

1918 Ad
Wear A Face Mask

Directions: Look at the 1918 advertisement produced to promote the use of a face mask. You will find this image in the **Content** section. Answer the following questions to help us understand how this media is a *construction of reality*.

Text:

1. What kind of text is this?

2. Are there any stereotypes?

3. What might be its implicit message (Implicit: Implied. Suggested. Not stated obviously.)

4. What might be its explicit message (Explicit: Explained. Stated clearly.)

5. What values are being promoted

6. Whose point of view do the values represent

Audience:

1. Who is the target audience for this text?
2. How and why does this text appeal to its target audience?
3. How might this text include some people while excluding other people?
4. In what different ways might people use or consume this text?

Production:

1. Who produced this text?
2. For what purpose(s) was it produced?
3. How might knowing the producer and purpose change the meaning?

Wear a Mask



DR. MEYER ILLUSTRATING THE USE OF A MASK—FRONT VIEW.



DR. MEYER ILLUSTRATING THE USE OF A MASK—SIDE VIEW.

We appeal to your civic patriotism to co-operate with us in our effort to

STAMP OUT THE Spanish Influenza or "Flu" Plague in Portland By Wearing a Mask

You should willingly co-operate in doing this and not necessitate the passage of an ordinance which will make the wearing of a mask compulsory.

OBSERVE THE FOLLOWING RULES

Masks should be worn when you enter crowds, streets, stores, theaters, moving-picture houses, churches, schools, and even at home.

The mask should consist of four layers of butter cloth. Pattern of it will be shown in the big stores.

After you have worn the mask sterilize it by boiling for at least five minutes before you wear it again. Never wear a mask the second time, after having removed it to go from one place to another.

Realize that the outside of the mask is contaminated after use—you can very readily infect your fingers, and in this manner transmit the infection.

Never visit people who suffer from a cold without wearing a mask, because they may have influenza, if only in a mild form.

Signed:

K. F. MEYER,

Associate Professor of Tropical Medicine, George Williams Hooper Foundation for Medical Research, University of California Medical School, San Francisco, California.

Signed:

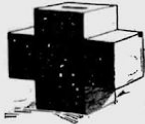
THE CONSOLIDATED HEALTH BUREAUS

By E. A. SOMMER

Director-General.

WEAR A MASK

AND SAVE YOUR LIFE!



The Emergency That Now Confronts Our City
Is Beyond the Facilities of the Health Department



The RED CROSS

has come to the assistance of the Board of Health. Doctors and nurses can not be obtained to take care of the afflicted. You must wear a mask, not only to protect yourself but your children and your neighbor from influenza, pneumonia and death.

"FLU" MASKS CAN EASILY BE MADE AT HOME

The Oakland Chapter of the Red Cross has issued the following instructions for the home construction of influenza masks:

- 1.—Take a piece of gauze a yard square.
- 2.—Cut this into strips 9 inches wide.
- 3.—Fold each strip into halves, then into thirds, making six thicknesses of gauze.
- 4.—Turn in row edges and stitch all four sides to hold firm. Mask now measures seven inches by six.
- 5.—Put three pleats in seven-inch ends, leaving pleat deeper than other two to allow room for chin.
- 6.—Attach a tape 11 inches long to each of the two lower corners. Attach a tape 14 inches long to each of the two upper corners.
- 7.—Distinquish outside by a black thread.

A GAUZE MASK IS 99% PROOF AGAINST INFLUENZA

Doctors wear them. Those who do not wear them get sick. The man or woman or child who will not wear a mask now is a dangerous slacker.

DIRECTIONS FOR USING "FLU" MASK

Mask should be worn with the same side out.
If mask is used for preventive purposes only, be sure to boil it every night for ten minutes in clear water.
If mask is used in sick room caring for influenza patient, you should have two at least, changing every two or three hours, and boiling for ten minutes in clear water.
In taking care of the patient, the nurse should wear a coverall apron, and take it off before leaving the room. On entering the room the apron should be put on again.
OAKLAND CHAPTER AMERICAN RED CROSS

WEAR MASKS

GOING TO WORK
AT WORK
GOING HOME
AT HOME

This statement was authorized at a meeting of the undersigned, who are convinced that it is the only way to stamp out the epidemic. You must do your part

Alameda County Relief Committee

County of Alameda

City of Oakland

Board of Health of Oakland

Oakland Chapter American Red Cross

Oakland Clearing House Association

Oakland Chamber of Commerce

Associated Charities

Retail Dry Goods Association