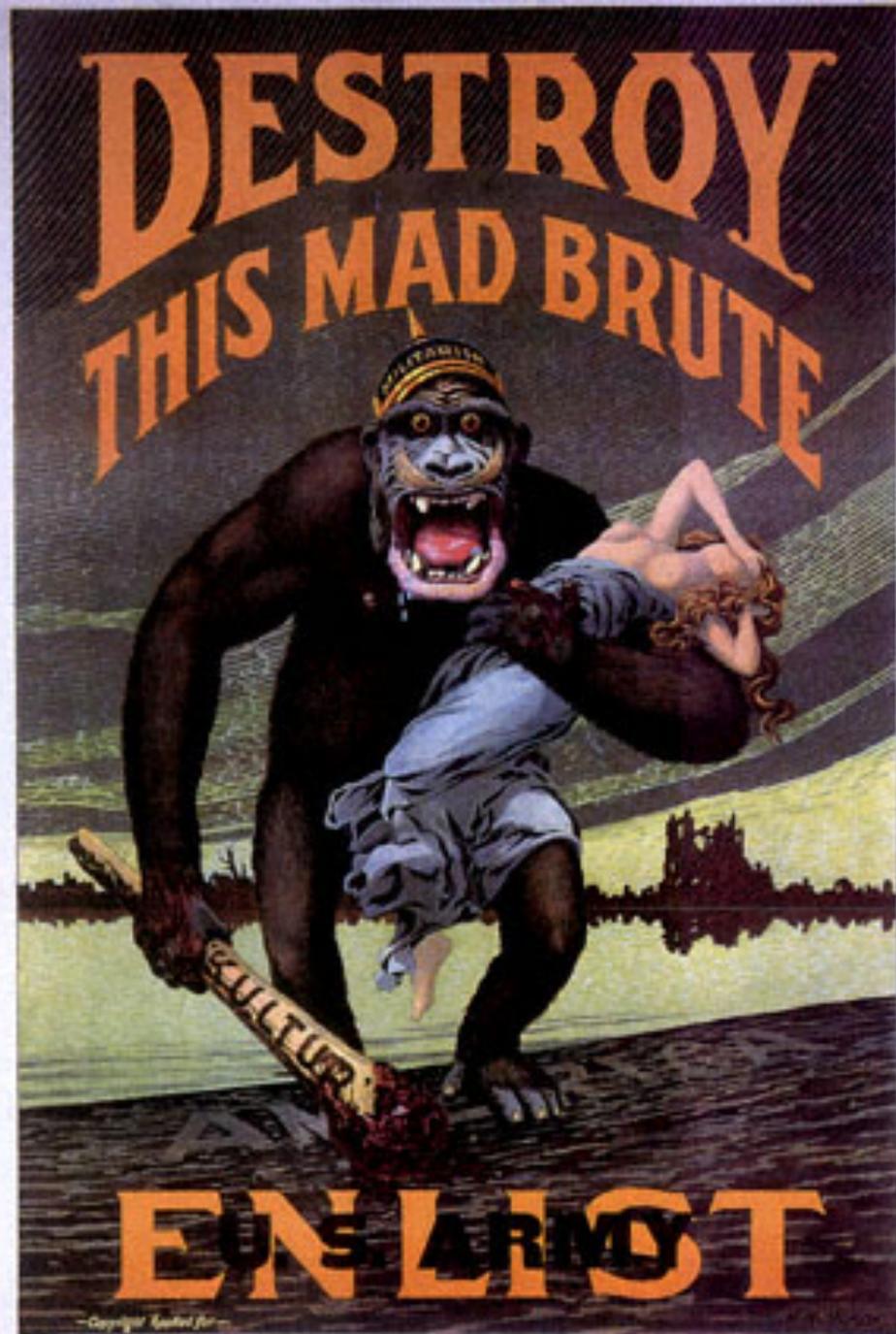


*World War I
Propaganda Posters...*

The most famous posters are those that depicted Germans as monsters and abusers of women.



The Campaign Made Possible by
A. C. Cassano & Co.,
H. S. Crocker Co.,
Galloway Lithograph Co.,
Mason-Bullfinch Book Note Co.,
O. E. Olson Lithograph Co.,
Loren Beach Co.,
Young Label and Lithograph Co.,
Schmidt Lithograph Co.,
Union Lithograph Co.

Objectives

- The objective of this slide show is for you to understand the role that propaganda posters played in World War I
- You will become familiar with many famous posters and their slogans
- You will understand how both sides tried to promote the war at home and abroad.

What does this
Australian poster
show the
Germans doing?



WHO'S ABSENT?



Is it you?

England used its version of “Uncle Sam”—John Bull, to recruit soldiers.



“YOUR COUNTRY NEEDS
YOU”

© 1918
L. S. K.

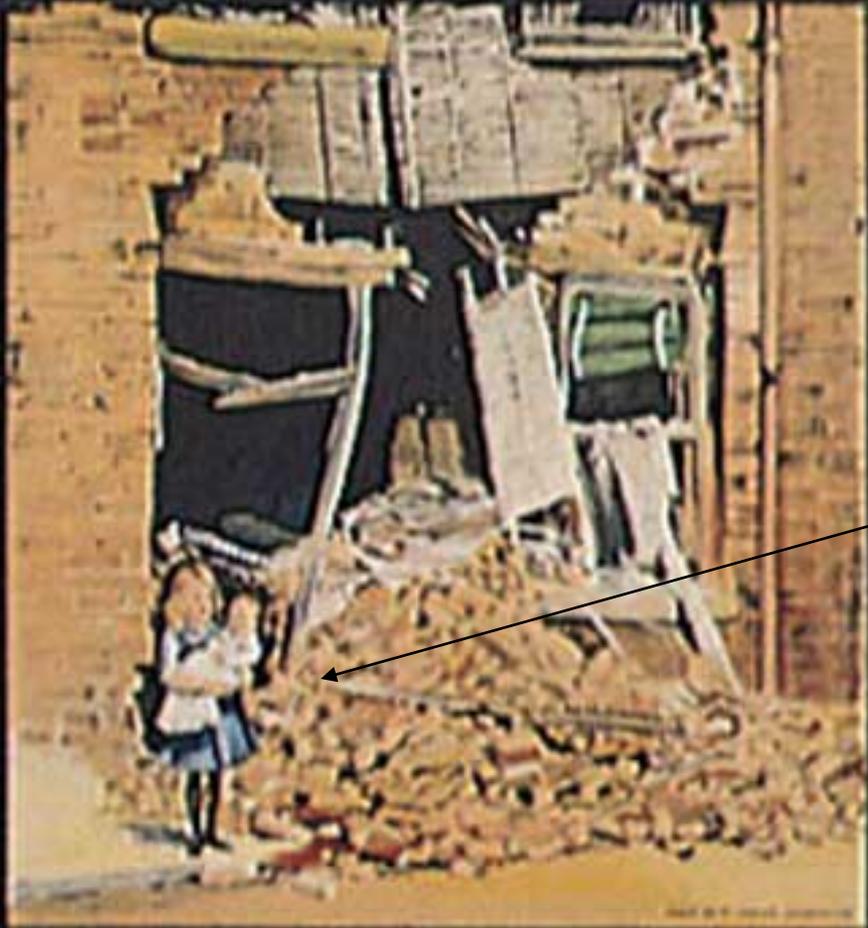




**I WANT YOU
FOR U.S. ARMY**

NEAREST RECRUITING STATION

**MEN OF BRITAIN!
WILL YOU STAND THIS?**



47 2 Wykeham Street, SCARBOROUGH after the German bombardment on Dec 16th. It was the home of a Working Man. Four people were killed by this house including the 10th aged SS and 7th Children, the youngest aged 3.

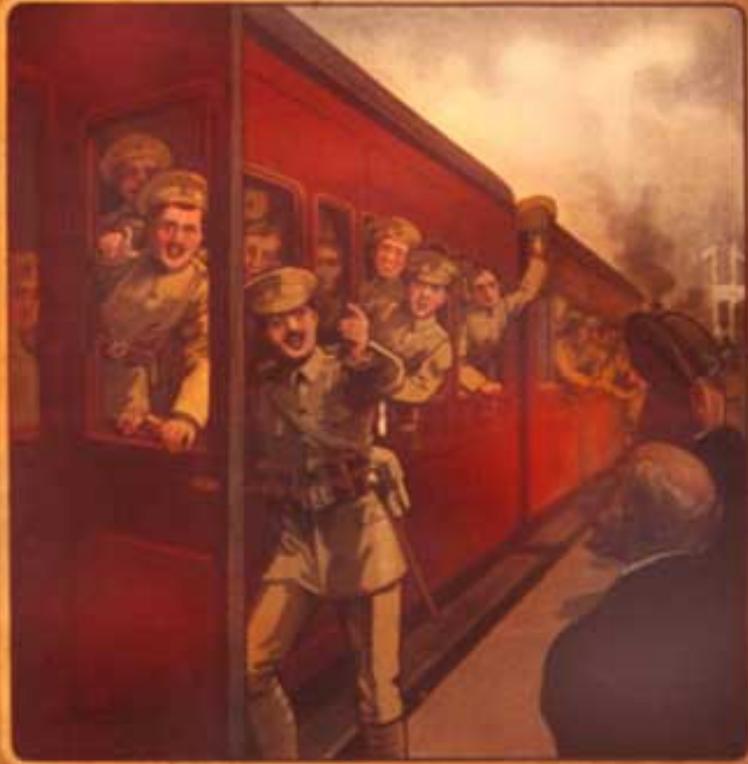
**78 Women & Children were killed and 228 Women
& Children were wounded by the German Raiders
ENLIST NOW**

When the Germans caused destruction in Belgium and France, this was also included in Posters. Please note the innocent little girl in the foreground.

This is a very famous poster.
What do you think the artist was trying to convey?



**THERE'S ROOM
FOR YOU**



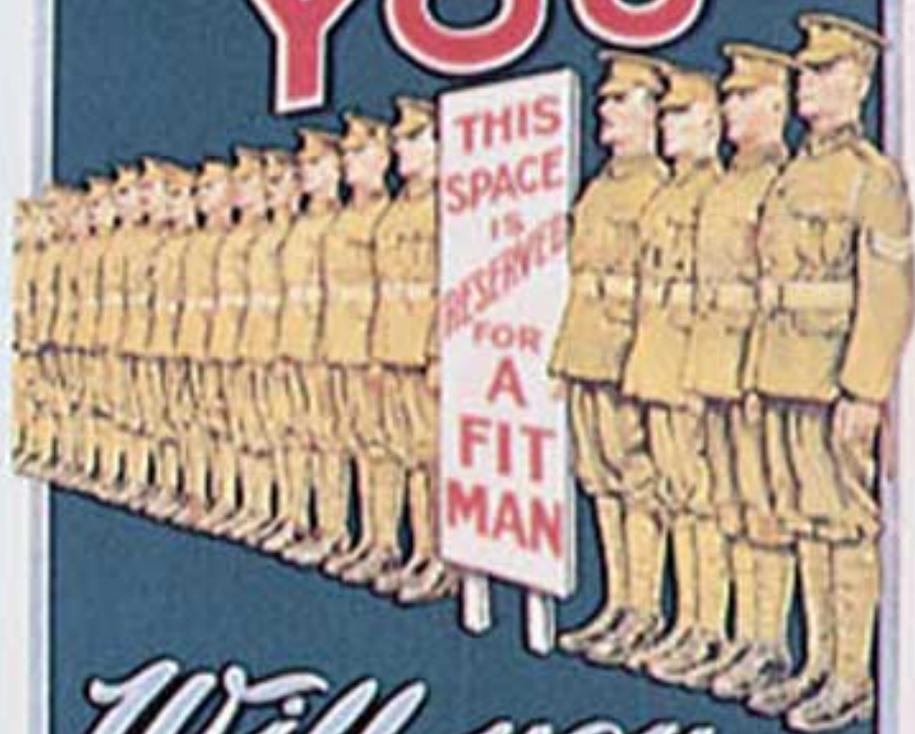
**ENLIST
TO-DAY**

Many friends joined up together and died together. These friends joined battalions, and these were called the “Pals” battalions because the soldiers were serving with their friends.

THERE IS STILL
A PLACE IN THE LINE

FOR

YOU



*Will you
fill it?*



AN APPEAL TO YOU

What is the message of this poster?



Even today, Army posters recruit by saying that soldiers can receive money for education and training. That was the same way in World War I.

YOU CAN BECOME
A Skilled Tradesman
by JOINING
THE ARMY



THE HUN AND THE HOME

A BIT OF ENGLAND



OUR Homes are secure.
OUR Mothers & Wives safe.
OUR Children still play and
fear no harm.

A BIT OF BELGIUM



THEIR Homes are destroyed.
THEIR Women are murdered & worse.
THEIR Children are dead or slaves.

BACK UP THE MEN WHO HAVE SAVED YOU

Germans were scene as “home-wreckers.”

In the next poster, please note the *pickelhaube* helmet that was very distinctive. It was used by the Germans during World War I. The spike was meant to be intimidating...but it actually ended up being a good target site for the French, British, and Americans. The German helmets in World War II did not have the spike.



FRANCE

**LIGUE
NATIONALE
ANTI AUSTRO-ALLEMANDE**

10-rue de Lancry.

Exigez une facture garantissant l'origine du Produit

14 JUILLET 1916

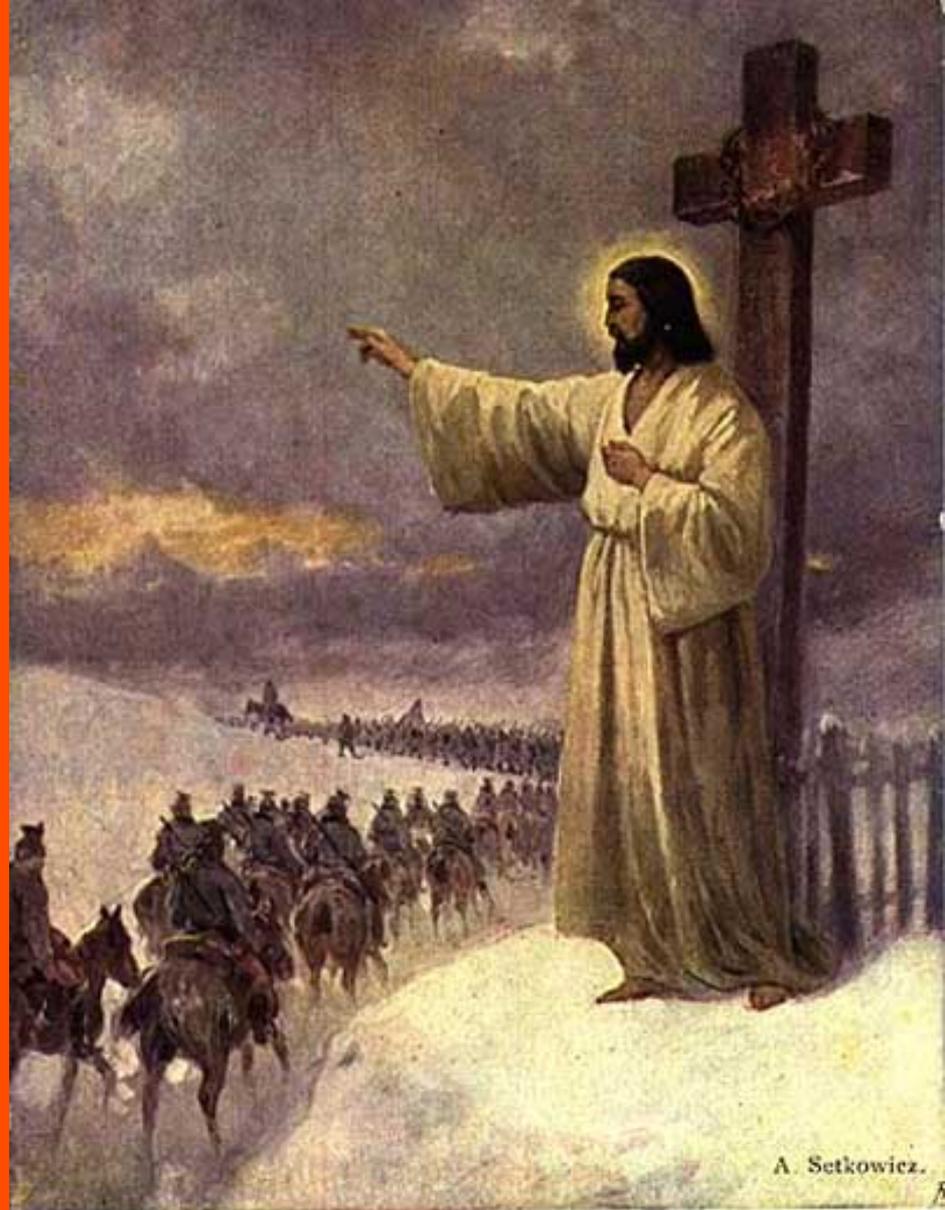
JOURNÉE DE PARIS

AU PROFIT DES CEUVRES DE GUERRE
DE L'HÔTEL DE VILLE



Here, French children salute returning veterans.

The Germans felt that Jesus Christ was on their side—what do you think? What kind of person would this poster motivate?



Geh' o Soldat! und deine Pflicht erfülle!
Christus, der gute Hirt — bewachet seine Herden —
O Herr! Zukomme uns Dein Reich und gescheh' Dein Wille
Wie in dem Himmel, also auch auf Erden.

In American, food rationing began, so that food could go to the war effort. Both Soldiers and Civilians (other people) needed food in Europe. The War had disrupted the harvests.



FOOD WILL WIN THE WAR

You came here seeking Freedom
You must now help to preserve it

WHEAT is needed for the allies
Waste nothing





L.C.C. for + M.J. Dwyer

**don't waste food
while others starve!**

UNITED STATES FOOD  ADMINISTRATION

NO. 31

© 1918 UNITED STATES GOVERNMENT

You Are Lucky!
The "War" Bread
that You get would
seem like Cake
to the children
of Europe.

Even children
were encouraged
to sacrifice for the
war effort...



HALT the HUN!



**BUY U.S. GOVERNMENT BONDS
THIRD LIBERTY LOAN**

The word “*Hun*” was used for Germans. It was similar to “*Japs*” that was used in World War II. The “*Huns*” were actually ancient German tribes who fought the Romans two thousand years earlier!

Will you fight now
or wait for **This**



Everyone was encouraged to join in the war effort...



**UPHOLD OUR
HONOR**



**FIGHT
FOR
US**

**JOIN
ARMY-NAVY-MARINES**



COME ON-JOIN NOW
15,000,000 MEMBERS BY CHRISTMAS



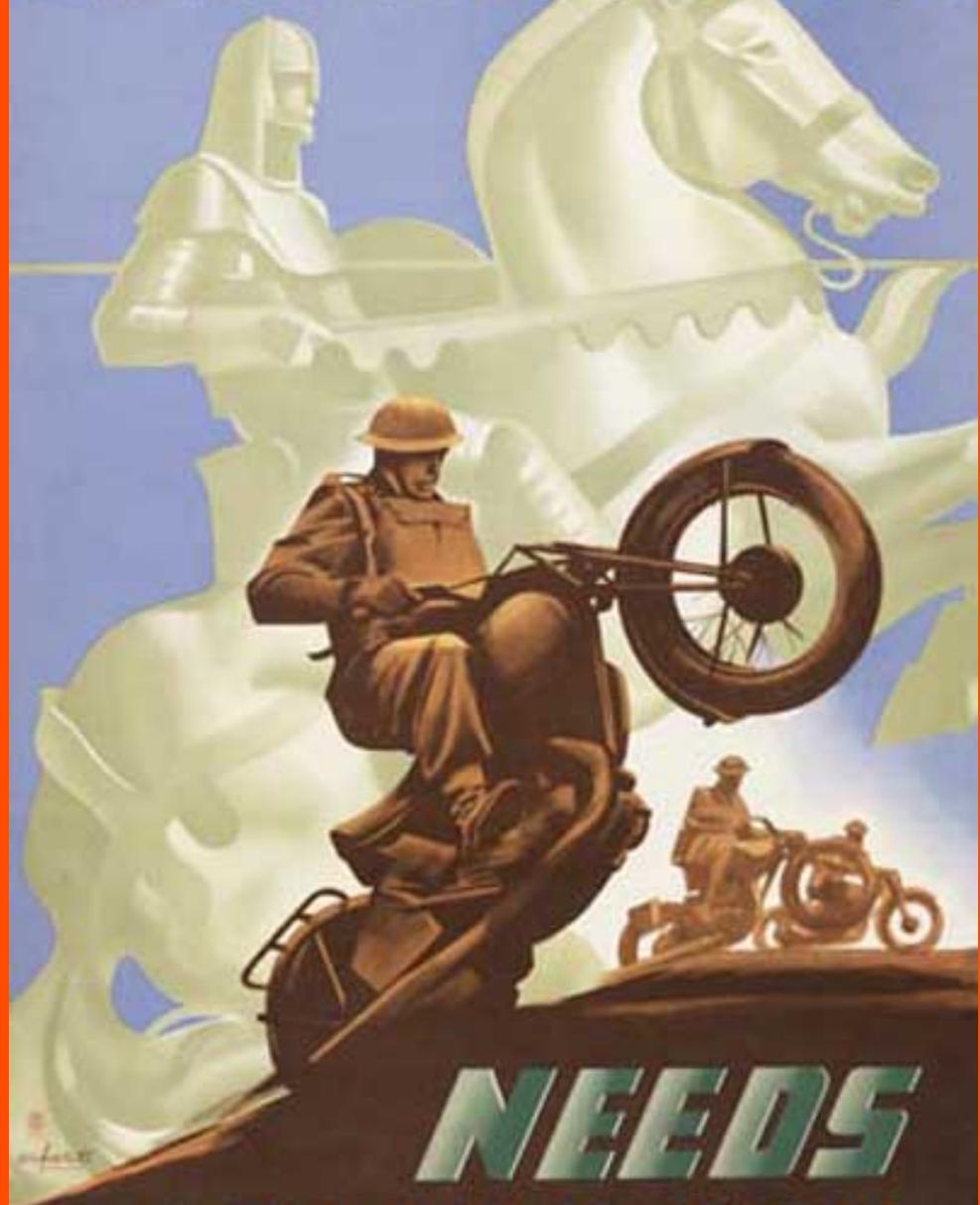
**Get in the Game
With Uncle Sam**

What sport is depicted here?

At what group of people was this poster targeted?



CANADA'S NEW ARMY



NEEDS
MEN LIKE YOU

The posters were meant to “sway” opinions, motivate soldiers to enlist, and encourage civilians to help with the war effort.

But there are elements of these posters in our modern recruitment posters...

- Bold Designs
- Catchy phrases

