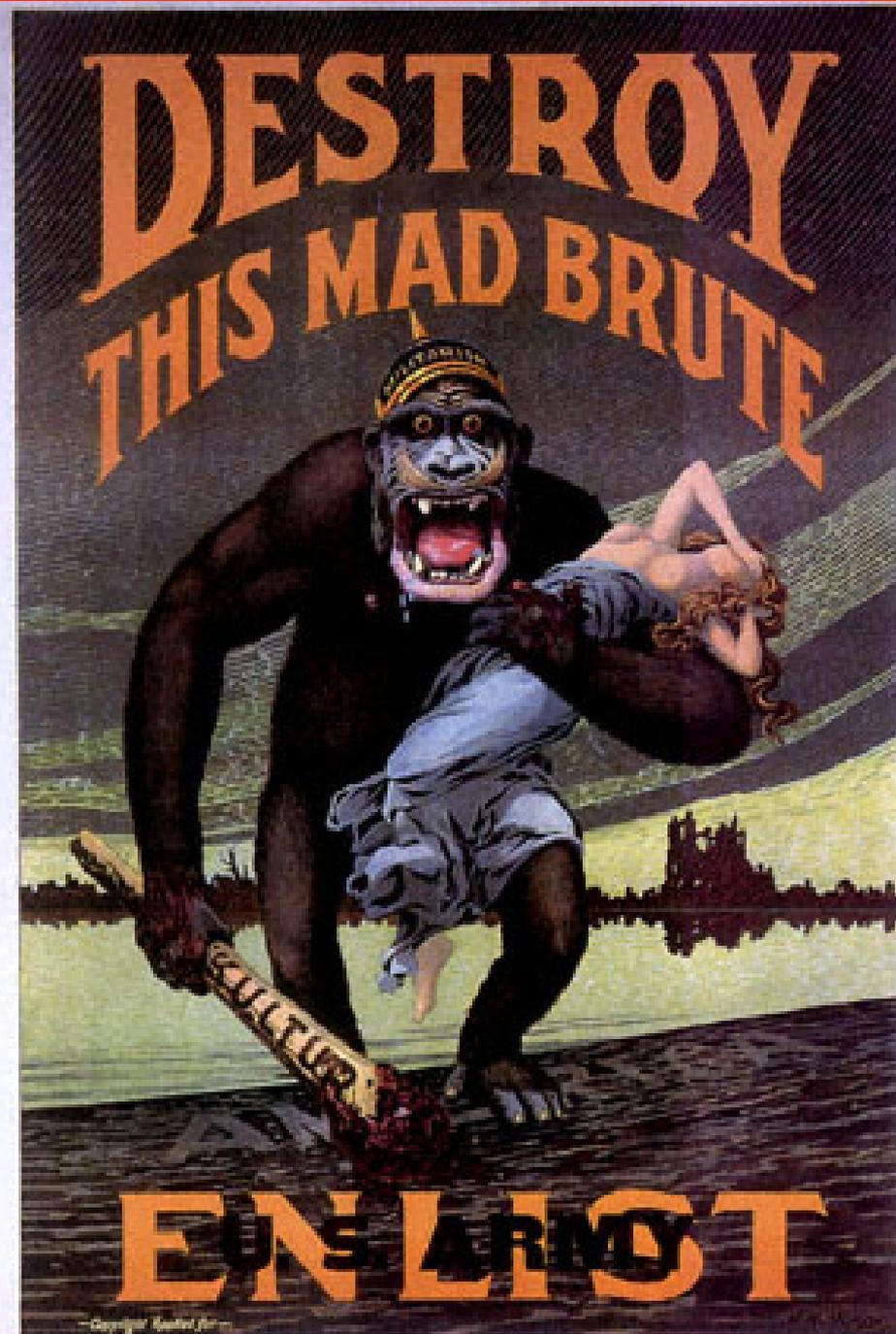


*World War I  
Propaganda Posters...*

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



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# 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**

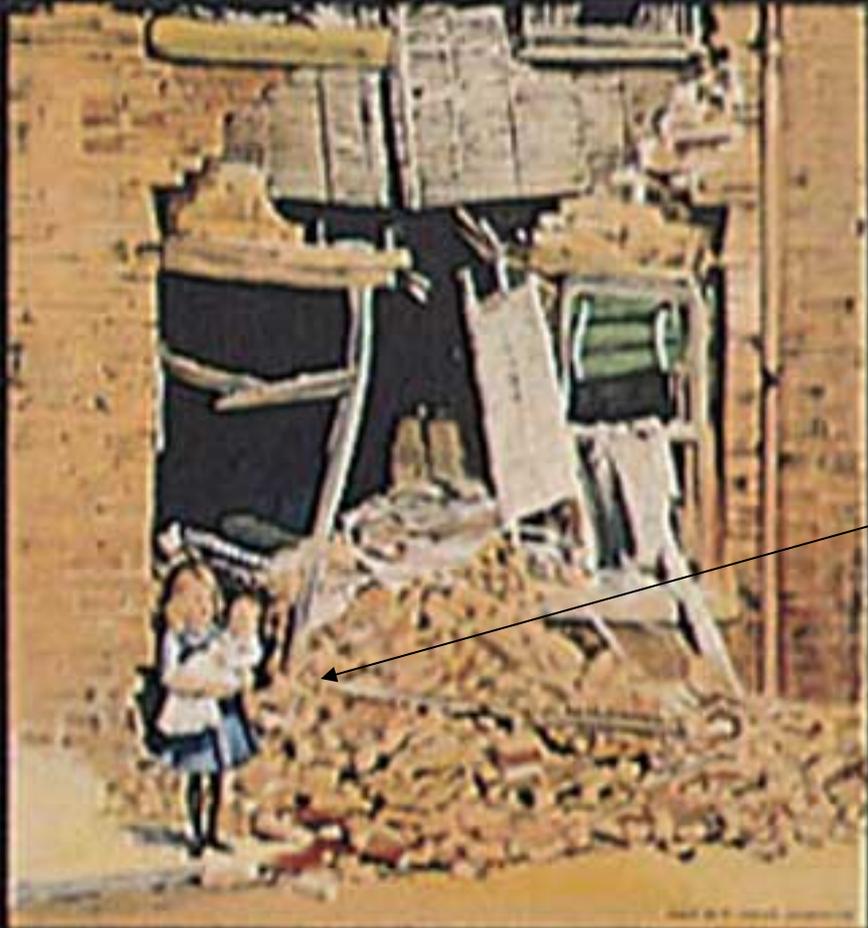
L. Lloyd



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

NEAREST RECRUITING STATION

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



*117 2 Wykeham Street, SCARBOROUGH after the German bombardment on Dec 10th. It was the home of a Nursing Mom. Four people were killed in this house including the Mom, aged 35, and five children, the youngest, aged 3.*

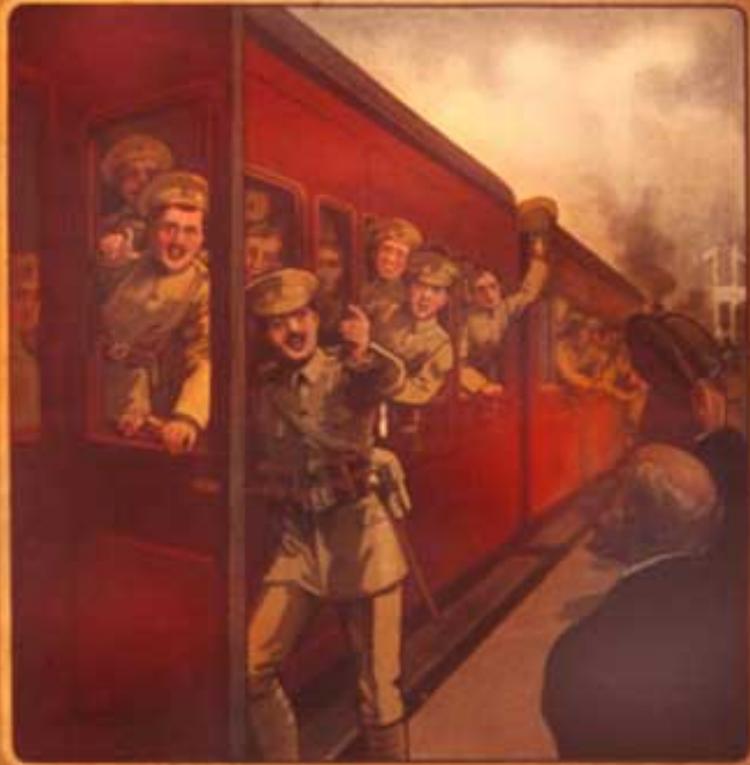
**78 Women & Children were killed and 228 Women  
& Children were wounded by the German Raiders  
ENLIST NOW**

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.





**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."

The French posters are especially artistic and beautiful...



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.



*Par deux fois j'ai tenu et vaincu sur la Marne.  
Civile, mon frere,  
La sournoise offensive de la "paix blanche" va l'assaillir a tout.  
Comme moi, tu dois tenir et vaincre, sois fort et malin.  
Méfie-toi de l'hypocrisie boche.*

Who is in the picture on the wall?



# Kaiser u. Volksdank für Heer und Flotte

Frankfurter  
Weihnachtsgabe  
1917



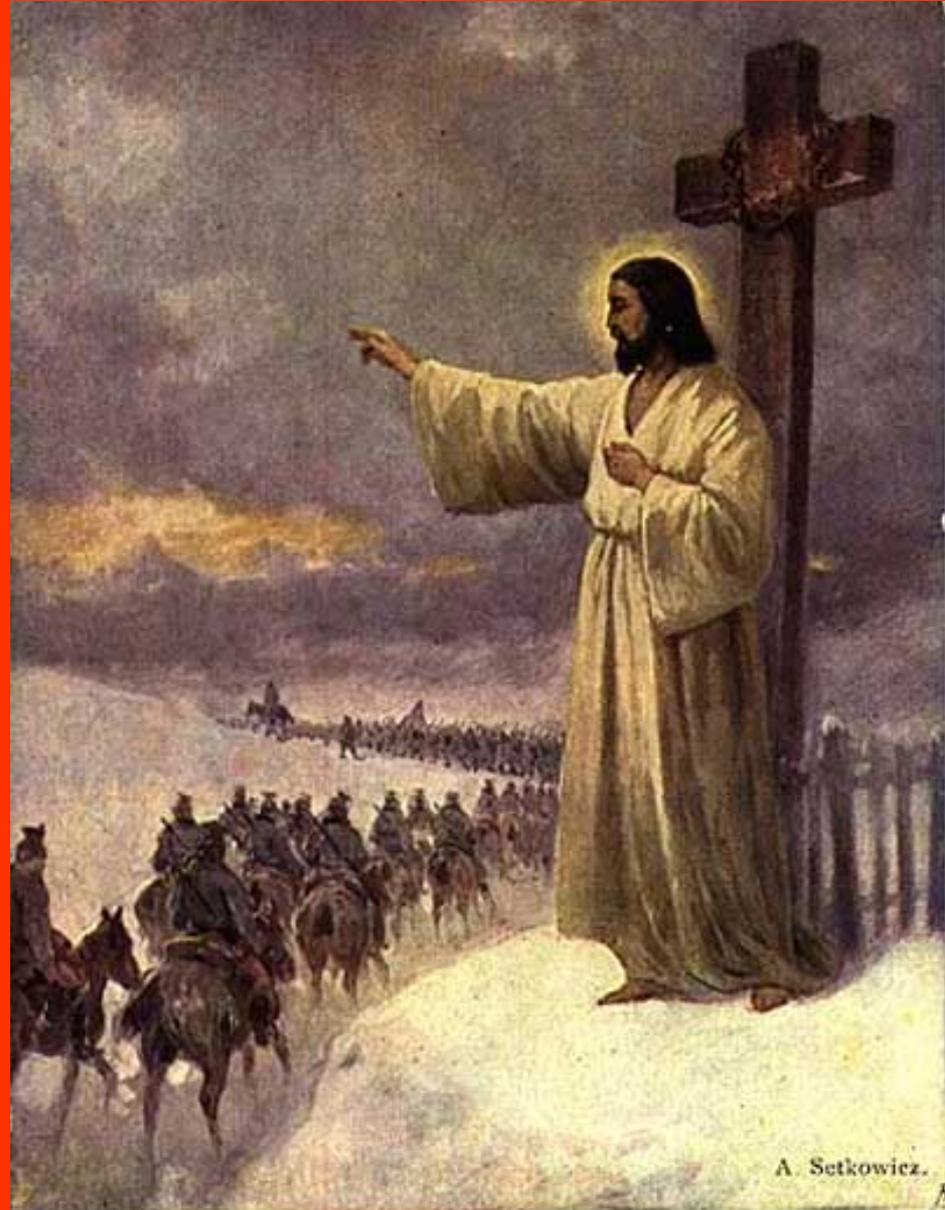
**Geldspenden:  
Theaterplatz 14, Büro 5**

This is a German War poster—from 1917—the year that the Americans joined.

Who do you think that man is with the fancy helmet?



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





don't waste food  
while others starve!

UNITED STATES FOOD ADMINISTRATION

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!



*Beat back the* **HUN**  
with

**LIBERTY  
BONDS**

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

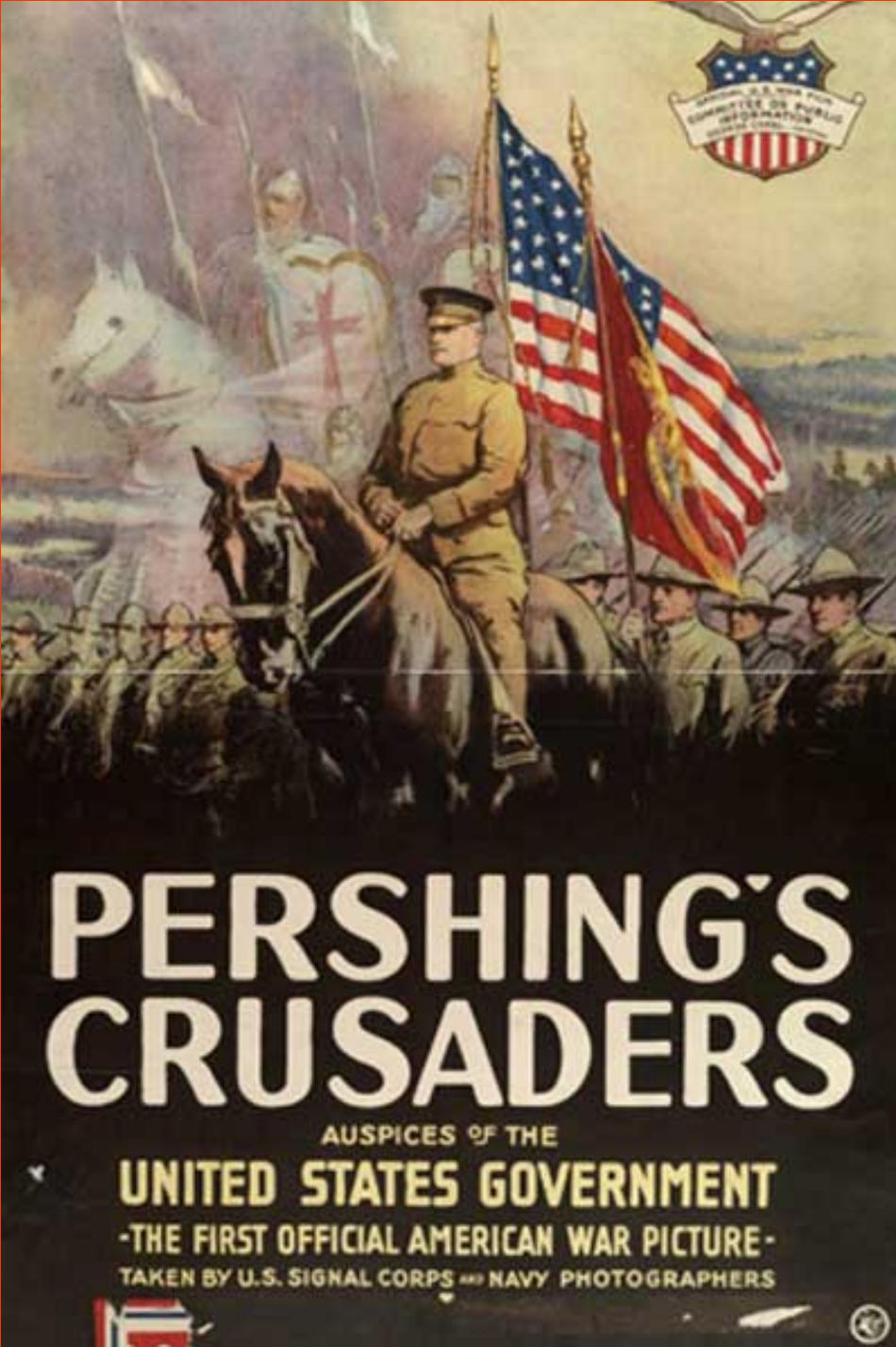


Everyone was encouraged to join in the war effort...



Who is this woman—  
hint, she's the female  
version of Uncle Sam...





You should recognize this name—yes, its General Pershing who led the unsuccessful search for Pancho Villa.

He was our chief commander in World War I.

**UPHOLD OUR  
HONOR**



**FIGHT  
FOR  
US**

**JOIN  
ARMY-NAVY-MARINES**



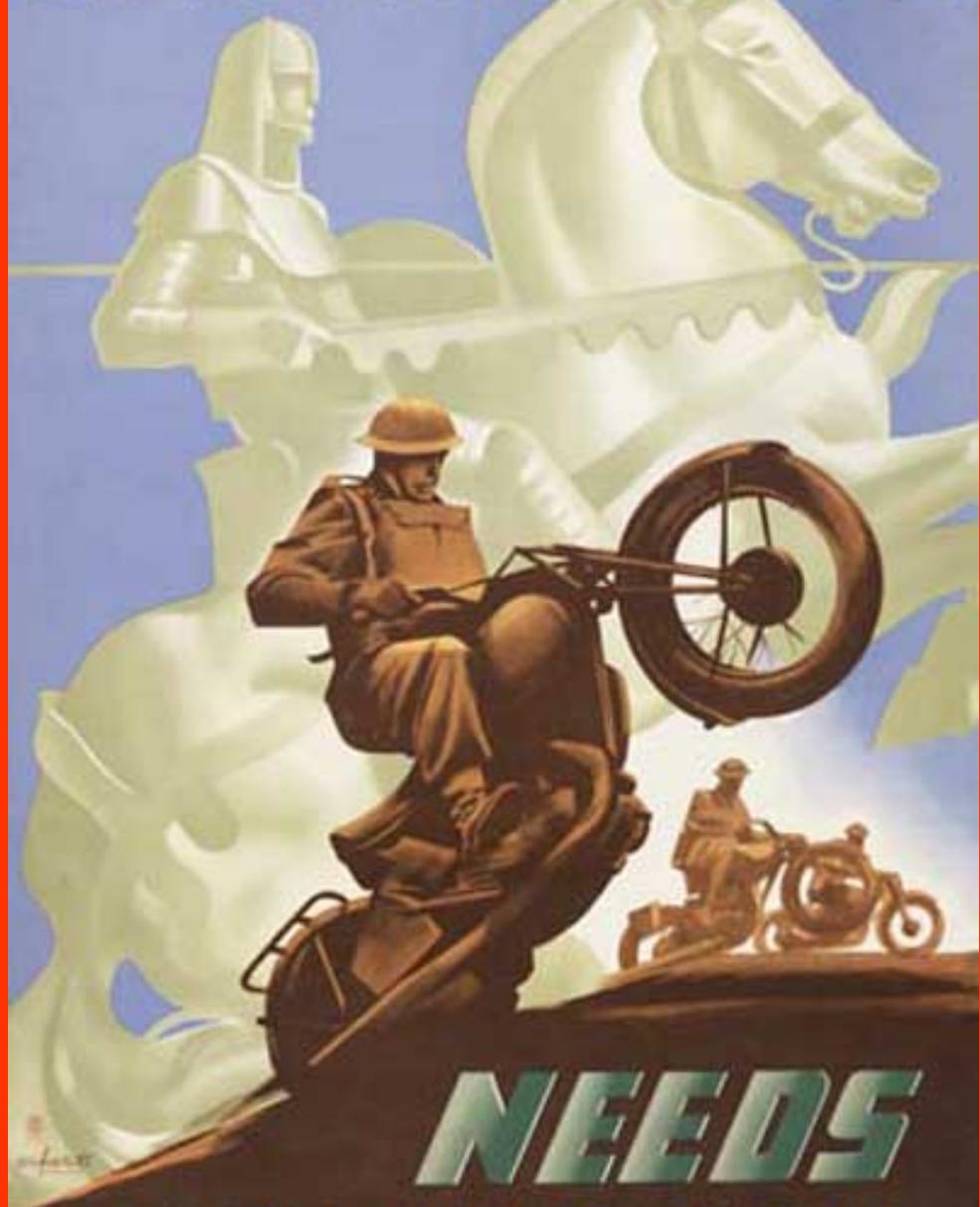
—R. Feyerherth Babcock™

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

At what group of people was this poster targeted?



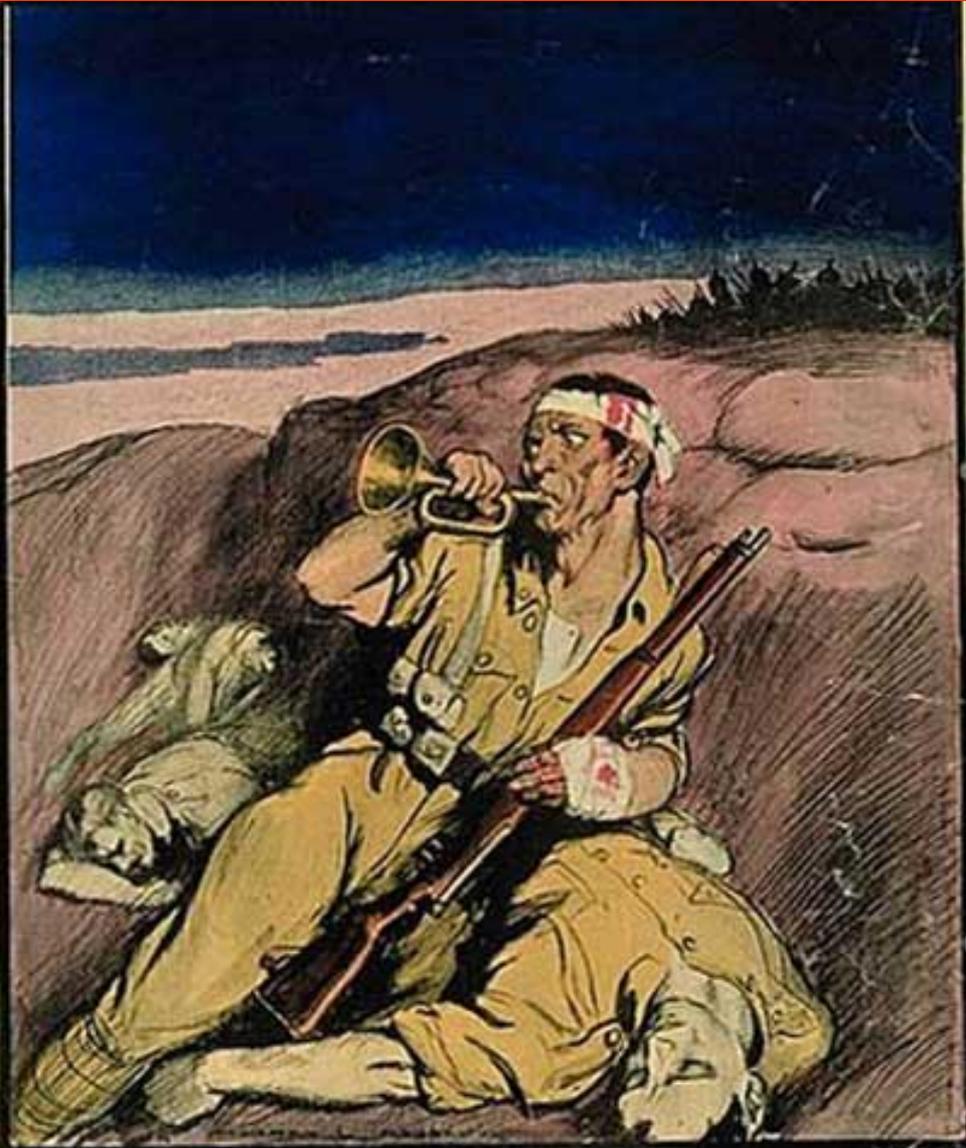
CANADA'S NEW ARMY



**NEEDS**  
MEN LIKE YOU

Finally, at what stage of World War I do you think this poster was created?

Does it look like a great motivator? Why or why not?



# The Last Call