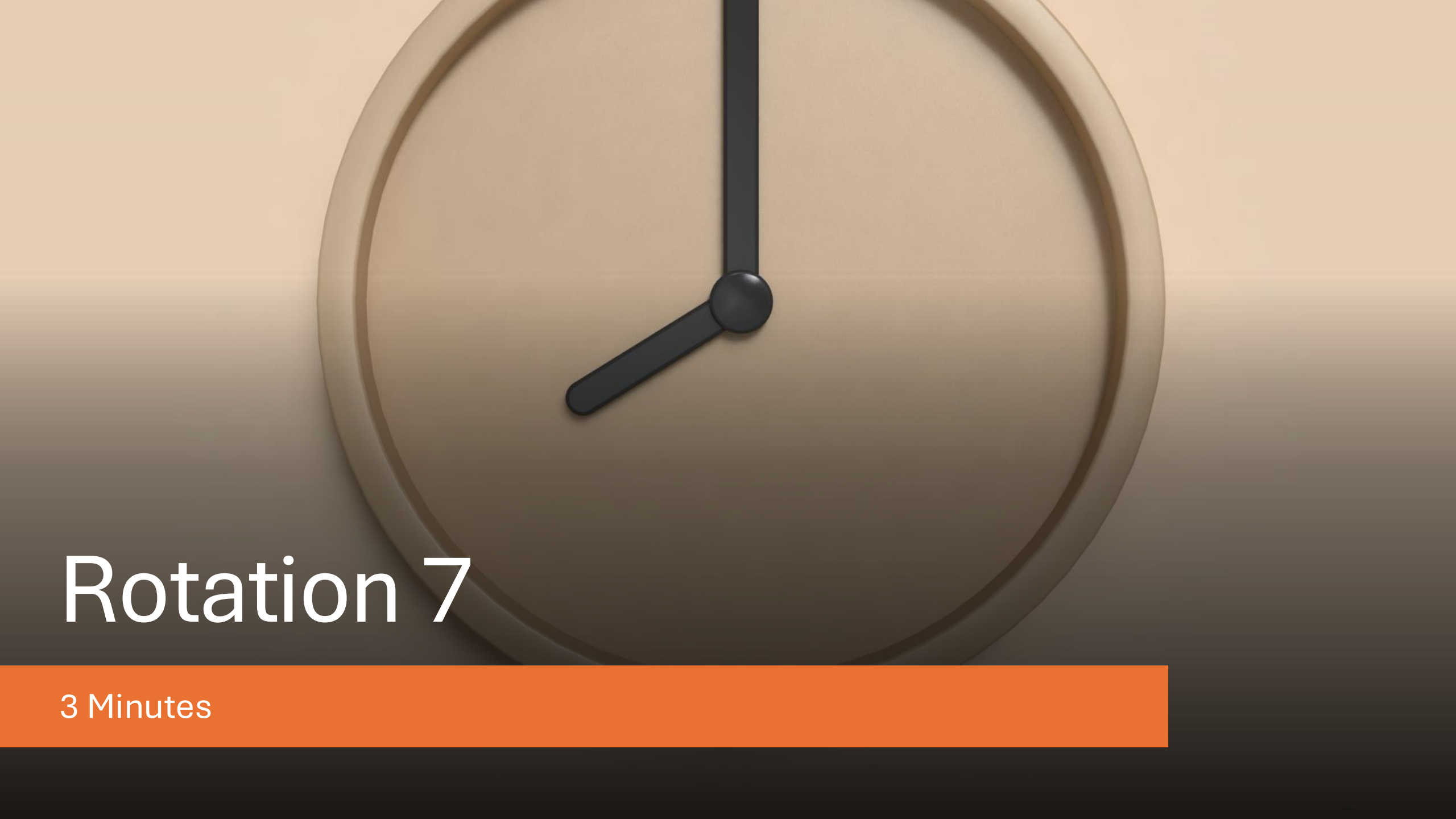
Rotation 5

3 Minutes



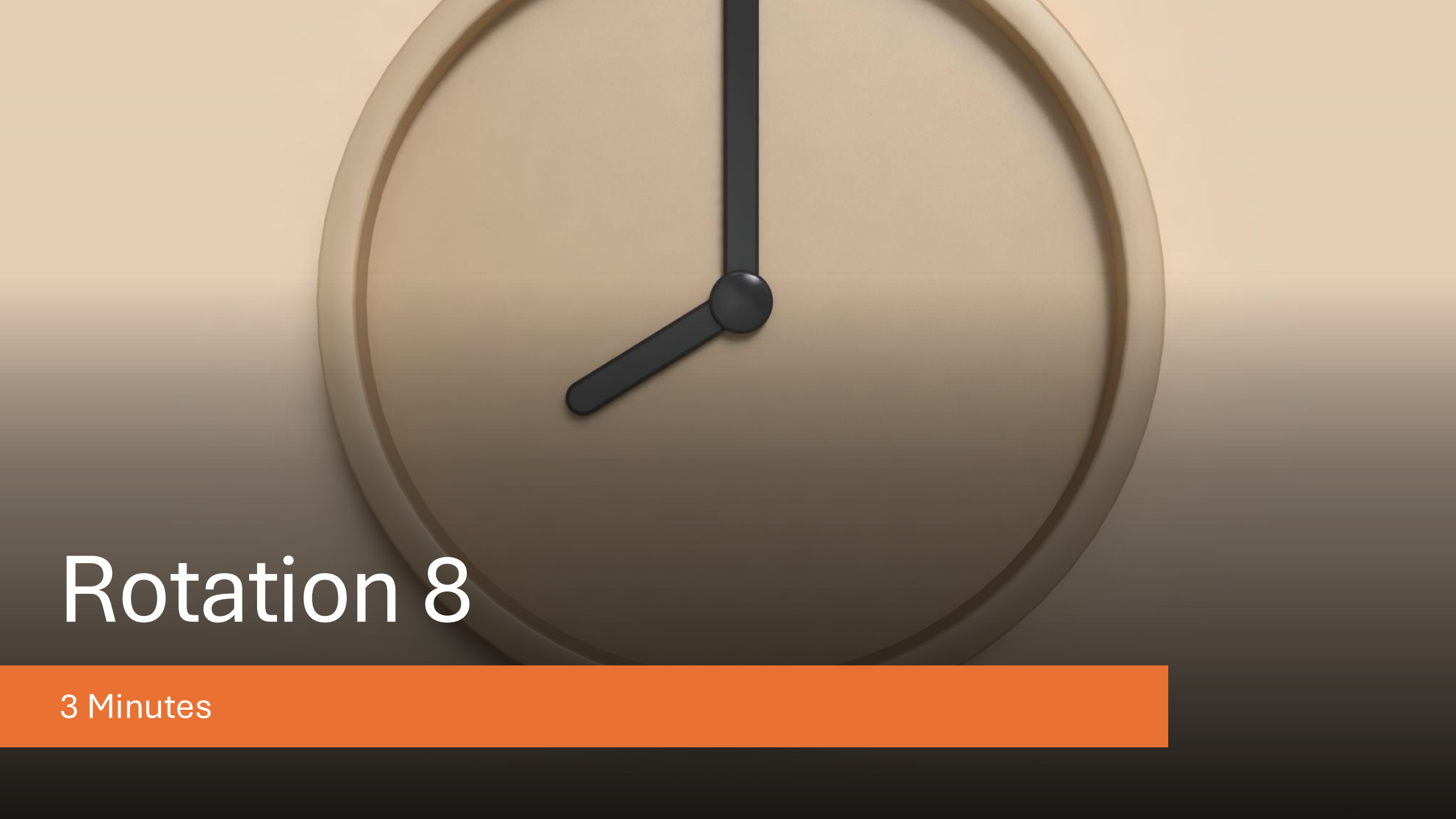
Rotation 6

3 Minutes



Rotation 7

3 Minutes



Rotation 8

3 Minutes

Rotation 9

3 Minutes: Be Sure you have information written down for all materials.

Supplemental Activity [Optional]

- Locate the supplemental activity sheet
- Create a least 3 groups by circling similar exhibits together
- Complete the table

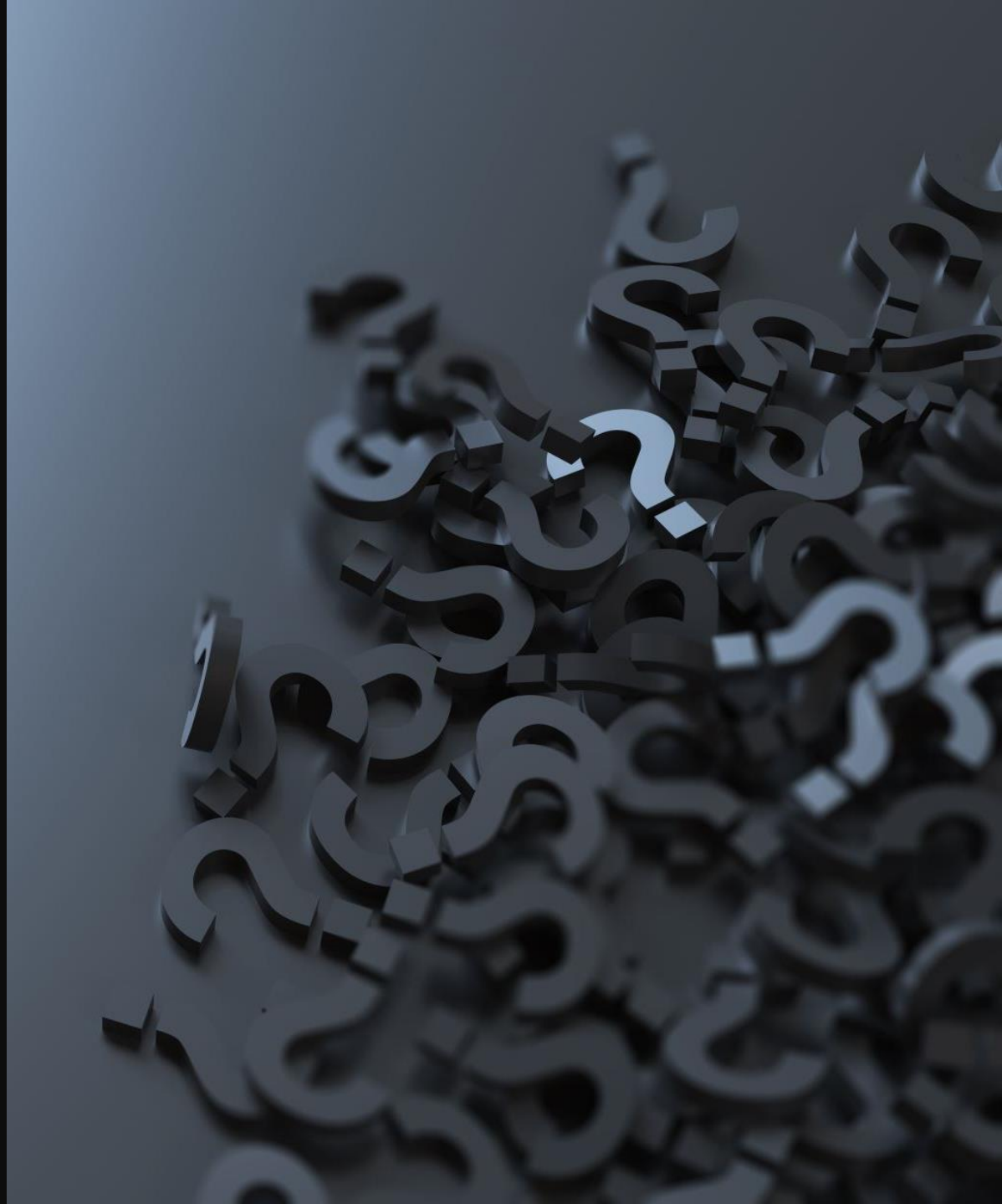
Supplemental Activity:

Directions: Many of the exhibits you saw have similar themes. Create at least 3 groups by circling exhibits together and completing the table below.

Title of Group	Exhibits chosen	How do the exhibits chosen represent the title you gave them. Be specific.

Discussion

- Based on the exhibits, what were Americans expected to do on the home front? Provide at least two examples from the materials.
- Who do you believe was the main target for propaganda materials?
- Overall, what message did the materials seem to portray? Based on previous historical knowledge, how accurate were these depictions of American society during the timer period?



Prompt for writing exercise

- Explain how American citizens contributed to the war effort. Provide at least 2 examples from the gallery walk.

Gallery Sources

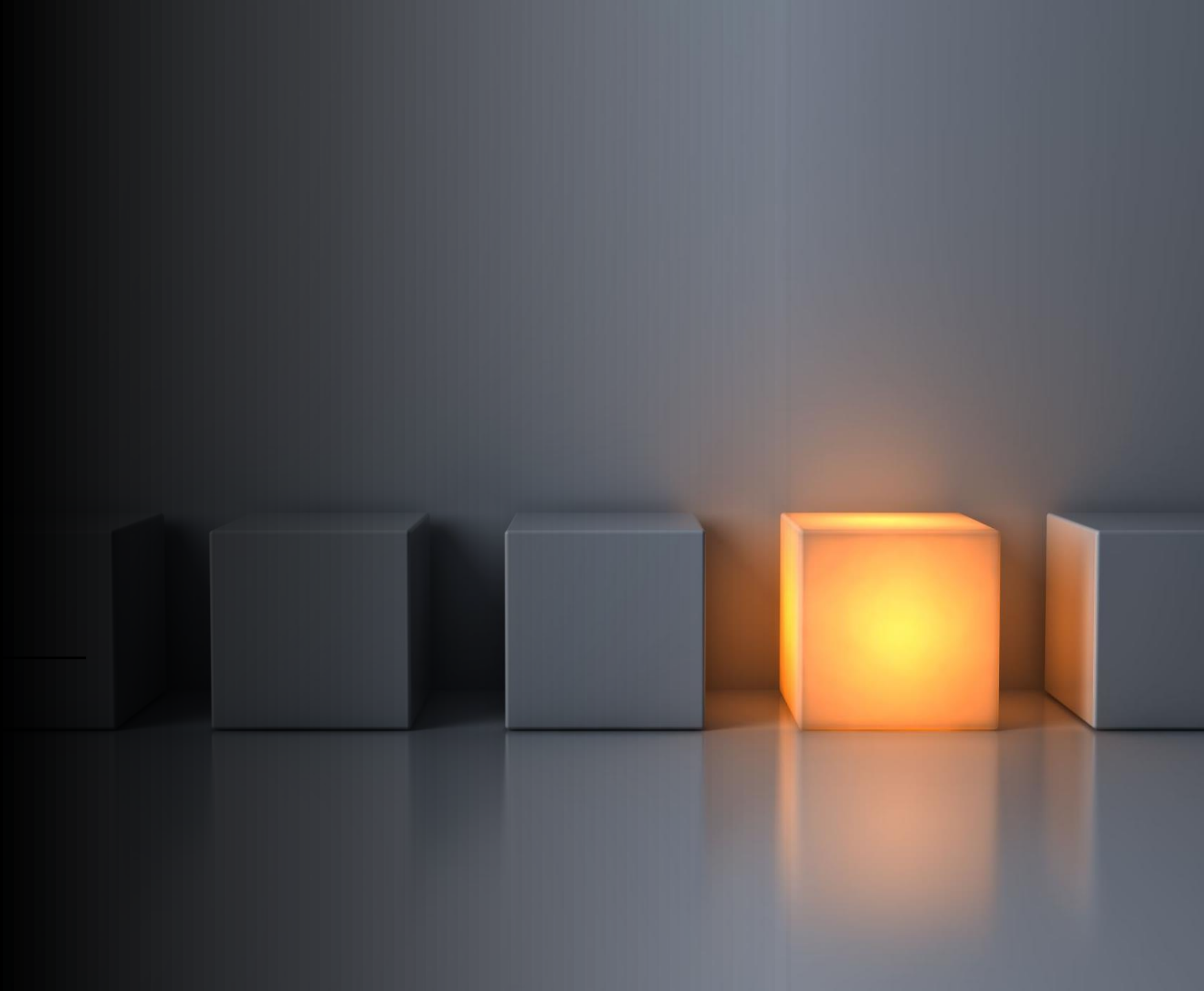


Exhibit A

- “Wanted For Murder” produced by the Office of War Information, 1944.Source: National Museum of the Pacific War Digital Archive through the Portal to Texas History

Exhibit B

- Recruiting pamphlet for the U.S. Marine Corps Women's Reserve. Source: National Museum of the Pacific War Digital Archive through the Portal to Texas History

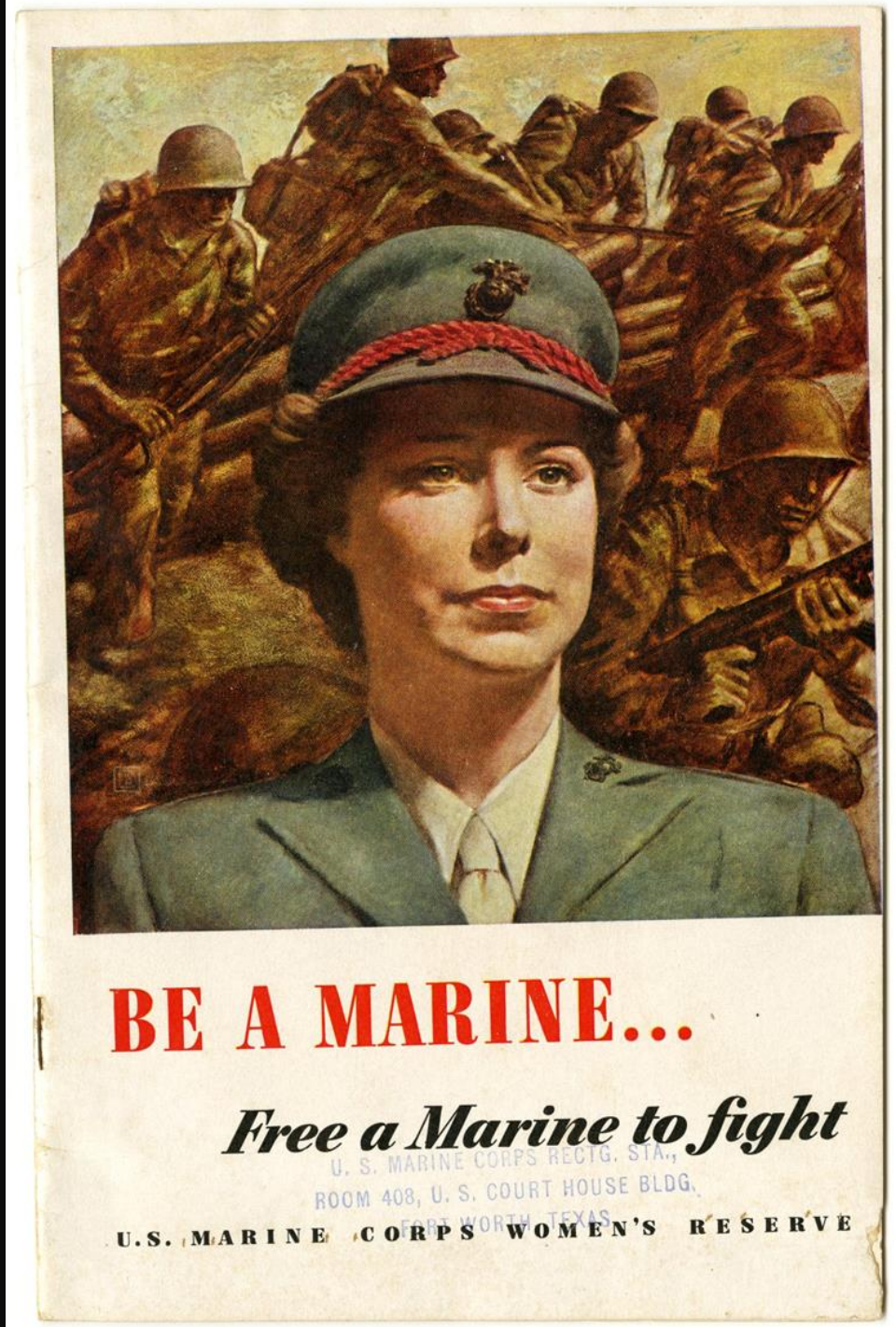
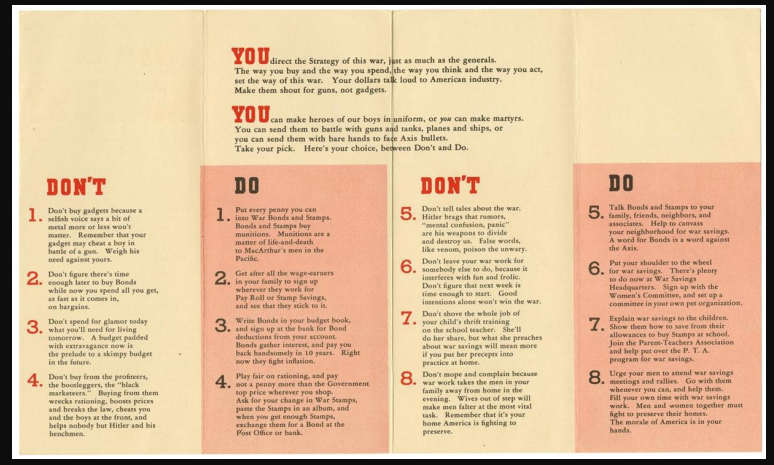


Exhibit C

- “Bombs or Bombs?” pamphlet published by the U.S. Printing Office. Source: National Museum of the Pacific War Digital Archive through the Portal to Texas History



YOU direct the Strategy of this war, just as much as the generals. The way you buy and the way you spend, the way you think and the way you act, set the way of this war. Your dollars talk loud to American industry. Make them shout for guns, not gadgets.

YOU can make heroes of our boys in uniform, or you can make martyrs. You can send them to battle with guns and tanks, planes and ships, or you can send them with bare hands to face Axis bullets. Take your pick. Here's your choice, between Don't and Do.

DON'T

1. Don't buy gadgets because a selfish voice says a bit of metal more or less won't matter. Remember that your gadget may cheat a boy in battle of a gun. Weigh his need against yours.
2. Don't figure there's time enough later to buy Bonds while now you spend all you get, as fast as it comes in, on bargains.
3. Don't spend for glamor today what you'll need for living tomorrow. A budget padded with extravagance now is the prelude to a skimpy budget in the future.
4. Don't buy from the profiteers, the bootleggers, the "black marketeers." Buying from them wrecks rationing, boosts prices and breaks the law, cheats you and the boys at the front, and helps nobody but Hitler and his henchmen.

DO

1. Put every penny you can into War Bonds and Stamps. Bonds and Stamps buy munitions. Munitions are a matter of life-and-death to MacArthur's men in the Pacific.
2. Get after all the wage-earners in your family to sign up wherever they work for Pay Roll or Stamp Savings, and see that they stick to it.
3. Write Bonds in your budget book, and sign up at the bank for Bond deductions from your account. Bonds gather interest, and pay you back handsomely in 10 years. Right now they fight inflation.
4. Play fair on rationing, and pay not a penny more than the Government top price wherever you shop. Ask for your change in War Stamps, paste the Stamps in an album, and when you get enough Stamps, exchange them for a Bond at the Post Office or bank.

DON'T

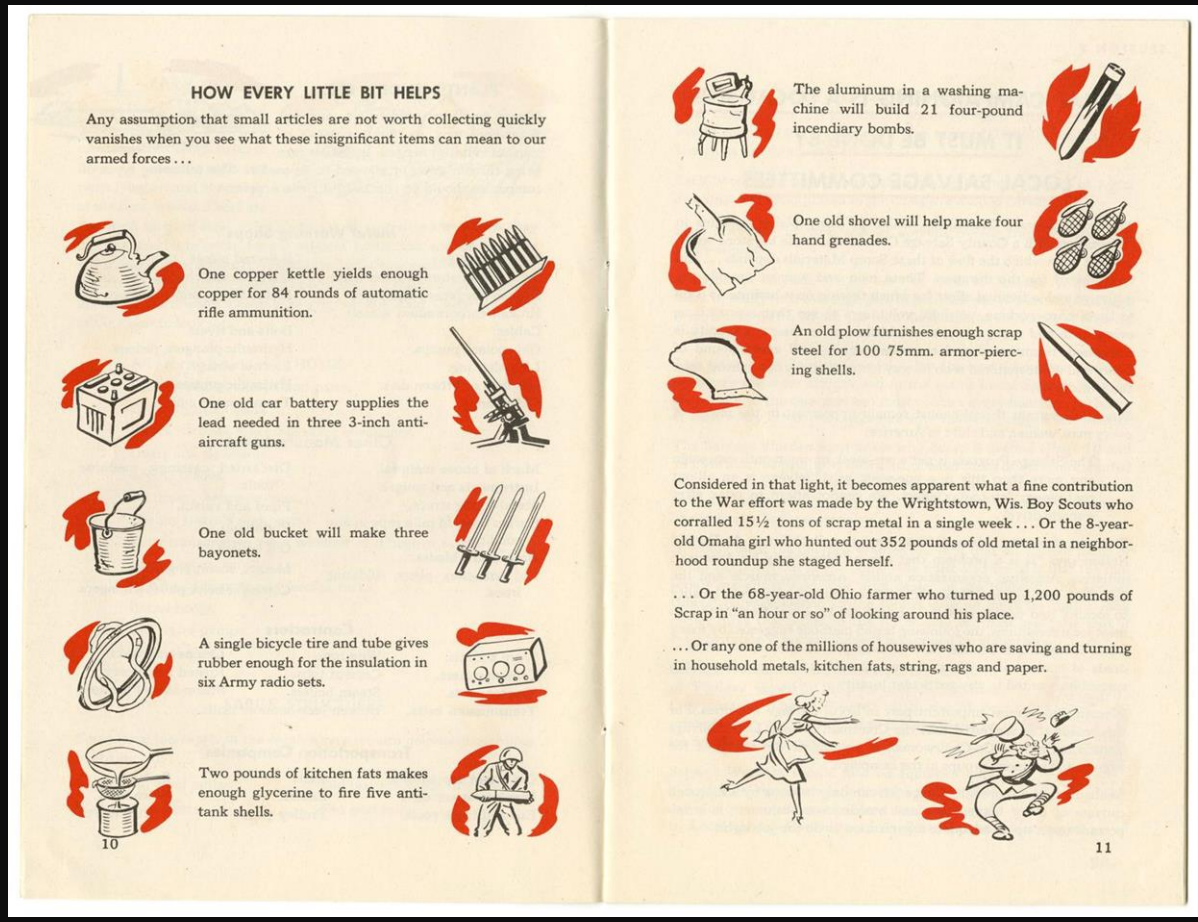
5. Don't tell tales about the war. Hitler brags that rumors, "mental confusion, panic" are his weapons to divide and destroy us. False words, like venom, poison the unwary.
6. Don't leave your war work for somebody else to do, because it interferes with fun and frolic. Don't figure that next week is time enough to start. Good intentions alone won't win the war.
7. Don't shove the whole job of your child's thrift training on the school teacher. She'll do her share, but what she preaches about war savings will mean more if you put her precepts into practice at home.
8. Don't mope and complain because war work takes the men in your family away from home in the evening. Wives out of step will make men falter at the most vital task. Remember that it's your home America is fighting to preserve.

DO

5. Talk Bonds and Stamps to your family, friends, neighbors, and associates. Help to canvass your neighborhood for war savings. A word for Bonds is a word against the Axis.
6. Put your shoulder to the wheel for war savings. There's plenty to do now at War Savings Headquarters. Sign up with the Women's Committee, and set up a committee in your own pet organization.
7. Explain war savings to the children. Show them how to save from their allowances to buy Stamps at school. Join the Parent-Teachers Association and help put over the P. T. A. program for war savings.
8. Urge your men to attend war savings meetings and rallies. Go with them whenever you can, and help them. Fill your own time with war savings work. Men and women together must fight to preserve their homes. The morale of America is in your hands.

Exhibit D

- Pages 10-11 of a pamphlet titled “Scrap and How to Collect It” by the American Industries Salvage Committee, September 1942. Source: National Museum of the Pacific War Digital Collections through the Portal to Texas History



HOW EVERY LITTLE BIT HELPS

Any assumption that small articles are not worth collecting quickly vanishes when you see what these insignificant items can mean to our armed forces . . .

One copper kettle yields enough copper for 84 rounds of automatic rifle ammunition.

One old car battery supplies the lead needed in three 3-inch anti-aircraft guns.

One old bucket will make three bayonets.

A single bicycle tire and tube gives rubber enough for the insulation in six Army radio sets.

Two pounds of kitchen fats makes enough glycerine to fire five anti-tank shells.

The aluminum in a washing machine will build 21 four-pound incendiary bombs.

One old shovel will help make four hand grenades.

An old plow furnishes enough scrap steel for 100 75mm. armor-piercing shells.

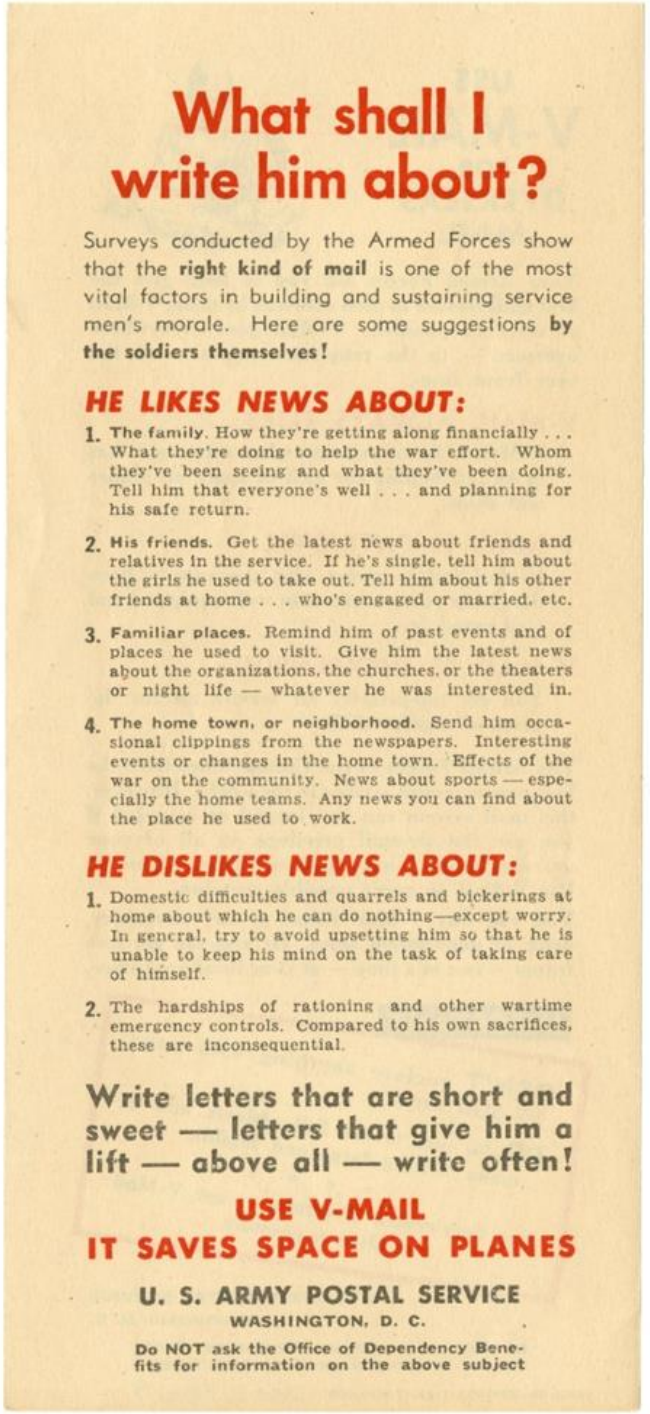
Considered in that light, it becomes apparent what a fine contribution to the War effort was made by the Wrightstown, Wis. Boy Scouts who corralled 15½ tons of scrap metal in a single week . . . Or the 8-year-old Omaha girl who hunted out 352 pounds of old metal in a neighborhood roundup she staged herself.

. . . Or the 68-year-old Ohio farmer who turned up 1,200 pounds of Scrap in “an hour or so” of looking around his place.

. . . Or any one of the millions of housewives who are saving and turning in household metals, kitchen fats, string, rags and paper.

Exhibit E

- Source: “Use V-Mail for Overseas Mail” flyer from the U.S. Army Postal Service, 1944. Source: National Museum of the Pacific War digital collections through Portal to Texas History



What shall I write him about?

Surveys conducted by the Armed Forces show that the **right kind of mail** is one of the most vital factors in building and sustaining service men's morale. Here are some suggestions **by the soldiers themselves!**

HE LIKES NEWS ABOUT:

1. **The family.** How they're getting along financially . . . What they're doing to help the war effort. Whom they've been seeing and what they've been doing. Tell him that everyone's well . . . and planning for his safe return.
2. **His friends.** Get the latest news about friends and relatives in the service. If he's single, tell him about the girls he used to take out. Tell him about his other friends at home . . . who's engaged or married, etc.
3. **Familiar places.** Remind him of past events and of places he used to visit. Give him the latest news about the organizations, the churches, or the theaters or night life — whatever he was interested in.
4. **The home town, or neighborhood.** Send him occasional clippings from the newspapers. Interesting events or changes in the home town. Effects of the war on the community. News about sports — especially the home teams. Any news you can find about the place he used to work.

HE DISLIKES NEWS ABOUT:

1. Domestic difficulties and quarrels and bickerings at home about which he can do nothing—except worry. In general, try to avoid upsetting him so that he is unable to keep his mind on the task of taking care of himself.
2. The hardships of rationing and other wartime emergency controls. Compared to his own sacrifices, these are inconsequential.

Write letters that are short and sweet — letters that give him a lift — above all — write often!

USE V-MAIL
IT SAVES SPACE ON PLANES

U. S. ARMY POSTAL SERVICE
WASHINGTON, D. C.

Do NOT ask the Office of Dependency Benefits for information on the above subject

Exhibit F

- Point Saving Meals pamphlet by Lola T. Dudgeon for the Agricultural Extension Service at the University of Arizona. Source: National Museum of the Pacific War digital collections through Portal to Texas History

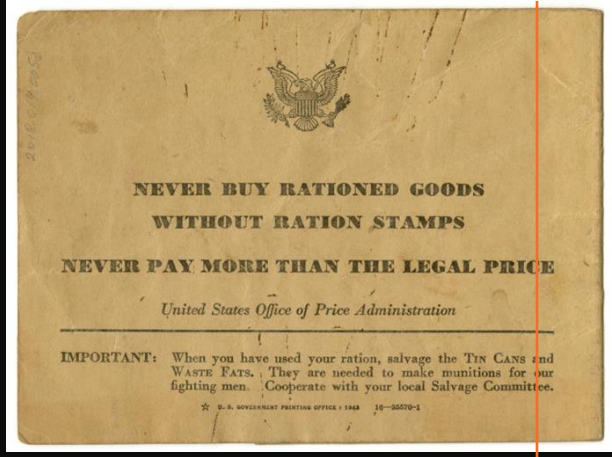
WHAT TO DO WHEN SOME OF THE BASIC SEVEN FOODS ARE HARD TO GET

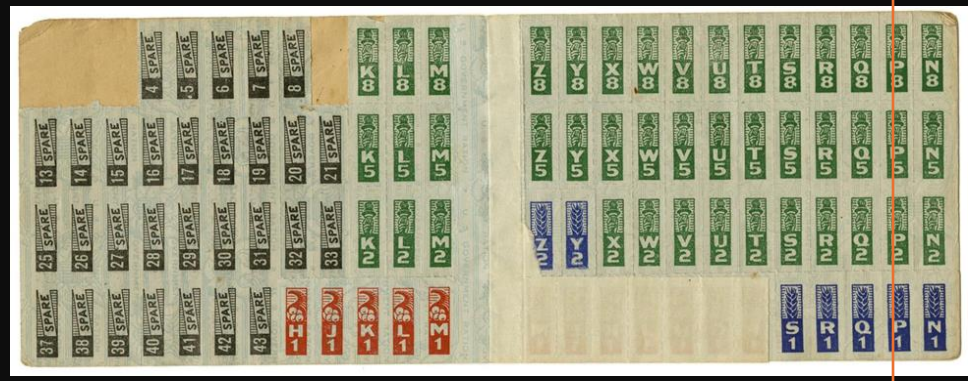
THE BASIC SEVEN	RATIONED	NONRATIONED	WHAT TO DO WHEN THESE FOODS ARE HARD TO GET	WHAT TO DO TO PRESERVE THE NUTRIENTS	SOME FACTS
Group One: Green and yellow vegetables; green beans, cabbage, carrots, yellow squash, sweet potatoes, spinach, chard, broccoli.	Canned Frozen †_____	Fresh, stored, home canned, dehydrated, frozen, brined	Have a year-round garden. Increase the use of fresh or dried fruits, such as apricots, yellow peaches, and prunes for needed iron. Additional citrus would make up for the decrease in vitamin C.	Make time from garden to table as short as possible. Serve some of the vegetables raw each day. Cook vegetables in small amount of water. Cook vegetables only until done.	Substitutions as suggested in group may increase costs in some cases. This group is especially rich in mins and iron.
Group Two: Oranges, tomatoes, grapefruit, raw cabbage, salad greens.	Canned juices, canned fruit	Fresh, stored, home canned, dehydrated, brined	Use more lemons. Use cantaloupe, strawberries, and currants in season. Green raw peppers, potatoes, sprouting legumes, and grains.	Do not cut salad greens until ready to serve. Cook potatoes in their skins.	Keep cost of this group down by using each one wh season.
Group Three: Potatoes and other vegetables and fruits; beets, asparagus, fresh corn, onions, parsnips, eggplant, etc. Apples, peaches, pears, cherries, berries, plums.	Canned, frozen; dry beans, peas, and lentils	Fresh, stored, dehydrated, brined, home-canned; dried fruit (may be temporary)	Use more green and yellow vegetables. Use more liver, molasses, eggs, or whole grain when dried fruit is hard to get.	Use water in which vegetables were cooked for gravies, sauces, soups, and cocktails.	New potatoes, white and sweet, when cooked in skins are good sources of vitamin C.
Group Four: Milk — fluid, evaporated or dried, and cheese.	Canned, fluid (in some densely populated areas)	Fluid milk, cottage cheese, buttermilk, goat's milk	Use more buttermilk, whole milk, skim milk, goat's milk, and cottage cheese.	A bottle of milk allowed to sit in the sun for one-half hour loses much of its riboflavin (B_2) and vitamin C.	". . . the larger the proportion in which milk is use source of animal protein, the better insured is the li ity of calcium intake which is now known to be mo portant at all ages than hitherto understood." She
Group Five: Meat, poultry, or eggs or dried beans, peas, nuts, or peanut butter.	Fresh, cured, canned, or frozen beef, pork, lamb, veal, and mutton; canned fish and poultry; dried beans and peas	Fresh and frozen fish and poultry. Eggs, nuts, peanut butter	Increase milk and eggs to provide needed proteins. Increase the consumption of whole grains and potatoes to supply certain B vitamins. Serve soybeans occasionally. One-half cup soybeans is equivalent to approximately 2 eggs or ½ serving of meat. Use dried beans and peas instead of meat, but use additional milk or eggs with them.	Cook all meats at low temperatures. Cook dried beans and peas in the water in which they were soaked. Eggs should be cooked at low temperatures.	Meat costs, both money and points, may be reduc using more variety meats. Variety meats supply vitamins and minerals than the muscle meats. "O basis of protein quantity, one pound of meat is ro equal to : 13-15 eggs; 3 quarts of whole or skimmed or buttermilk; 3 tall cans of evaporated milk; 6½ oz. whole milk; 10 to 11 oz. American cheese; 1 lb. c cheese; 1 lb. dried or 3 lbs. baked beans; a little c lbs. bread (34 slices); 1 lb., 7 ozs. whole wheat or 1 ozs. white flour; ½ lb. peanut butter."*
Group Six: Breads, flour, cereals.	None	All bread, flour, and cereals	A marked decrease in the use of this group would mean less energy food and less thiamin. Energy could be supplied by using more fats and sweets. The thiamin could be supplied by using more meat, dried beans, eggs, and certain vegetables. (See "Meet the Meat Alternates.")	Natural whole grain, enriched or restored cereals are much more nutritious than the refined cereals.	It is probable that we shall increase the use of this as other foods become scarce.
Group Seven: Butter and fortified margarine (with added vitamin A).	Butter, margarine, and all cooking fats	Peanut butter	Increase foods in groups I and IV. These foods will increase vitamin A in the meals. Drippings from meat or bacon will stretch the red ration points. Pie for dessert can be limited to one flaky crust for the duration. Good, flaky pastry can be made with 1c. flour, ¼c. fat, ½ t. salt, and just enough water to hold ingredients together.	Store in cool, dark place. When heating fat do not allow it to smoke.	½ cup of butter or margarine is similar in energy va ¾ cup of lard or vegetable shortenings. ¼ cup of p butter is similar in energy value to ⅔ cup of but margarine, ½ cup of lard or other cooking fats.

†To be filled in as additional foods are rationed.
*Adapted from "Wartime Food for Four Income Levels," Ruth Okey and Mary Gorringe Luck, University of California Press, Berkeley, California, 1943.

Exhibit G

- Selected pages from Lona B. Parker's War Ration Book 4, 1943. Source: National Museum of the Pacific War through Portal to Texas History





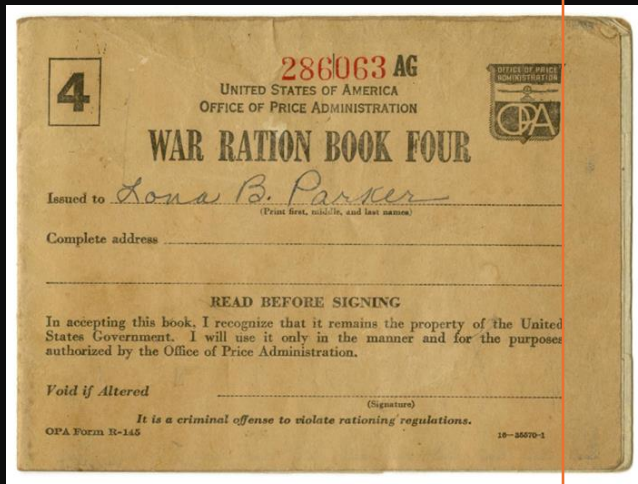


Exhibit H

- “United We Win” Poster. Source: National Archives. NAI #513820

Exhibit I

- “Get a War Job!” Poster. Source: National Archives. NAI #513840

Sources Cited-Text and Video

- Falcon, P. (Ed.). (n.d.). *The Bracero Program*. Colorado Oral History & Migratory Labor Project. https://www.unco.edu/colorado-oral-history-migratory-labor-project/pdf/Bracero_Program_PowerPoint.pdf
- Harper, M. Jeffries, J., Tuttle Jr, W., Lichtenstein, N., & Stikoff, H. (2007). *World War II and the American Home Front*. National Park Service. https://www.nps.gov/subjects/nationalhistoriclandmarks/upload/WWII_and_the_American_Home_Front-508.pdf
- National Park Service. (2023, December 7). *Women in the Military During World War II*. U.S. Department of the Interior. https://www.nps.gov/articles/000/women-in-the-military-during-world-war-ii.htm#:~:text=More%20than%20350%2C000%20American%20women,Marine%20Corps%2C%20and%20Coast%20Guard.
- Norwich University. (accessed 2024, July 19). *The Cost of U.S. Wars Then and Now*. https://online.norwich.edu/online/about/resource-library/cost-us-wars-then-and-now
- Oregon Secretary of State. (accessed 2024, July 19). *Rationing: A Necessary But Hated Sacrifice*. Life on the Homefront: Oregon Responds to World War II project. https://sos.oregon.gov/archives/exhibits/ww2/Pages/services-rationing.aspx
- WWIIPublicDomain. (2013, Aug 31). *"No Exceptions" 1943 Homefront Propaganda (full) [Video]. YouTube*. https://www.youtube.com/watch?v=ouTFrkH37Mk

Printable Exhibits

You can also print the exhibits through the Lesson plan!

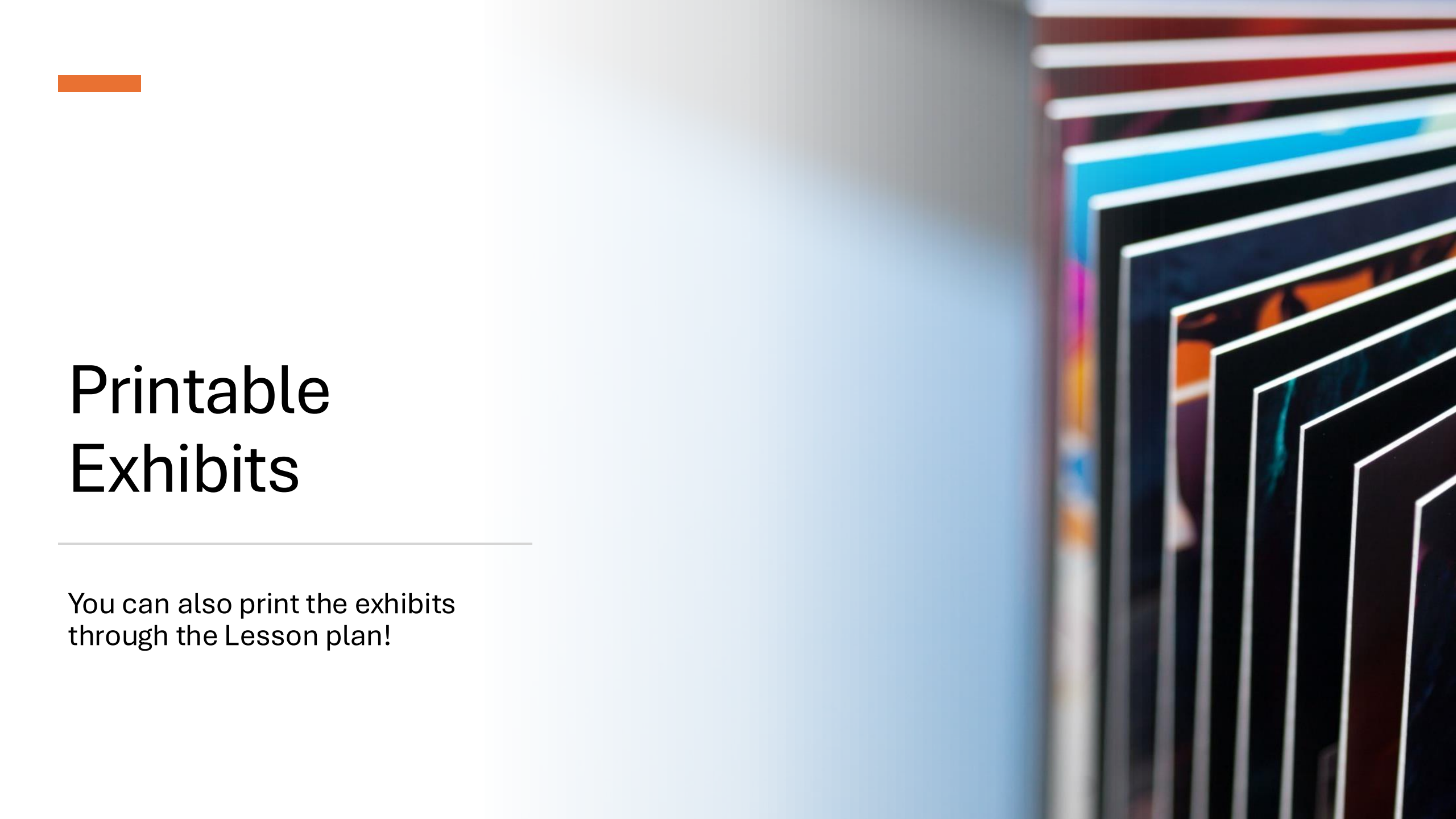


Exhibit A

WANTED!
FOR MURDER
Her careless talk costs lives
Distributed for the issuing agencies by the Office of War Information

Exhibit B

BE A MARINE...
Free a Marine to fight
U. S. MARINE CORPS RECTG. STA.,
ROOM 408, U. S. COURT HOUSE BLDG.
FORT WORTH, TEXAS
U.S. MARINE CORPS WOMEN'S RESERVE

Exhibit C

YOU direct the Strategy of this war, just as much as the generals. The way you buy and the way you spend, the way you think and the way you act, set the way of this war. Your dollars talk loud to American industry. Make them shout for guns, not gadgets.

YOU can make heroes of our boys in uniform, or *you* can make martyrs. You can send them to battle with guns and tanks, planes and ships, or you can send them with bare hands to face Axis bullets. Take your pick. Here's your choice, between Don't and Do.

DON'T

1. Don't buy gadgets because a selfish voice says a bit of metal more or less won't matter. Remember that your gadget may cheat a boy in battle of a gun. Weigh his need against yours.
2. Don't figure there's time enough later to buy Bonds while now you spend all you get, as fast as it comes in, on bargains.
3. Don't spend for glamor today what you'll need for living tomorrow. A budget padded with extravagance now is the prelude to a skimpy budget in the future.
4. Don't buy from the profiteers, the bootleggers, the "black marketeers." Buying from them wrecks rationing, boosts prices and breaks the law, cheats you and the boys at the front, and helps nobody but Hitler and his henchmen.

DO

1. Put every penny you can into War Bonds and Stamps. Bonds and Stamps buy munitions. Munitions are a matter of life-and-death to MacArthur's men in the Pacific.
2. Get after all the wage-earners in your family to sign up wherever they work for Pay Roll or Stamp Savings, and see that they stick to it.
3. Write Bonds in your budget book, and sign up at the bank for Bond deductions from your account. Bonds gather interest, and pay you back handsomely in 10 years. Right now they fight inflation.
4. Play fair on rationing, and pay not a penny more than the Government top price wherever you shop. Ask for your change in War Stamps, paste the Stamps in an album, and when you get enough Stamps, exchange them for a Bond at the Post Office or bank.

DON'T

5. Don't tell tales about the war. Hitler brags that rumors, "mental confusion, panic" are his weapons to divide and destroy us. False words, like venom, poison the unwary.
6. Don't leave your war work for somebody else to do, because it interferes with fun and frolic. Don't figure that next week is time enough to start. Good intentions alone won't win the war.
7. Don't shove the whole job of your child's thrift training on the school teacher. She'll do her share, but what she preaches about war savings will mean more if you put her precepts into practice at home.
8. Don't mope and complain because war work takes the men in your family away from home in the evening. Wives out of step will make men falter at the most vital task. Remember that it's your home America is fighting to preserve.

DO

5. Talk Bonds and Stamps to your family, friends, neighbors, and associates. Help to canvass your neighborhood for war savings. A word for Bonds is a word against the Axis.
6. Put your shoulder to the wheel for war savings. There's plenty to do now at War Savings Headquarters. Sign up with the Women's Committee, and set up a committee in your own pet organization.
7. Explain war savings to the children. Show them how to save from their allowances to buy Stamps at school. Join the Parent-Teachers Association and help put over the P. T. A. program for war savings.
8. Urge your men to attend war savings meetings and rallies. Go with them whenever you can, and help them. Fill your own time with war savings work. Men and women together must fight to preserve their homes. The morale of America is in your hands.

Exhibit D

HOW EVERY LITTLE BIT HELPS

Any assumption that small articles are not worth collecting quickly vanishes when you see what these insignificant items can mean to our armed forces . . .

One copper kettle yields enough copper for 84 rounds of automatic rifle ammunition.

One old car battery supplies the lead needed in three 3-inch anti-aircraft guns.

One old bucket will make three bayonets.

A single bicycle tire and tube gives rubber enough for the insulation in six Army radio sets.

Two pounds of kitchen fats makes enough glycerine to fire five anti-tank shells.

The aluminum in a washing machine will build 21 four-pound incendiary bombs.

One old shovel will help make four hand grenades.

An old plow furnishes enough scrap steel for 100 75mm. armor-piercing shells.

Considered in that light, it becomes apparent what a fine contribution to the War effort was made by the Wrightstown, Wis. Boy Scouts who corralled 15½ tons of scrap metal in a single week . . . Or the 8-year-old Omaha girl who hunted out 352 pounds of old metal in a neighborhood roundup she staged herself.

. . . Or the 68-year-old Ohio farmer who turned up 1,200 pounds of Scrap in "an hour or so" of looking around his place.

. . . Or any one of the millions of housewives who are saving and turning in household metals, kitchen fats, string, rags and paper.

Exhibit E

What shall I write him about?

Surveys conducted by the Armed Forces show that the **right kind of mail** is one of the most vital factors in building and sustaining service men's morale. Here are some suggestions **by the soldiers themselves!**

HE LIKES NEWS ABOUT:

1. **The family.** How they're getting along financially . . . What they're doing to help the war effort. Whom they've been seeing and what they've been doing. Tell him that everyone's well . . . and planning for his safe return.
2. **His friends.** Get the latest news about friends and relatives in the service. If he's single, tell him about the girls he used to take out. Tell him about his other friends at home . . . who's engaged or married, etc.
3. **Familiar places.** Remind him of past events and of places he used to visit. Give him the latest news about the organizations, the churches, or the theaters or night life — whatever he was interested in.
4. **The home town, or neighborhood.** Send him occasional clippings from the newspapers. Interesting events or changes in the home town. Effects of the war on the community. News about sports — especially the home teams. Any news you can find about the place he used to work.

HE DISLIKES NEWS ABOUT:

1. Domestic difficulties and quarrels and bickerings at home about which he can do nothing—except worry. In general, try to avoid upsetting him so that he is unable to keep his mind on the task of taking care of himself.
2. The hardships of rationing and other wartime emergency controls. Compared to his own sacrifices, these are inconsequential.

Write letters that are short and sweet — letters that give him a lift — above all — write often!

USE V-MAIL
IT SAVES SPACE ON PLANES

U. S. ARMY POSTAL SERVICE
WASHINGTON, D. C.

Do NOT ask the Office of Dependency Benefits for information on the above subject

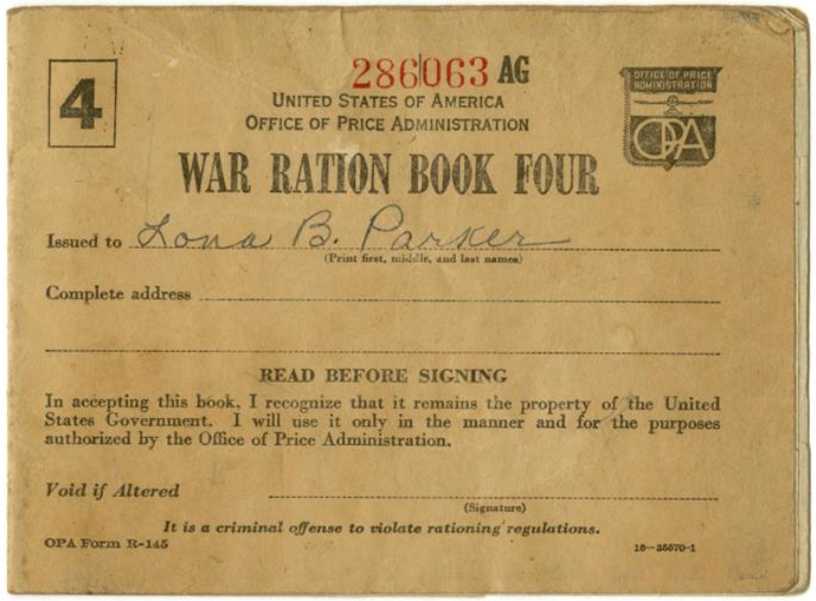
Exhibit F

WHAT TO DO WHEN SOME OF THE BASIC SEVEN FOODS ARE HARD TO GET

THE BASIC SEVEN	RATIONED	NONRATIONED	WHAT TO DO WHEN THESE FOODS ARE HARD TO GET	WHAT TO DO TO PRESERVE THE NUTRIENTS	SOME FACTS
Group One: Green and yellow vegetables; green beans, cabbage, carrots, yellow squash, sweet potatoes, spinach, chard, broccoli.	Canned Frozen †_____ _____	Fresh, stored, home canned, dehydrated, frozen, brined	Have a year-round garden. Increase the use of fresh or dried fruits, such as apricots, yellow peaches, and prunes for needed iron. Additional citrus would make up for the decrease in vitamin C.	Make time from garden to table as short as possible. Serve some of the vegetables raw each day. Cook vegetables in small amount of water. Cook vegetables only until done.	Substitutions as suggested in group may increase foo costs in some cases. This group is especially rich in vit mins and iron.
Group Two: Oranges, tomatoes, grapefruit, raw cabbage, salad greens.	Canned juices, canned fruit _____ _____	Fresh, stored, home canned, dehydrated, brined	Use more lemons. Use cantaloupe, strawberries, and currants in season. Green raw peppers, potatoes, sprouting legumes, and grains.	Do not cut salad greens until ready to serve. Cook potatoes in their skins.	Keep cost of this group down by using each one when season.
Group Three: Potatoes and other vegetables and fruits; beets, asparagus, fresh corn, onions, parsnips, eggplant, etc. Apples, peaches, pears, cherries, berries, plums.	Canned, frozen; dry beans, peas, and lentils _____ _____	Fresh, stored, dehydrated, brined, home-canned; dried fruit (may be temporary)	Use more green and yellow vegetables. Use more liver, molasses, eggs, or whole grain when dried fruit is hard to get.	Use water in which vegetables were cooked for gravies, sauces, soups, and cocktails.	New potatoes, white and sweet, when cooked in th skins are good sources of vitamin C.
Group Four: Milk — fluid, evaporated or dried, and cheese.	Canned, fluid (in some densely populated areas) _____ _____	Fluid milk, cottage cheese, buttermilk, goat's milk	Use more buttermilk, whole milk, skim milk, goat's milk, and cottage cheese.	A bottle of milk allowed to sit in the sun for one-half hour loses much of its riboflavin (B_2) and vitamin C.	". . . the larger the proportion in which milk is used as source of animal protein, the better insured is the libera ity of calcium intake which is now known to be more in portant at all ages than hitherto understood." Sherma
Group Five: Meat, poultry, or eggs or dried beans, peas, nuts, or peanut butter.	Fresh, cured, canned, or frozen beef, pork, lamb, veal, and mutton; canned fish and poultry; dried beans and peas _____	Fresh and frozen fish and poultry. Eggs, nuts, peanut butter	Increase milk and eggs to provide needed proteins. Increase the consumption of whole grains and potatoes to supply certain B vitamins. Serve soybeans occasionally. One-half cup soybeans is equivalent to approximately 2 eggs or ½ serving of meat. Use dried beans and peas instead of meat, but use additional milk or eggs with them.	Cook all meats at low temperatures. Cook dried beans and peas in the water in which they were soaked. Eggs should be cooked at low temperatures.	Meat costs, both money and points, may be reduced b using more variety meats. Variety meats supply mo vitamins and minerals than the muscle meats. "On th basis of protein quantity, one pound of meat is rough equal to : 13-15 eggs; 3 quarts of whole or skimmed mi or buttermilk; 3 tall cans of evaporated milk; 6½ oz. drie whole milk; 10 to 11 oz. American cheese; 1 lb. cottag cheese; 1 lb. dried or 3 lbs. baked beans; a little over lbs. bread (34 slices); 1 lb., 7 ozs. whole wheat or 1 lb., ozs. white flour; ½ lb. peanut butter."*
Group Six: Breads, flour, cereals.	None _____ _____ _____ _____	All bread, flour, and cereals	A marked decrease in the use of this group would mean less energy food and less thiamin. Energy could be supplied by using more fats and sweets. The thiamin could be supplied by using more meat, dried beans, eggs, and certain vegetables. (See "Meet the Meat Alternates.")	Natural whole grain, enriched or restored cereals are much more nutritious than the refined cereals.	It is probable that we shall increase the use of this grou as other foods become scarce.
Group Seven: Butter and fortified margarine (with added vitamin A).	Butter, margarine, and all cooking fats _____ _____	Peanut butter	Increase foods in groups I and IV. These foods will increase vitamin A in the meals. Drippings from meat or bacon will stretch the red ration points. Pie for dessert can be limited to one flaky crust for the duration. Good, flaky pastry can be made with 1c. flour, ¼c. fat, ½ t. salt, and just enough water to hold ingredients together.	Store in cool, dark place. When heating fat do not allow it to smoke.	⅓ cup of butter or margarine is similar in energy value ¼ cup of lard or vegetable shortenings. ¼ cup of pean butter is similar in energy value to ⅜ cup of butter margarine, ⅓ cup of lard or other cooking fats.

†To be filled in as additional foods are rationed.
*Adapted from "Wartime Food for Four Income Levels," Ruth Okey and Mary Gorringe Luck, University of California Press, Berkeley, California, 1943.

Exhibit G



4

286063 AG

UNITED STATES OF AMERICA
OFFICE OF PRICE ADMINISTRATION

OFFICE OF PRICE ADMINISTRATION
OPA

WAR RATION BOOK FOUR

Issued to Lona B. Parker
(Print first, middle, and last names)

Complete address

READ BEFORE SIGNING

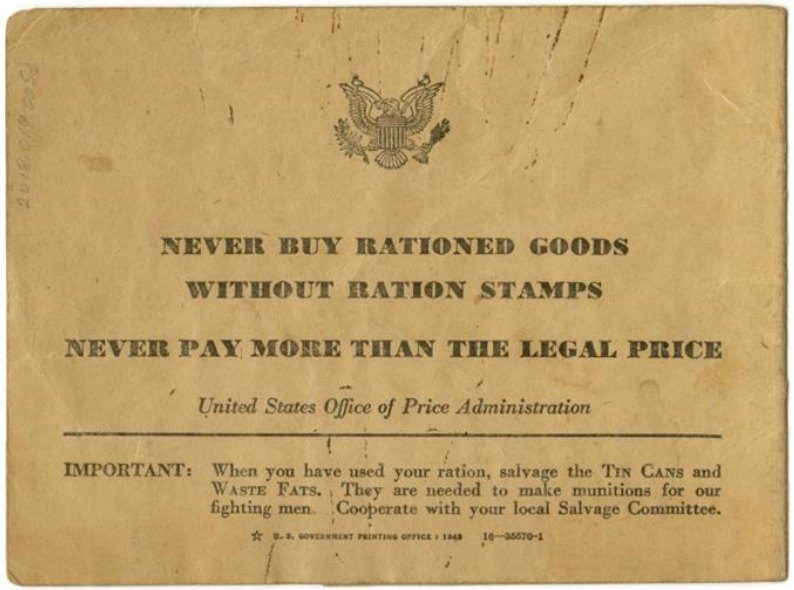
In accepting this book, I recognize that it remains the property of the United States Government. I will use it only in the manner and for the purposes authorized by the Office of Price Administration.

Void if Altered

(Signature)

It is a criminal offense to violate rationing regulations.

OPA Form R-145 16—35570-1



NEVER BUY RATIONED GOODS
WITHOUT RATION STAMPS

NEVER PAY MORE THAN THE LEGAL PRICE

United States Office of Price Administration

IMPORTANT: When you have used your ration, salvage the TIN CANS and WASTE FATS. They are needed to make munitions for our fighting men. Cooperate with your local Salvage Committee.

☆ U. S. GOVERNMENT PRINTING OFFICE : 1943 16—35570-1

Exhibit H

UNITED WE WIN
OWI PHOTO BY LIBERMAN
WAR MANPOWER COMMISSION • WASHINGTON, D. C.

Exhibit I