

Food will win the War!

On the 1918 wheat crop in the United States, much was exported as could have been. Consumption in this country had... exports of beef and pork in 1918... up to 220% greater than the previous... up to 830% greater than in 1914. Exports greatly increased. Sugar was... to Europe. Milk, fats, all the basic... ties showed the same trend. Cause millions of old ladies and children... gray-haired men became, in their own... hands, soldiers on the battle front. They... khelt in the trenches ("No sugar in my

... ("No meat today!"). They cleaned out machine-gun nests ("Eat every bite, honey—remember, food will win the war!"). Food will win the war—and a nation that had never heard a rifleshot voluntarily changed the habits of a lifetime.

THERE is no measuring what commonplace people will do for an idea. Every crisis in history has shown this. Yet millions of dollars' worth of

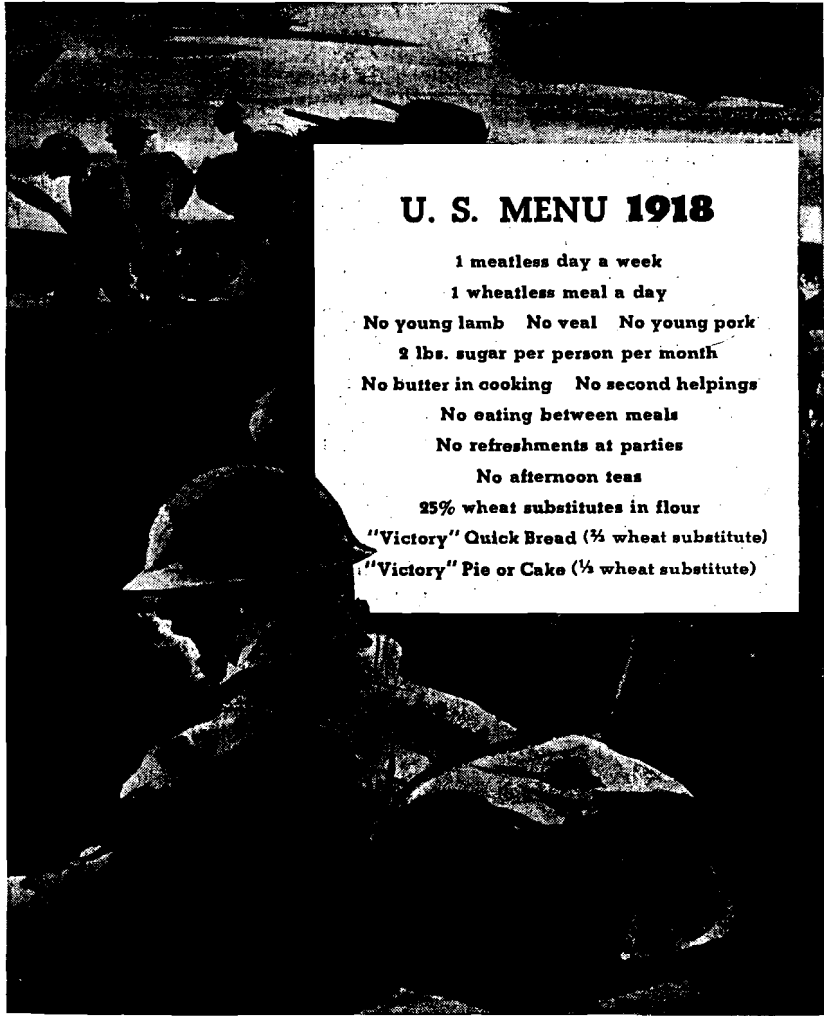
Patriotism.

J. W. T. DA
Nov. 8, 1934

advertising goes to market without an idea. It may please the manufacturing department because the facts are correct. It may please the sales manager because the coverage runs into impressive millions. But people are what count, and people can be influenced

... prepared by J. Walter Thompson Company goes to market armed with a basic idea, or it is unsatisfactory to this agency. It is unsatisfactory because long experience with the widest range of products has proved that it doesn't pay.

☆ J. WALTER THOMPSON COMPANY · ADVERTISING ☆



U. S. MENU 1918

- 1 meatless day a week
- 1 wheatless meal a day
- No young lamb No veal No young pork
- 2 lbs. sugar per person per month
- No butter in cooking No second helpings
- No eating between meals
- No refreshments at parties
- No afternoon teas
- 25% wheat substitutes in flour
- "Victory" Quick Bread (2/3 wheat substitute)
- "Victory" Pie or Cake (1/2 wheat substitute)