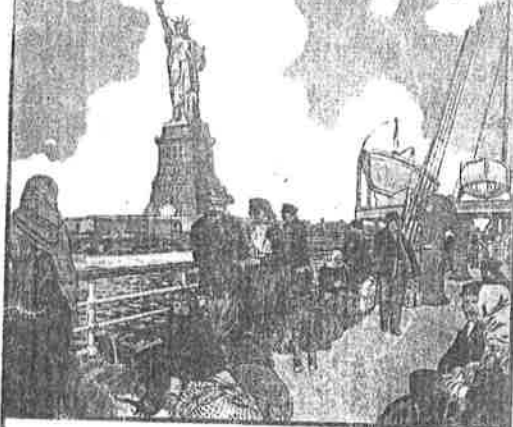
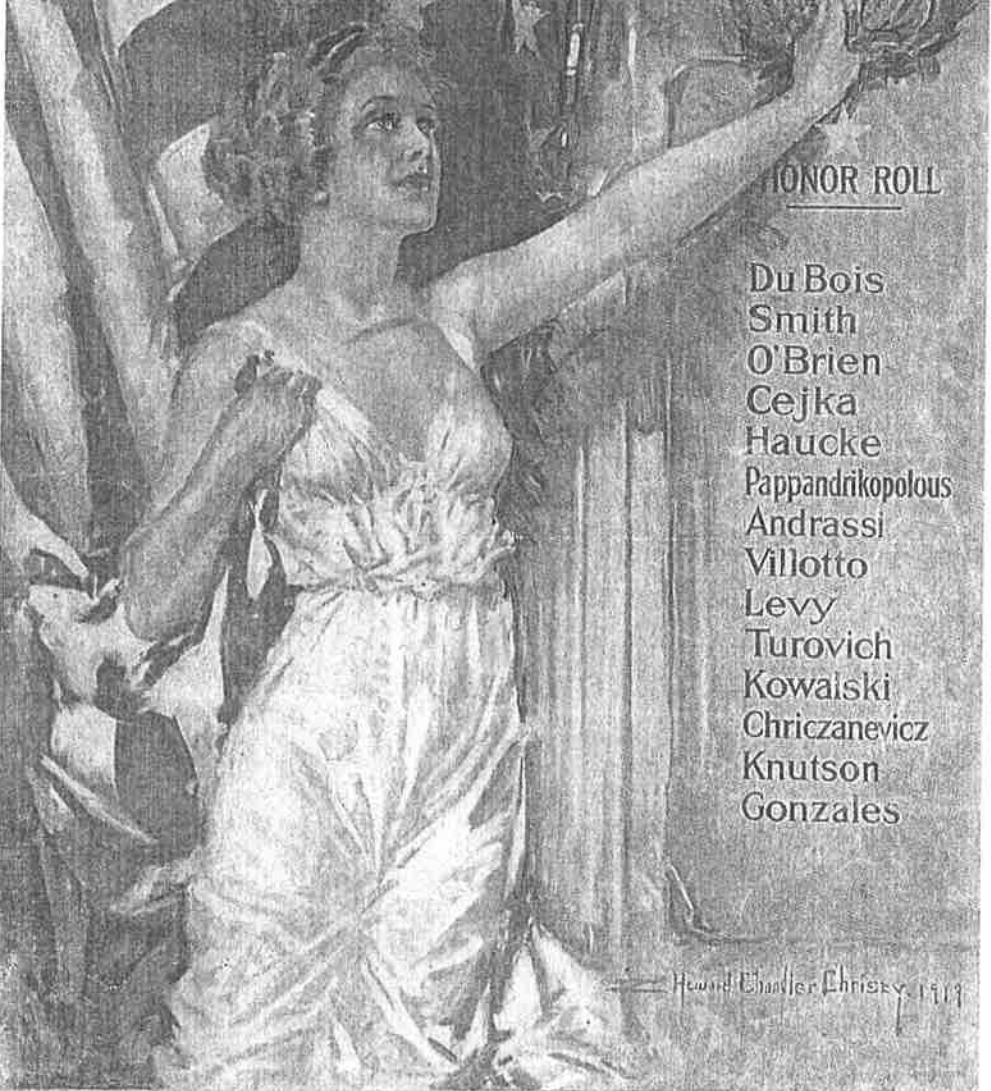


Remember your first thrill of
AMERICAN LIBERTY



YOUR DUTY-By
United States Government Bonds
2nd Liberty Loan of 1917

AMERICANS ALL!



HONOR ROLL

Du Bois
Smith
O'Brien
Cejka
Haucke
Pappandrikopolous
Andrassi
Vilotto
Levy
Turovich
Kowalski
Chriczanevicz
Knutson
Gonzales

Howard Chandler Christy, 1917

Victory Liberty Loan

Document III

Procter & Gamble Perspectives - World War I, The Home Front

Save -

We want no person in the United States to eat less than is required for good health and full strength, for in this emergency America requires every atom of the productive power of our people. While many can eat less, all of our population can substitute other food stuffs for the few that are vitally needed for export.
—Herbert Hoover.

THE shield of the National Food Administration in over ten million American homes is the seal of a sacred covenant made with their country by patriotic housewives, pledged to help win the war by the conservation of food.

Use other cereal flours and save wheat. Give corn meal and oat meal a larger place in your menus. Use no butter in cooking. Use vegetable fats. Use less sugar.

CRISCO

*For Frying - For Shortening
For Cake Making*

Economy and conservation both result from the use of Crisco. It gives the best results for the least expenditure. It is so rich, less is required.

Crisco is the solid cream of wholesome, edible oil. It is always of the same dependable quality. It has no taste, no odor, and gives only richness to foods.

All war-time recipes are made richer by the use of Crisco. Its delicacy improves these additions to your menus. Crisco easily blends with barley, graham, rye and other flours necessary to save wheat. It successfully takes the place of butter. Experience with Crisco has taught millions that to use butter in cooking is both unnecessary and wasteful.



The next time you buy a cooking fat, try Crisco. You can get it in one pound, air tight, sanitary tins, free from all the impurities to which fats sold in bulk are exposed.

A Cook Book for Today

Have you ever seen "Balanced Daily Diet"? Every progressive housewife should own a copy. In this book, illustrated in color, Janet McKenzie Hill, of the Boston Cooking School, tells how to prepare over 150 new and palatable foods for physical strength and mental activity. Your hot weather problems of serving will be solved by the suggestions for well-balanced summer meals. Contains the interesting Story of Crisco. Published to sell for 25 cents, we will send a copy for 10 cents in stamps. Address Department D 7, The Procter & Gamble Company, Cincinnati, Ohio.

Food Will Win the War Don't Waste It

**IF YOU Can't Go ACROSS WITH A GUN
COME ACROSS With YOUR Part of the**

Red Cross War Fund!

Greater Cincinnati's share of the \$100,000,000 War Fund to which the whole country is enthusiastically giving this week is

ONE MILLION DOLLARS

Your own Happiness is at Stake.

CINCINNATI MUST DO HER PART!

The Boys who are Fighting for YOU and the FLAG deserve the BEST you can give them!

**WONT
YOU
HELP
"OUT
THERE"**



Give to the Team Member who calls on YOU, and GIVE LIBERALLY!
Yours in the Cause of Humanity and the Survival of Liberty.

Executive Committee Red Cross War Fund Council of Greater Cincinnati:

William Eugene Proctor, Chairman
 A. Clifford Smith, Treasurer
 Ralph E. Hogan, Secretary
 W. W. Brown
 E. H. Johnson

Ernest Hayden
 Julius K. Hoffmann
 L. A. Vail
 W. W. Freeman
 Richard T. Frost

Walter J. Lester
 Fred A. Lewis
 Lawrence Maxwell
 E. J. Powell



Document I

Procter & Gamble Perspectives - World War I, The Home Front

To Men Employees of The Procter & Gamble Co.

Our Government has named Thursday, September 12th, 1918, as Registration Day and asks that all men who shall have attained their eighteenth birthday and who shall not have attained their forty-sixth birthday and who are not already registered, register on that date.

This Company urges that all of its employees to whom this applies register promptly on the date set. We will gladly give information and furnish assistance to anyone who may be uncertain how to proceed.

The time required for your registration will be allowed without deduction from your pay.

THE PROCTER & GAMBLE CO.



True Blue

1885

War and Navy Departments United States of America



This Certifies that

The Procter and Gamble Co.

have assured the War and Navy Departments that they will gladly reemploy everybody who formerly worked with them, and left to serve in the Army or Navy during the Great War.



Arthur Wood

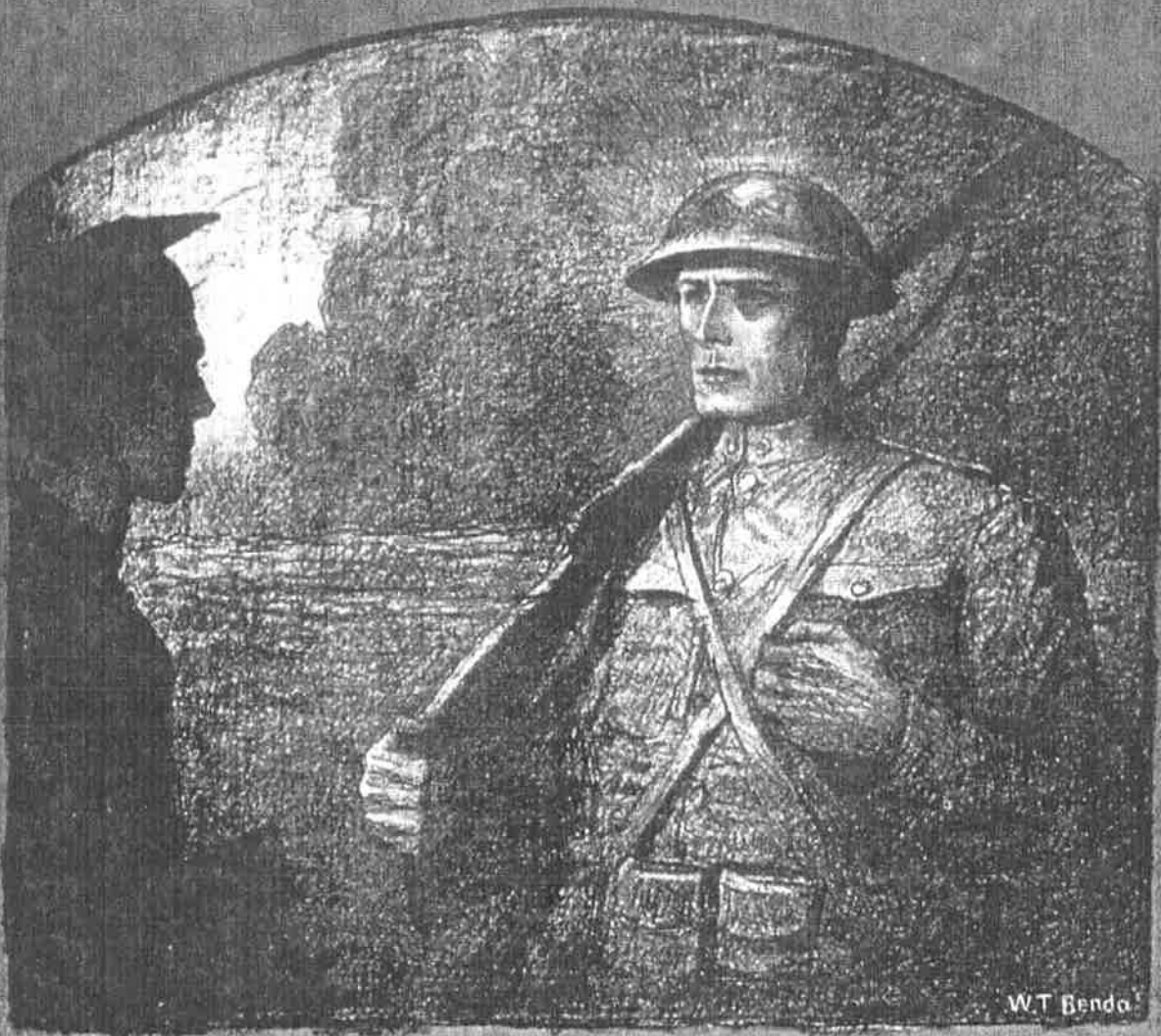
Representing the War and Navy Departments

Lawrence

Secretary of War

Joseph Daniels

Secretary of the Navy



WHEN THE BOYS COME HOME

While I was Over There
what were You Doing Here?

STUDENTS of AMERICA

HOW WILL YOU ANSWER HIM?

UNITED WAR WORK CAMPAIGN—NOV. 11-13

1885

War and Navy Departments United States of America



This Certifies that

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have assured the War and Navy Departments that they will gladly reemploy everybody who formerly worked with them, and left to serve in the Army or Navy during the Great War.



Arthur Woods

Representing the War and Navy Departments

Newton D. Baker

Secretary of War

Josephus Daniels

Secretary of the Navy

Home Front Chart

Name _____

Describe what you see

Who was this designed for and why?

How does this help the war?
