**Title:** Food Vocabulary Poster, 1955

**Year (Hebrew):** 5715

**Year:** 1955

**Location:** Israel

**Short description**

This is a poster published by the Ministry of Education and Culture in 1955 with a list of Hebrew words to be used at the grocery shop.

**Detailed description**

​​​​​This poster, published by the Ministry of Education and Culture in 1955, is a chart of Hebrew words that would be used at the grocery shop. The Hebrew word is written underneath drawings of common products such as bread, sweets, butter, honey, sausages, beans, flour, and oil. Common Hebrew phrases that a shopper would need to know are also written on the poster, which also lists the correct way to say the number of kilograms and the price in Iira, the currency of the day.

This poster reflects the efforts made by the Ministry of Education to integrate the new immigrants into Israel by teaching them everyday words. Similar posters were created for different aspects of life: health, transportation, domestic animals, eating out, and shopping. The poster illustrate the foods and household goods that were common in an Israeli home in the period, lasting from 1949 to 1959, known as the *Tzena* (the austerity period), when food, clothing, and furniture were rationed. The poster teaches new immigrants how to say important phrases related to the rationing such as: “Give me my monthly rations,” and “I still did not receive my oil ration.” The food pictures also tell us about the Israeli diet in the 1950s: bread, vegetables, fish, eggs, canned goods, and dairy products are pictured, while fresh meat and processed foods are not. While this might be due to a shortage of these products, it is more likely that these were products not bought in a grocery shop but rather in a butcher’s shop or at the market.

**Would You Like to Know More?**

**Mass Immigration to Israel in the Early Years of Israel**- The early years of the State of Israel were noted for the large wave of immigration from all corners of the world; in the State’s first three and a half years, 688,000 new immigrants arrived, doubling Israel’s population. The immigrants were mostly Holocaust survivors from Europe and refugees from Arab countries. This welcome influx of Jews necessitated many resources. The immigrants needed housing and jobs. They also needed to integrate into Israeli society, and there was therefore a massive campaign to teach the immigrants Hebrew.

**Teaching Suggestions**

​​​**​**​**​​Hebrew** teachers can use the poster in a unit about food and food shopping. It is interesting to compare the names of items then and now.

This poster can also be used by **Jewish History** teachers when discussing the first decade after the establishment of the State of Israel, the impact of immigration on the new country, and the implementation of the austerity measures.

**Social Studies** teachers can use the poster to teach about economics and rationing.

**Science** teacher can use the poster in lessons about nutrition and diet. It could trigger a discussion on the changes in diet over time among different cultures.

**Discussion Points**

**Observation**

* What is the subject of the poster?
* Who published the poster?
* What is pictured on the poster?
* Write a list of five Hebrew food words that you knew before looking at this poster.
* Write a list of five new Hebrew food words that you learnt from this poster.
* What other useful phrases have been included in this poster?

**Reading Between the Lines**

* Who do you think was the poster's intended audience?  
  Why do you think they needed this poster?
* When do you think the poster was printed?
* Why do you think the graphic designer chose this layout for the poster?
* What can you speculate about the Israeli diet of the 1950s from looking at the poster?
* Research the time period 1949–1959 called the *Tzena* (austerity). How do the phrases on the poster relate to this time period?

**Connections**

* **​**Can you do food shopping in Hebrew?  
  Would this poster help you?
* Have you ever been to a country where you didn't speak the language?  
  What helped you communicate with the local people?
* How do you think new immigrants to your country who don't speak the language feel when navigating their new surroundings?  
  Do you think they would find posters like this helpful?  
  How do you think citizens of your country would feel about having language instruction posters hung in public spaces?
* What do you think about the diet that is depicted on the poster? What foods would you like to add? What do you think about the health aspects of the diet?

**Creative Ideas**

* Draw a poster with modern food products and add the Hebrew words necessary to buy them in a supermarket today.
* Draw a poster with vocabulary and phrases that a new immigrant to your country today would need in order to navigate the supermarket.
* Write a journal entry for a new immigrant who might be using the poster while shopping in a grocery shop. Where did the immigrant come from? Consider their reasons for coming to Israel. What might their shopping experience be like?

**Target audience:** Pre-school, Primary School, Junior High, High School, Informal Education, Higher Education

**NLI Links**

[Time Travel Ephemera Collection](http://web.nli.org.il/sites/NLI/English/digitallibrary/time_journey/Pages/default.aspx)

[Restaurant and Cafe Vocabulary Poster, 1950s](http://web.nli.org.il/sites/NLI/English/digitallibrary/pages/viewer.aspx?docid=EDU_XML_ENG700525474&presentorid=EDU_XML_ENG&searchurl=http%3A%2F%2Fweb.nli.org.il%2Fsites%2Fnlis%2Fen%2Feducation%2Fpages%2Fresults.aspx%23%3Fquery%3Dlsr16%2Cexact%2CPrimary+Source%26query%3Dany%2Ccontains%2Chebrew%26institution%3DNNL%26vid%3DEDU_XML_ENG%26loc%3Dlocal%2Cscope%3A(EDU_XML_ENG)%26sortField%3Dlso04%26indx%3D1%26bulkSize%3D10)  
[Household Items Vocabulary Poster, 1950s](http://web.nli.org.il/sites/NLI/English/digitallibrary/pages/viewer.aspx?docid=EDU_XML_ENG700525897&presentorid=EDU_XML_ENG&searchurl=http%3A%2F%2Fweb.nli.org.il%2Fsites%2Fnlis%2Fen%2Feducation%2Fpages%2Fresults.aspx%23%3Fquery%3Dlsr16%2Cexact%2CPrimary+Source%26query%3Dany%2Ccontains%2Chebrew%26institution%3DNNL%26vid%3DEDU_XML_ENG%26loc%3Dlocal%2Cscope%3A(EDU_XML_ENG)%26sortField%3Dlso04%26indx%3D1%26bulkSize%3D10)