



**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



**Come  
in**

***Be Patriotic***  
sign your country's  
pledge to save the food

U.S. 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 fat 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  
voluntarily by