

Propaganda Posters

Resources: Propaganda Posters



This is Your Flag

Recruitment poster for the 207th Battalion of Ottawa-Carleton. Recruitment took place at the recruiting office on Sparks Street. The unit went overseas in 1917, but was broken up and its men sent to reinforce other front-line infantry battalions, including the 2nd, the 21st, the 38th Battalions and the Princess Patricia's Canadian Light Infantry.

Wartime Recruiting Poster

CWM 19820376-008

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Shall We Help to Crush Tyranny?

Patriotic symbols such as the maple leaf and the Union Jack were familiar images in recruitment posters. Patriotism was a driving factor in early enlistment, as many Canadian and British-born recruits flocked to serve King and country.

Wartime Recruiting Poster

CWM 19800283-010

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Heroes of St. Julien and Festubert

This is the English version of a Canadian recruitment poster. Produced in both French and English, it was meant to encourage recruitment by highlighting the Canadians' heroic stand at the battles of St. Julien (Ypres) and Festubert.

Wartime Recruiting Poster

CWM 19750046-010

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Les Heros de St-Julien et de Festubert

This is the French version of a Canadian recruitment poster. Produced in both French and English, it was meant to encourage recruitment by highlighting the Canadians' heroic stand at the battles of St. Julien (Ypres) and Festubert.

Wartime Recruiting Poster CWM 19880207-002

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Canadiens-Français, Enrolez Vous!

This recruitment poster for the 163rd Battalion depicts a Canadian infantry soldier standing shoulder to shoulder with a French soldier. This image, made an appeal to French-Canadians' illustrious military history with specific references to famous soldiers, including the Marquis de Montcalm, who had died in 1759 attempting to defend Quebec against British attack. It also highlights the links that existed between Canada and France, and asks French-speaking Quebecers, in an oblique reference to the Quebec Act passed in 1774, if they would prefer Prussian (German) institutions to their own. The unit is named after Charles-Michel d'Irumberry de Salaberry, who raised and commanded a French militia unit during the War of 1812, and successfully defeated a stronger American force at the Battle of Chateauguay in 1813.

Wartime Recruiting Poster

CWM 19750046-009

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150ieme Carabiniers

A uniformed soldier of the 150th Battalion urges enlistment in this French-Canadian recruitment poster. Because this battalion was unable to meet its authorized strength, it was broken up, its troops sent as reinforcements to the 22nd Battalion, the only French-Canadian infantry battalion that served at the front.

Wartime Recruiting Poster

CWM 19820376-009

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The Happy Man

This poster for the 73rd Battalion, the Royal Highlanders of Canada, promises that the happy man today is the man serving at the front. Montreal, Canada's largest city during the war, sent several infantry battalions overseas. The 73rd Battalion served with the 4th Division from 1916 to its demobilization in 1919.

Wartime Recruiting Poster

CWM 19900348-020

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Help the Boys

Shells explode and German soldiers flee in panic, in this colourful recruitment poster for the 245th Battalion, Canadian Grenadier Guards. Raised in Montreal, the 245th sailed to England in 1917 where the battalion was broken up and absorbed by the 23rd Reserve Battalion. The soldiers were subsequently sent to the front as reinforcements for numerous other front line battalions.

Wartime Recruiting Poster

CWM 19820376-004

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Fight for Her

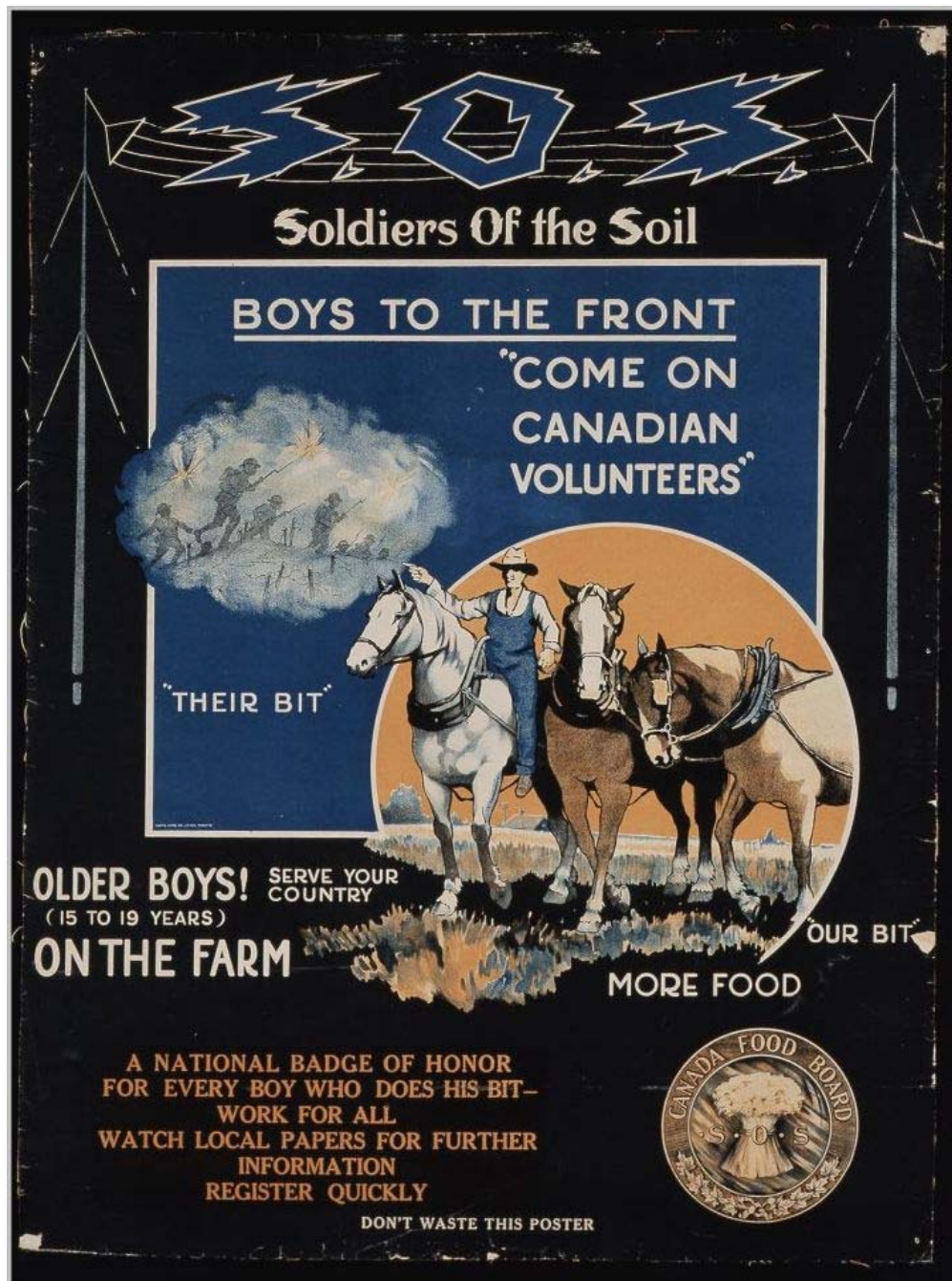
Based on James Whistler's famous painting of his mother, this poster urges men to enlist with the Irish Canadian Rangers and to fight for the women in their own lives. It appeals to notions of motherhood and family values that were popular at the time, and often attributed to this painting.

Wartime Recruiting Poster

CWM 19780473-011

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Soldiers of the Soil

The Canada Food Board issued this poster in a national appeal for farm labour. It asked boys aged 15 to 19 to volunteer their summers as "Soldiers of the Soil" on farms desperately short of labour. 22,385 "soldiers" would serve, replacing farm hands who had enlisted for military service.

Wartime Recruiting Poster

CWM 19890086-885

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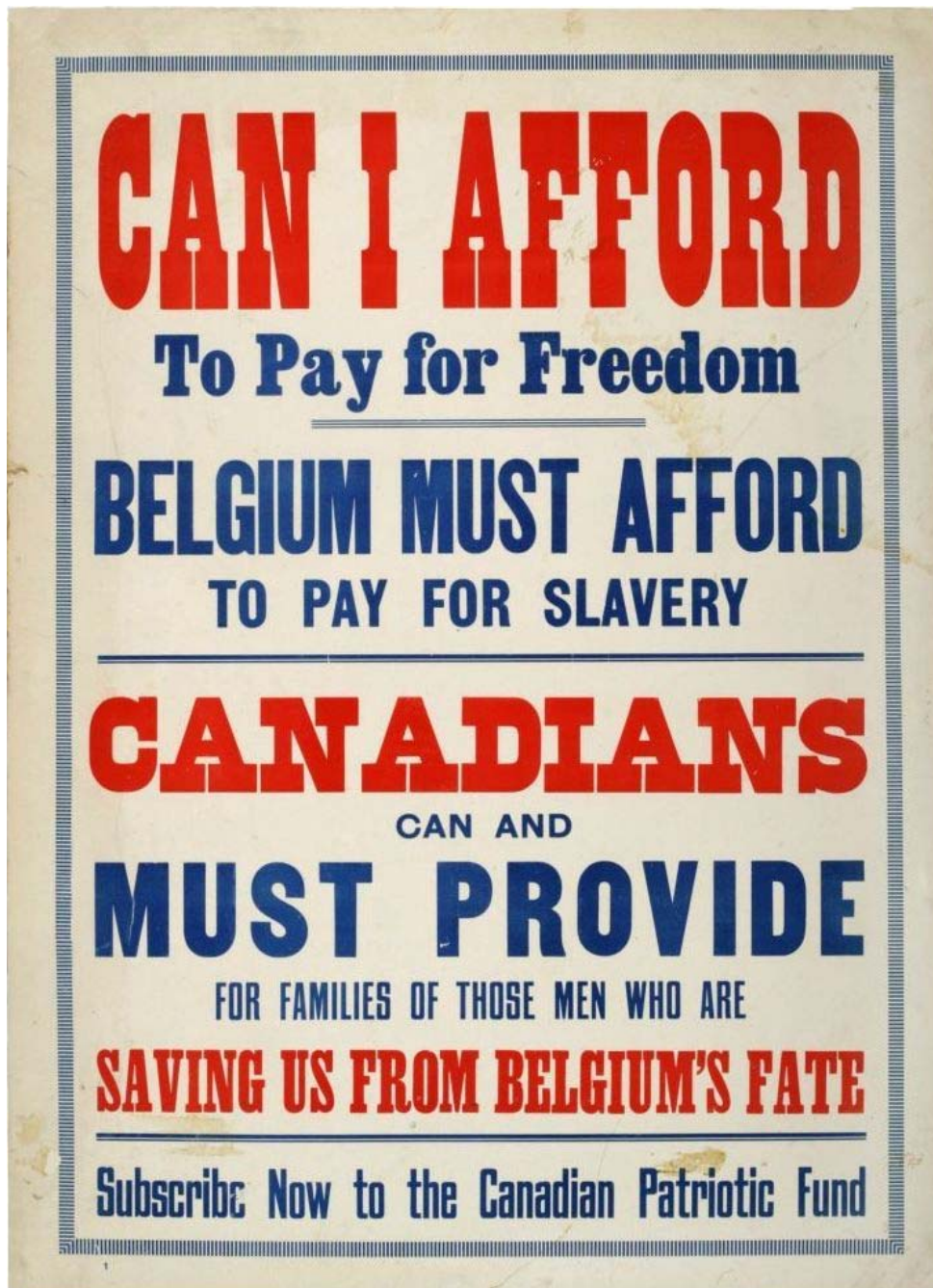
Souscrivez a l'Emprunt de la Victoire (Subscribe to the Victory Loan)

Canada created the War Poster Service in 1916 to produce posters in both official languages. As the war progressed and the need for money and soldiers became more pressing, posters became more graphic and direct in their messages. In this poster, a Canadian soldier pointedly asks members of the public to buy war bonds in support of the war effort. The design was based loosely on the popular and mass-produced 1914 poster of Lord Kitchener, the British Secretary of State for War, exhorting Britons to join the British Army

Fund-Raising Poster CWM 19920166-186

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Canadians Must Provide

Appeals from the Canadian Patriotic Fund (CPF) used the hardships of Belgium, most of which was under German occupation, to elicit donations from Canadians. By war's end, the CPF had raised nearly \$50 million through voluntary efforts in order to care for the families of soldiers overseas.

Fund-Raising Poster CWM 19890086-884

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Once a German - Always a German!

An outrageous anti-German propaganda poster that draws upon stories of the atrocities committed by Germans during the war, from the occupation of Belgium, the bayoneting of a baby, the execution of civilians, the murder of Nurse Edith Cavell, and unrestricted submarine warfare that targeted innocent civilian ships. This British poster encouraged citizens not to hire Germans or buy German goods.

Propaganda Poster CWM 19720121-086