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The health of the child is the power of the nation

Stock#: 100043
Map Maker: Mora
Date: 1918
Place: New York
Color: Color
Condition: VG+
Size: 29 x 18.5 inches
Price: \$ 1,200.00



Description:

Children's Year, April 1918-April 1919 -- Drawn by Jo Mora's Artist Brother Francis Luis Mora

This vibrant and illustrative poster by F. Luis Mora, champions the significance of children's health as the bedrock of the nation's future. The poster was created under the auspices of the United States Children's Bureau and the Woman's Committee of the National Council of Defense, amidst the final year of the First World War.

The historical context of this poster is deeply rooted in the Progressive Era's emphasis on social reform. As the war raged abroad, there was a heightened domestic focus on protecting and nurturing the next generation. The establishment of the Children's Bureau in 1912 and subsequent initiatives like Children's Year, which this poster commemorates, highlight a period when child welfare began to gain federal attention and support. This focus was part of a broader societal shift towards scientific motherhood and the institutionalization of child welfare as a public concern.

The poster features a parade of children led by a strong maternal figure, striding confidently across a verdant landscape. The children, diverse in age and attire, follow eagerly, symbolizing the nation's investment in its youth. The leading phrase, "The health of the child is the power of the nation," conveys a message that was as much a call to action then as it remains a timeless reminder today.

Artistically, Mora employs a harmonious blend of bold and pastel hues to invoke a sense of hope and vitality, indicative of the era's art nouveau influence. The typography, with its distinguished Art Nouveau style, complements the poster's illustration, making it not only a piece of political significance but also of aesthetic merit.



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Detailed Condition:

Laid on archival poster linen.