

WAR SLOGAN MILKS

by Gary Camp

During World War II all America was asked to turn out and help in every way they could to support the war effort. The dairy industry did its part through advertising on the backs of milk bottles. These “war slogan” milks carried a message to every table at every meal.

Various pictures and slogans were used on these bottles, along with a choice of colored pyroglazing, giving the bottles’ message a striking appearance.

Uncle Sam was widely used in many different poses. One dairy in Utica, N.Y. was named “Uncle Sam’s Dairy,” picturing Uncle Sam on front with an eagle war slogan on reverse.

The Statue of Liberty and bald eagle were also popular figures. The lady stood, with torch held high, reminding us of our liberty, while the eagle soared for our freedom.

Planes, ships, tanks and soldiers were pictured to show our strength at war, while pictures of housewives, factory workers and farmers showed our strength at home.

The catchy slogans that the dairies used along with these pictures explained to us how we could help the war effort. Some slogans were adapted to help promote dairy products as well as support the war effort.

“V” or “Victory” appeared on many bottles as a helpful reminder of what we were striving for. Other victory slogans stated: “HELP WANTED, TO MAKE THIS SLOGAN COME TRUE, VICTORY IN ‘43”; “VICTORY COMES A LITTLE CLOSER EVERYTIME YOU BUY A WAR BOND.”

War bonds were advertised with slogans such as” “KEEP ‘EM FLYING BY BUYING U.S. WAR BONDS AND STAMPS”; or “THIS IS WHERE YOU COME IN, BUY DEFENSE BONDS, COOPERATE WITH YOUR COUNTRY.”

Other bottles asked people to save food by shopping wisely, planting gardens and avoiding food waste. These slogans urged: “FOOD FIGHTS TOO, CONSERVE WHAT YOU BUY;” “USE IT WISELY, PLAN ALL MEALS FOR VICTORY” OR “PLANT A VICTORY GARDEN AND TEND IT CAREFULLY.”

The milk bottles of World War II carry every imaginable urging by the dairies, to their customers, to give time, money and labor in order to bring the war to a quick, victorious conclusion.

Along with the war slogans on milk bottles, the dairy industry also supported the war effort through various other advertising means such as posters, neck collars and bottle caps. These colorful go-withs add a special touch to the war slogan milk bottle collection.

