

# GORDAN GRANT POSTER LESSON

National WWI Museum and Memorial



This lesson shares a portion of the National WWI Museum and Memorial's Gordan Grant collection. A popular illustrator, Grant was commissioned to communicate positive messages to recently-discharged soldiers by the Morale Branch of the U.S. Army, led by Brigadier General Edward Munson.

After World War I, the U.S. veteran was seen as returning to civilian life with positive attributes, skills and as one who would have a constructive impact on their community. In these images, there is little reference to the psychological and physical toll the war took on those who served. The common ideological belief that, with the right social engineering, communities would improve.

## Terms:

*Blue Star:* In WWI, beginning in 1917, the blue star symbolized a mother who had a son serving in the military.

*Shell-Shock:* The term British doctors in 1914 used for symptoms now associated with Post-Traumatic Stress Disorder (PTSD).

*American Expeditionary Forces:* American military serving overseas in defense of Allied Nations during World War I.

*Honorable Discharge:* A discharge from the U.S. Military with a commendable record and represented by a red chevron worn on the left sleeve. When the U.S. Military releases a serviceperson from duty with a commendable record. This is represented by a red chevron on the left sleeve.

## Questions to Consider:

- What does “coming home” really mean to the veteran? to the family? to the nation?
- How is the experience of the World War I veteran similar to that of the returning soldier today? Different?
- Who and what does this campaign not address?

**Supplement:** Although various powerful ideologies (Marxist communism, fascism, Fabian socialism) developed at the turn of the century, the American government was most influenced by Progressivism, the belief that technological, social and economic reform would improve society. Teddy Roosevelt, William Jennings Bryan, Woodrow Wilson and Herbert Hoover were at the forefront of this movement in U.S. politics. Out of this era came an amended Constitution that enacted an income tax<sup>1</sup>, provided for the popular election of senators<sup>2</sup>, allowed for women's suffrage<sup>3</sup> and prohibited alcohol<sup>4</sup>.

<sup>1</sup> 16th amendment, 1913

<sup>2</sup> 17th amendment, 1913

<sup>3</sup> 19th amendment, passed in 1919, ratified in 1920

<sup>4</sup> 18th amendment, 1919, originally the “War Time Prohibition Act”



To **THEM**  
that **Star** Stood for **One Hundred**  
**per cent American Soldier.**  
The Best Soldiers make the Best  
Citizens.

Figure 1



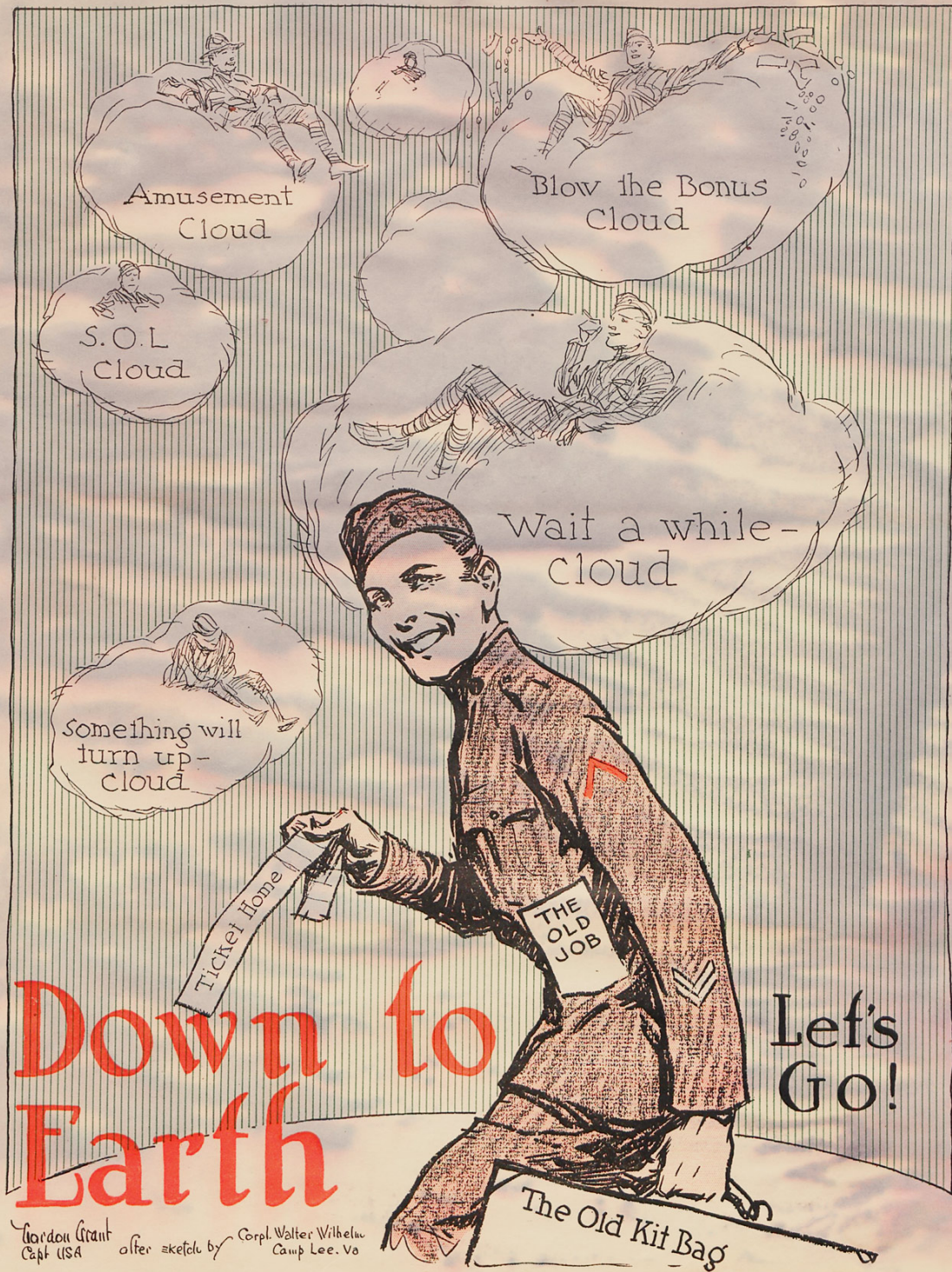


Figure 2



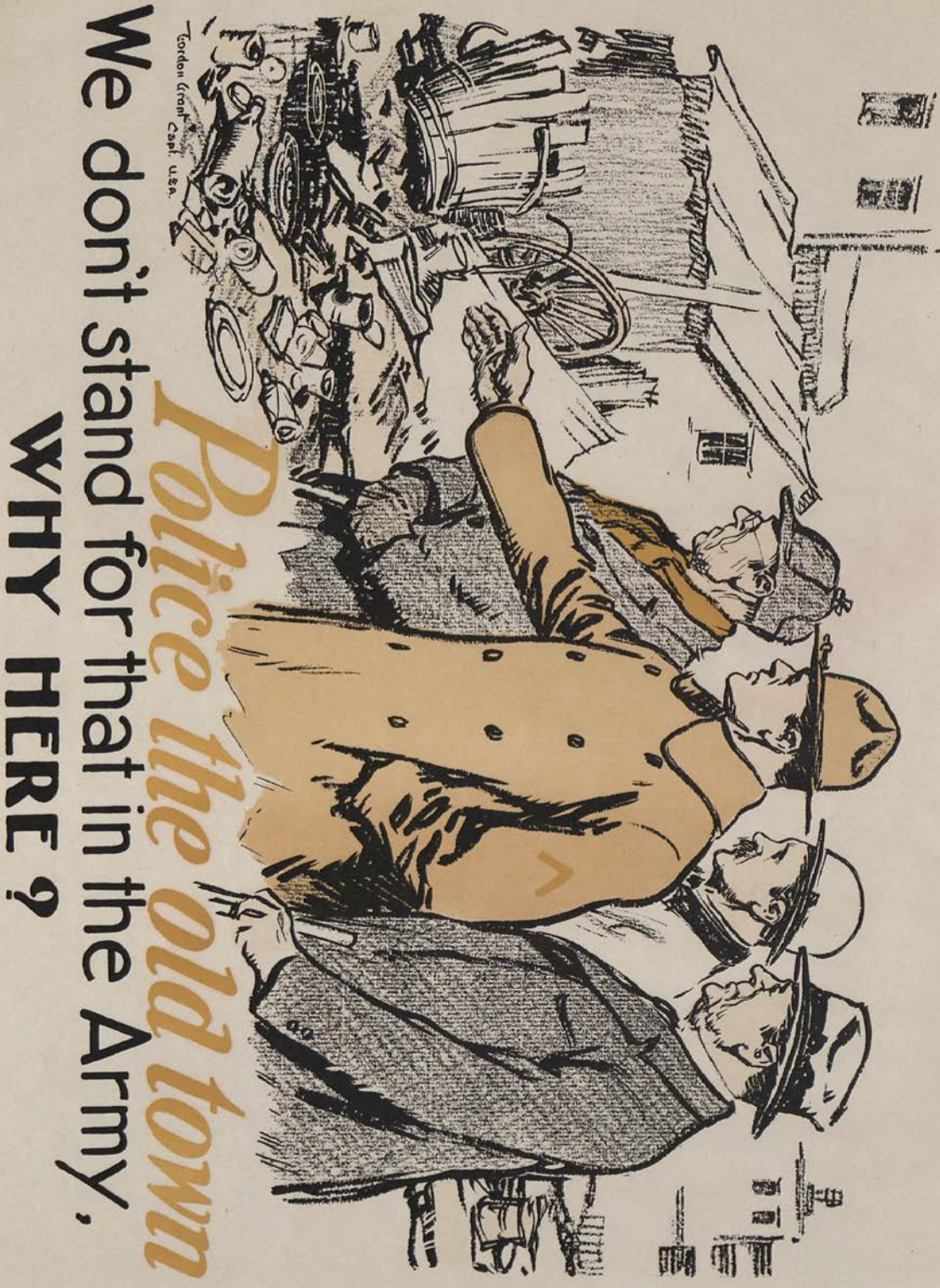


Figure 3



SERVICE SERIES No. 32



The Best Souvenirs  
Are Not Picked Up  
On The Battlefield.

Figure 4



SERVICE SERIES No. 27

# All Set



**The O.D. Is Off,  
But I Am Still A Soldier.  
The Battle Of Life Is ON - Let's Go!**

Figure 5