Certainly one way the OWI was able to soften its message was to pay attention to ways in which it was produced and presented. One effective method, as we have seen, was to use cartoons which—by their very nature—took the edge off even direct appeals for military sacrifice and discipline.

Sidebar 11.5 Persuasion and Suggestion

Click here to play Private Snafu, “Gripes”
Another popular tack was to rely on local and private forms of communication—something we will examine in greater detail in the next lesson. This pamphlet provides scripts for “war bond plays” to be performed by local school groups and others.