



FOOD WILL WIN THE WAR

You came here seeking Freedom
You must now help to preserve it

WHEAT is needed for the allies
Waste nothing



UNITED STATES FOOD ADMINISTRATION



Description, page 41. Photograph of a poster 21 by 29 inches, in color. Suggested for use in "Food and War Facts." Copies may be obtained from State Food Administrator



KEEP *it* COMING



“We must not only
feed our Soldiers
at the front but
the millions of
women & children
behind our lines”

Gen. John J. Pershing



WASTE NOTHING

UNITED

STATES

FOOD

ADMINISTRATION



"Food will Win the War!"
Herbert Hoover

Ours is the most wonderful of countries, peopled by patriots, liberal, loyal and genuine, who readily respond to reasonable requests, appeals or suggestions of need, in all times of crisis. True American spirit has been distinctly shown in quick subscriptions to Liberty Bonds, contributions to Red Cross and Y. M. C. A. activities.

But There Is Another More Vital Necessity
THE CONSERVATION OF FOOD

The government does not ask that you do without food, just DON'T WASTE IT—eliminate extravagance and USE A FRACTION OF AN OUNCE OR SO LESS OF FOOD A DAY that is so absolutely necessary to ship to the battlefields to keep our boys well nourished; besides giving life to one or more millions starving, helpless, exhausted men, women and children in ruined Belgium.

If you could see or hear the pitiful wails of the starving Belgian children and their helpless, heartbroken mothers themselves driven mad from the gnawing pangs of hunger, your heart would ache, and you wouldn't hesitate one single minute to agree to use

Just one pound less of wheat flour a week
Just one ounce less of meat a day
Just one ounce less of sugar a day
Just one-third of an ounce less of lard a day

When depriving yourself of SO LITTLE would save the lives of those millions of human beings dying of starvation, and assure this country of enough food to keep the allied armies and our own soldiers in line fighting better.

This space was cheerfully contributed to the cause
Voluntary 35