

Basic Detail Report

The war-bread wagon

Date

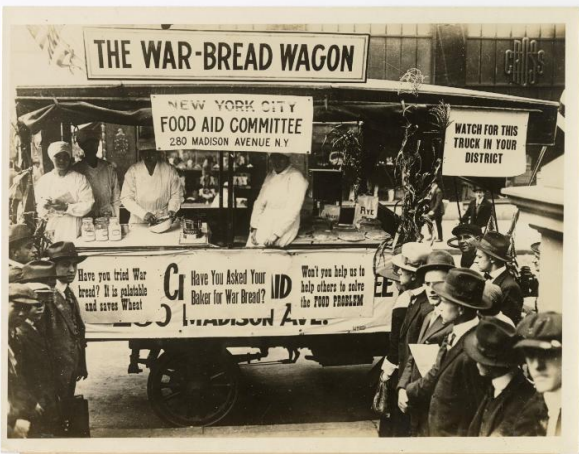
October 1917

Medium

Gelatin silver print

Description

"Photograph shows women cooks of the New York City Food Aid Committee demonstrating how to bake breads and other baked goods using wheat substitutes, such as corn and rye, as part of a conservation drive to save food for the war effort during World War I; they travel around New York City in a truck labeled "The War-Bread Wagon" and with signs that state "New York City Food Aid Committee 280 Madison Avenue N.Y.", "Watch for this truck in your district", "Have you tried War bread? It is palatable and saves Wheat", "Have you asked your baker for War Bread?", and "Won't you help us to help others to solve the FOOD PROBLEM". The truck, parked on Fifth Avenue, has attracted a small crowd." (SOURCE: Library of Congress collection database, <https://www.loc.gov/item/2016645674/>, accessed 6/5/18).



Women of the New York City Food Aid Committee are traveling about the city on a truck and demonstrating many new war recipes for making foods. All are as nourishing and as cheap as possible. The photograph shows the wagon stopped on Fifth Avenue while the women demonstrated the methods of making the foods. Among the recipes are oatmeal bread, Boston Brown bread, cereal muffins, eggless corn muffins, and many other nutritious foods.

Dimensions

Image: 6 x 8 1/8 in. (15.2 x 20.6 cm) Mount: 6 1/2 x 8 1/2 in. (16.5 x 21.6 cm)