Mobilizing the Nation
Total War and Propaganda

- Total War Effort
- War Industries Board (WIB)
  - Virtual dictatorship over the economy
  - Distributed funds, raw materials, set production needs, etc.
- Food Administration - Herbert Hoover
  - “Food will win the war”
  - Meatless Tuesdays, Wheatless Wednesdays, Porkless Saturdays
- victory gardens
- use of leftovers
- Goal: raise production while reducing civilian use of foodstuffs
Mobilizing the Nation

- Propaganda - biased information used to promote a specific political cause and isolate individual dissenters
- Committee on Public Information
  - Unite multiethnic society for war
  - Attract men to armed forces
  - Universal support from civilians (war bonds, limit consumption, roll bandages)
  - Civilians policing of antiwar sentiment, comments, etc.
Save your Child FROM AUTOCRACY AND POVERTY

BUY War Savings Stamps

UNITED STATES TREASURY DEPARTMENT

Help Uncle Sam Stamp Out The Kaiser!

BUY U.S. GOV'T BONDS
STRIKE NOW!
HE'S FIGHTING FOR YOU
BUY LIBERTY BONDS

WHICH?
DESTROY THIS MAD BRUTE
ENLIST

REMEMBER BELGIUM
Buy Bonds
Fourth
Liberty
Loan
They crucify.

American Manhood Enlist.
U.S. 660 Market St.
San Francisco Army.

Sow the seeds of Victory!
Plant and raise your own vegetables.

Write to the National War Garden Commission, Washington D.C., for free books on gardening, canning and drying.

Every Garden a Munition Plant.
Sub Spotted—Let 'em Have It!

Lend a hand—Enlist in your Navy today

Don't stop saving food

United States Food Administration
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