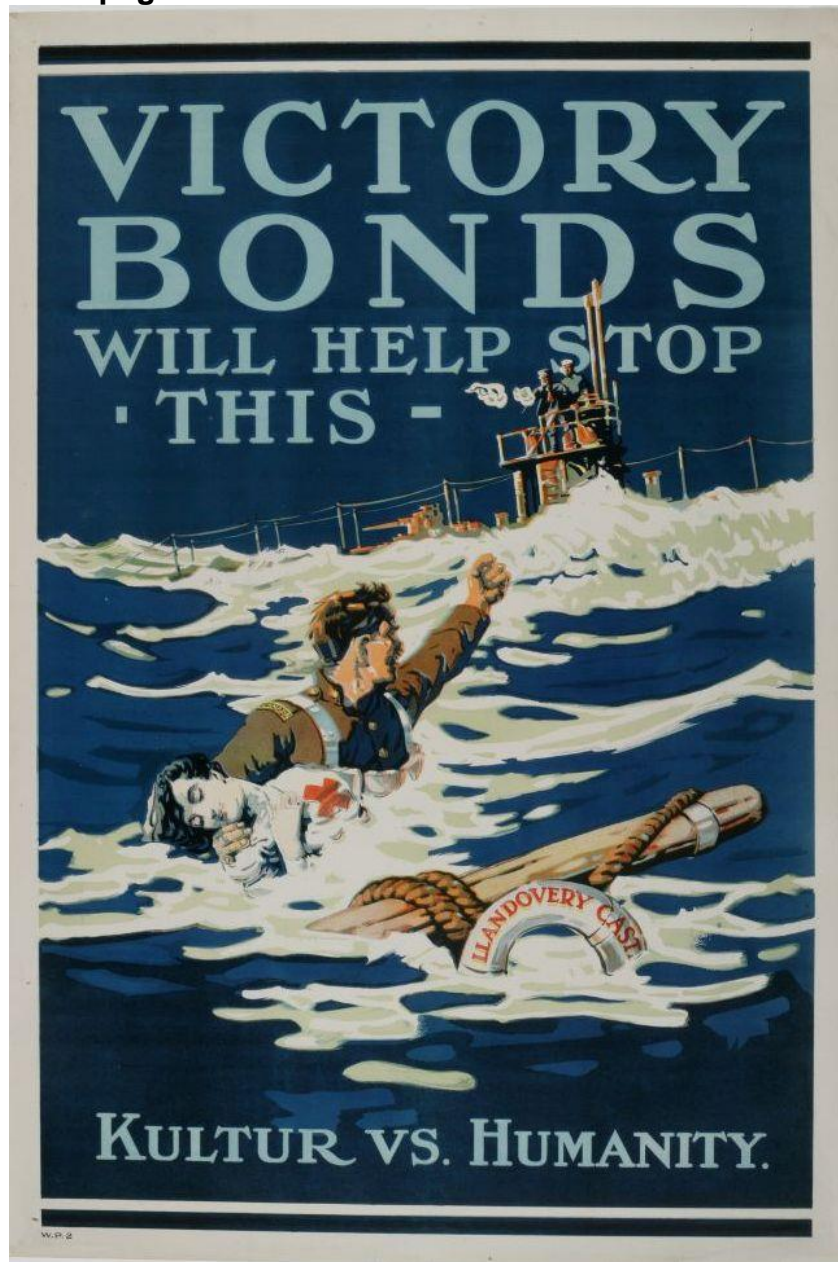


Resources : Propaganda Posters



“Kultur vs. Humanity”

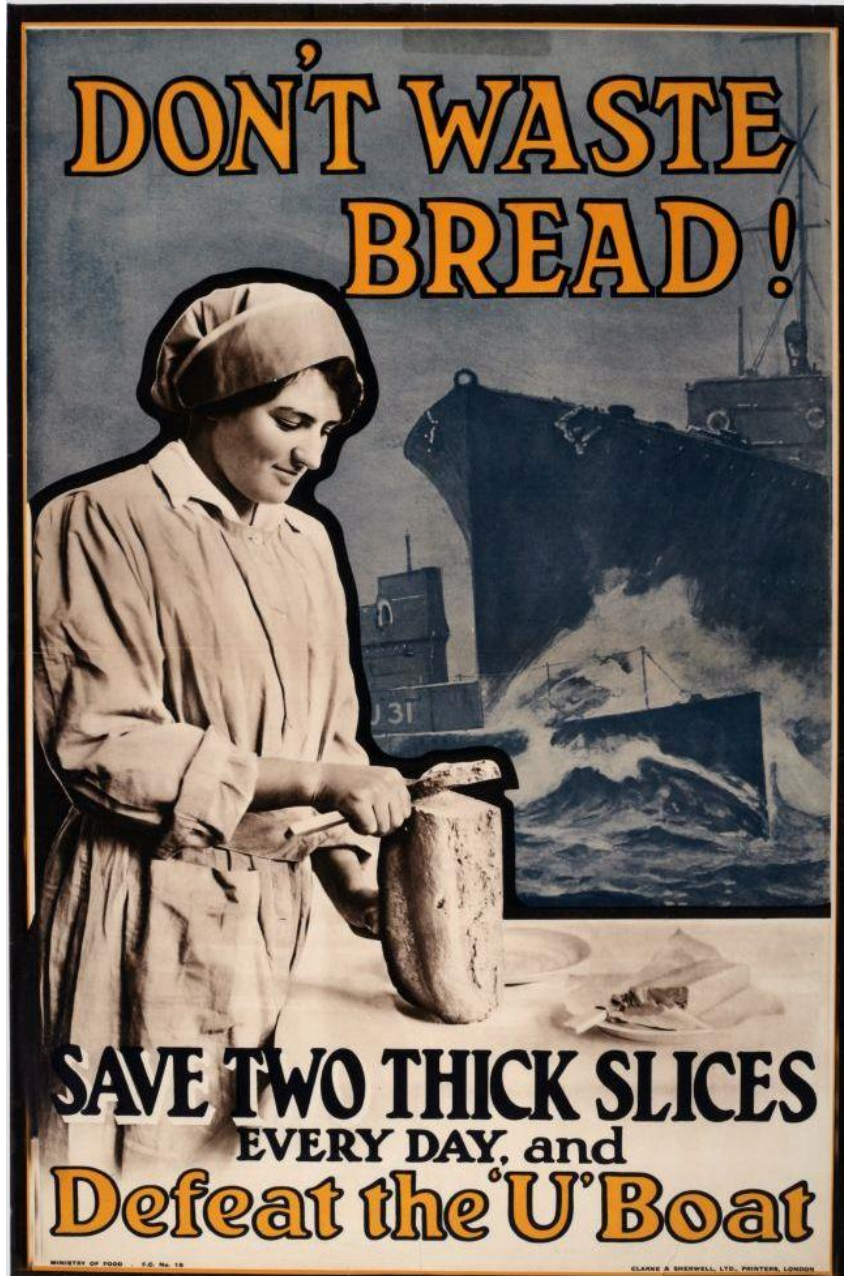
This Canadian Victory Bond poster evokes the image of the *Llandoverly Castle*, a Canadian hospital ship torpedoed by German U-boat U-86, off the coast of Ireland on 27 June 1918. The attack killed 234 people, including 94 Canadian medical officers and nurses. At the bottom of the poster is the message: “Kultur vs. Humanity.” Wartime propaganda soon referred to German *Kultur* (culture) as a damning insult, a supposed predisposition for war, cruelty, and destructiveness that placed Germany outside the community of civilized nations. A total effort against such an enemy was more than justified, it was expected.

Fund-Raising Poster CWM 198520475-034



CANADIAN WAR MUSEUM
MUSÉE CANADIEN DE LA GUERRE

Resources : Propaganda Posters



Don't Waste Bread!

The U-Boat campaign in 1917 brought increased shortages to Britain as hundreds of merchant ships carrying food and ammunition were sunk. Shortages and inflation led to high food prices and unfair distribution of food. In early 1918, sugar, meat, and fat were rationed as a fair way to allocate food and other scarce resources amongst the population.

Propaganda Poster

CWM 19720121-074

Resources : Propaganda Posters

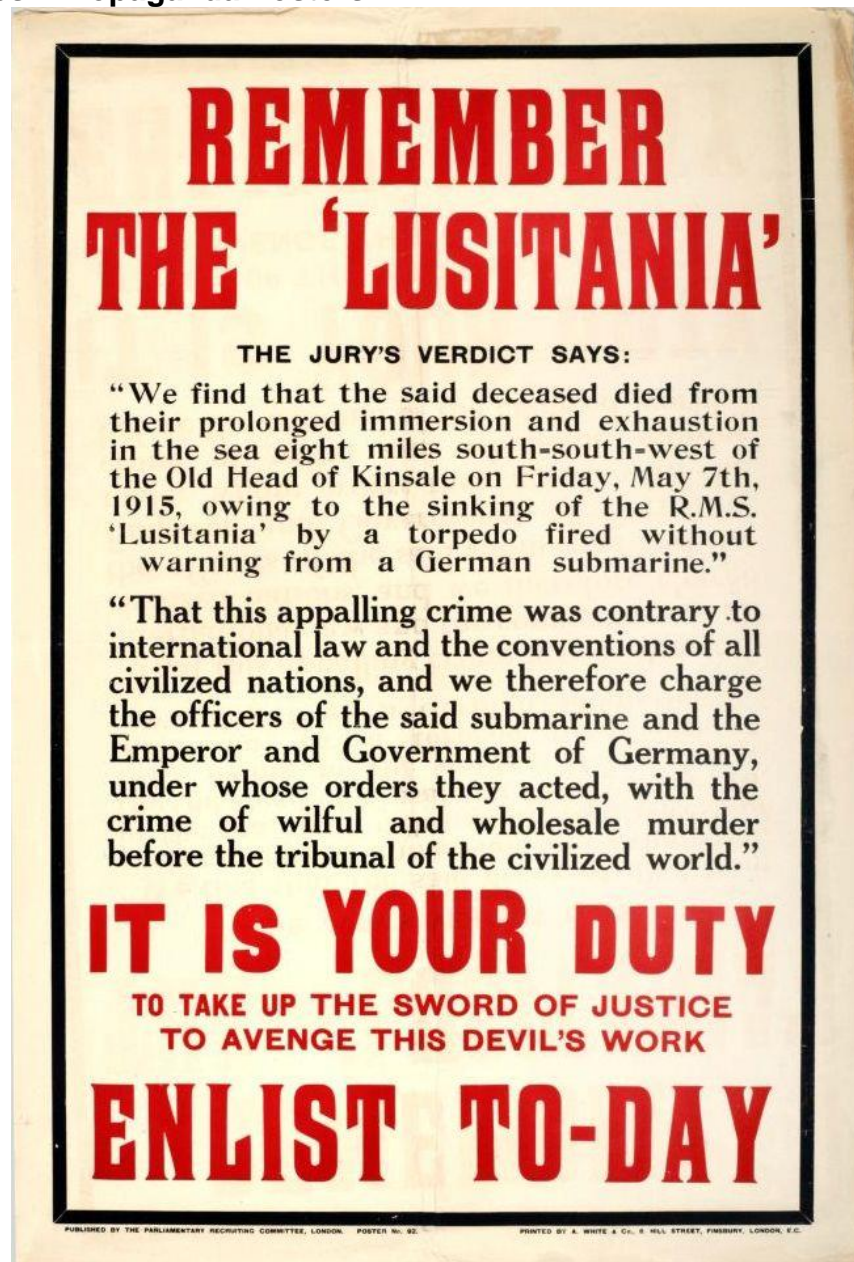


U Boote Heraus! (U-Boats Launch!)

This German poster depicts a U-Boat officer looking through a periscope. In the background, a torpedoed ship is sinking.
Propaganda Poster CWM 19920143-007



Resources : Propaganda Posters



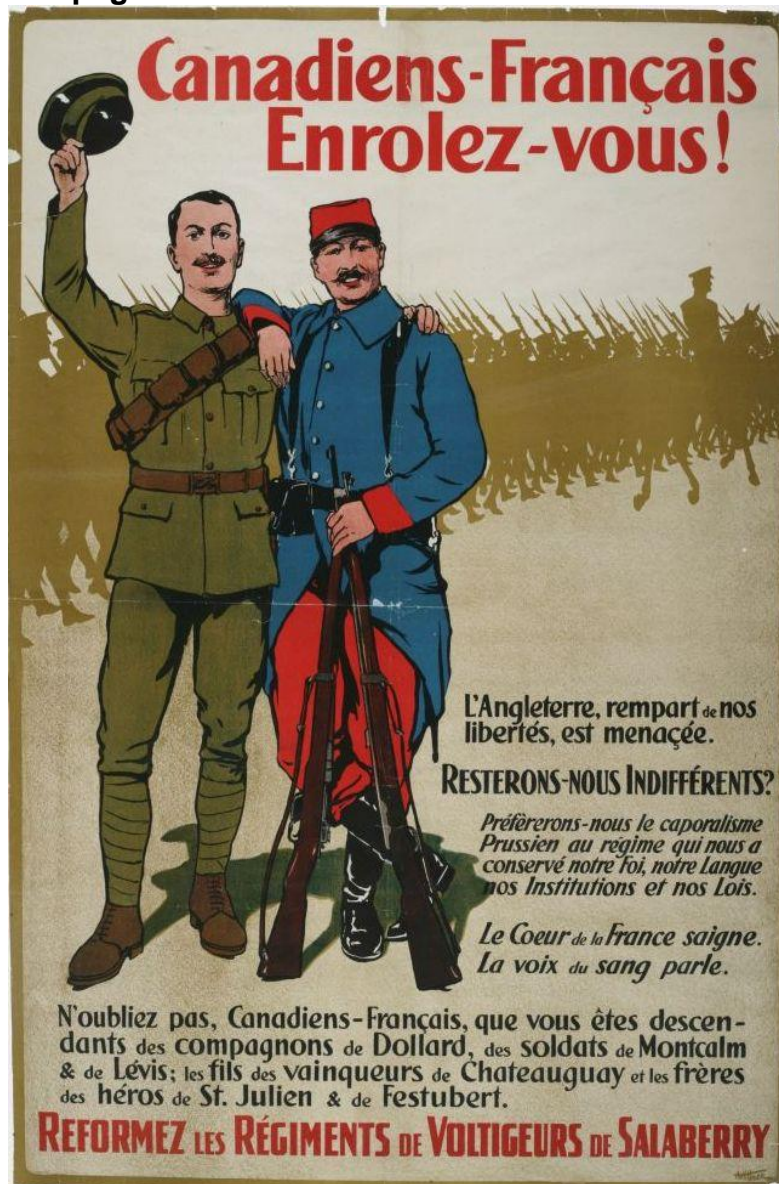
Remember the 'Lusitania'

The British transformed the sinking of the passenger ship *Lusitania* by a German U-Boat on 7 May 1915 into a wide spread propaganda campaign. It incited hatred against Germany and, as the poster shows, encouraged recruitment "to avenge this devil's work."

Wartime Recruitment Poster

CWM 19670086-007

Resources : Propaganda Posters



Canadiens-Français, Enrolez Vous! (French Canadians, Enlist!)

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

Resources : Propaganda Posters



150^{ième} Carabiniers (150th Battalion)

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

Resources : Propaganda Posters



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

Resources : Propaganda Posters



Souscrivez à 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



Resources : Propaganda Posters

FIGHT WITH FOOD



The fate of Europe, so far as food supply is a vital condition of Victory for the Allies, depends on conservation on the North American continent during the next four months. In Canada important steps have already been taken and additional measures are under preparation to save essential foodstuffs needed overseas. Their effectiveness depends upon the active, individual co-operation of the public.

Exports of wheat from this continent since January 1st have been far below the 15,000,000 bushels monthly which were promised, and increased export of wheat substitutes has not been sufficient to make up the deficiency. Every pound of food that is saved from normal consumption in this country will increase by that amount the supply available for export. Every pound is urgently needed. Lord Ribbentrop cables: "We cannot achieve victory without food."

Some people may doubt the importance of the food saving of a population less than 8,000,000 people, but Canada's saving added to the saving of the United States will be very large, and if conservation is practised to the utmost on the entire North American continent the annual saved will be sufficient to support the Allies until their next harvest. An obligation, direct and personal, rests upon every Canadian to use less of the foods our soldiers and Allies need.

<u>Eat Less</u>	THIS SPACE TO BE	<u>Substitute</u>
<p>WHEAT <small>(including Bread and all other wheat products.)</small></p>	THIS SPACE TO BE	<p>FISH <small>Eat at least 1 pound per person per week. Fish is the best and cheapest substitute for meat.</small></p>
<p>MEAT <small>(The soldiers and war workers need it more than we do.)</small></p>	LIMITED TO ADVERTISEMENTS OF FISH, VEGETABLES.	<p>VEGETABLES <small>(including potatoes, carrots, onions and turnips.) They are wholesome, plentiful and cheap.</small></p>
<p>DAIRY PRODUCTS <small>These contain fats which are urgently needed by our soldiers and allies.</small></p>	CEREALS OTHER THAN WHEAT, OR FRUITS	<p>OTHER CEREALS <small>(Corn, oats, rice, buckwheat and barley.) They should be used instead of wheat.</small></p>
<p>BEANS <small>(These are highly concentrated foods which should largely be reserved for the fighting men.)</small></p>		<p>FRUITS <small>These are conducive to health and their use helps to save other foods for export.</small></p>

"The food crisis is grave and urgent beyond possibility of exaggeration"
— SIR ROBERT BORDEN

REMEMBER THE NEEDS OF OUR SOLDIERS AND ALLIES

Fight with Food

Poster urging all Canadians on the home front to eat less wheat, meat, dairy products, and beans so that these foods could be sent overseas. Canadians were also directed to eat more fish, vegetables, fruits, and other grains. Prime Minister Sir Robert Borden is quoted at the bottom, "The food crisis is grave and urgent beyond the possibility of exaggeration."

Food Conservation Poster

CWM 20070104-108

Resources : Propaganda Posters



“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