

## Propaganda

### Resources: Other Primary Source Materials



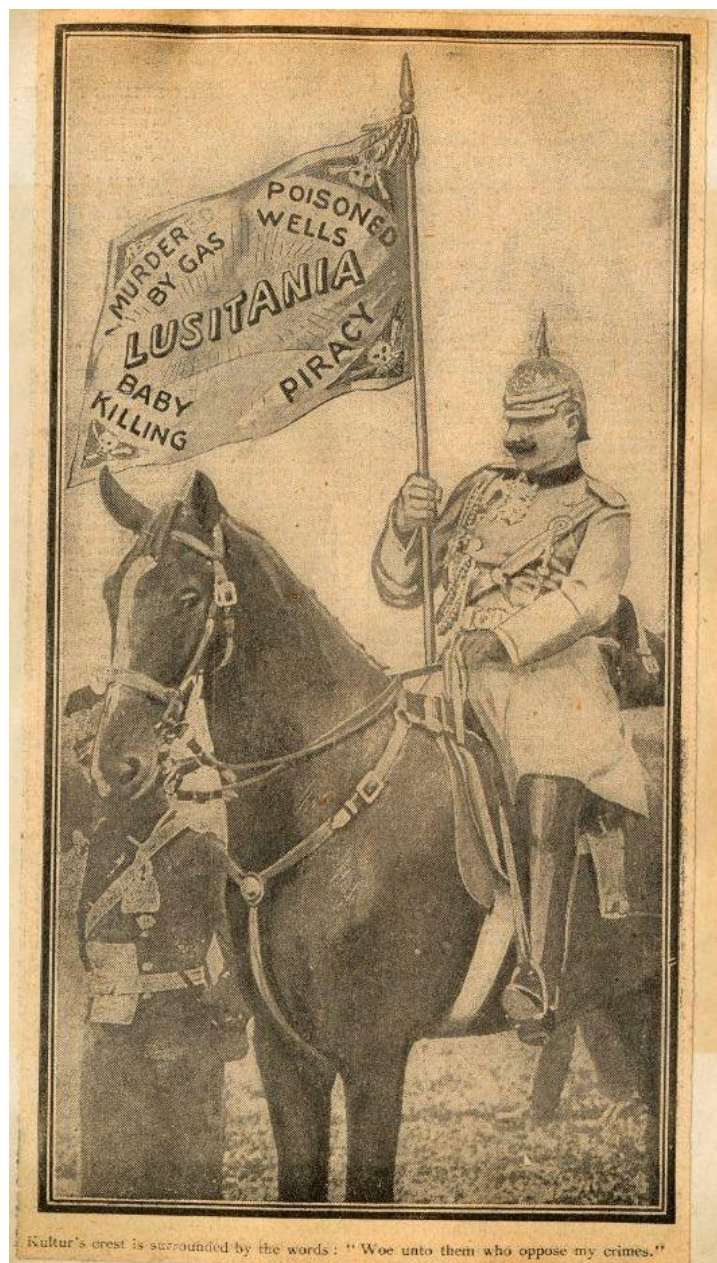
### Lusitania Medal, British Version

This British souvenir bronze medallion was created as propaganda related to the sinking of the *Lusitania*. Originally struck in Germany, artist Karl Goetz engraved the medal. On one side, the ironic words “no contraband goods” and the image of the sinking ship loaded with war supplies suggests that the Germans were justified in targeting a passenger liner. The other side shows a line of passengers willingly buying their tickets from death, even though they have been warned about the U-Boat threat, as shown in a newspaper. The medal first appeared with the incorrect date of 5 May 1915, two days before the actual attack. The British pounced on this. The medal’s design was replicated in Britain and sold cheaply for propaganda purposes, an example of German militarism that celebrated the death of civilians and, with the incorrect date, an insinuation that it had been a pre-planned attack against the vessel.

Commemorative Medallion CWM 19790136-001

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### Kultur's Crest

Political cartoon evoking both real and imagined atrocities and illegal actions by the German military, often summed up in the word "kultur." News of the German use of poison gas at Ypres in 1915, unrestricted submarine warfare, atrocities against Belgium civilians, and the sinking of the *Lusitania* helped to galvanize Allied public opinion against Germany.

George Metcalf Archival Collection

CWM 19960077-001



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### Remember Edith Cavell

This postcard graphically depicts a German officer standing over the dead body of Nurse Edith Cavell. The firing squad that executed her looks on in the background. The card charges the Germans with murder. Cavell had been accused of treason for helping injured allied troops escape Belgium to the neutral Netherlands. Her execution outraged the British Empire.

George Metcalf Archival Collection

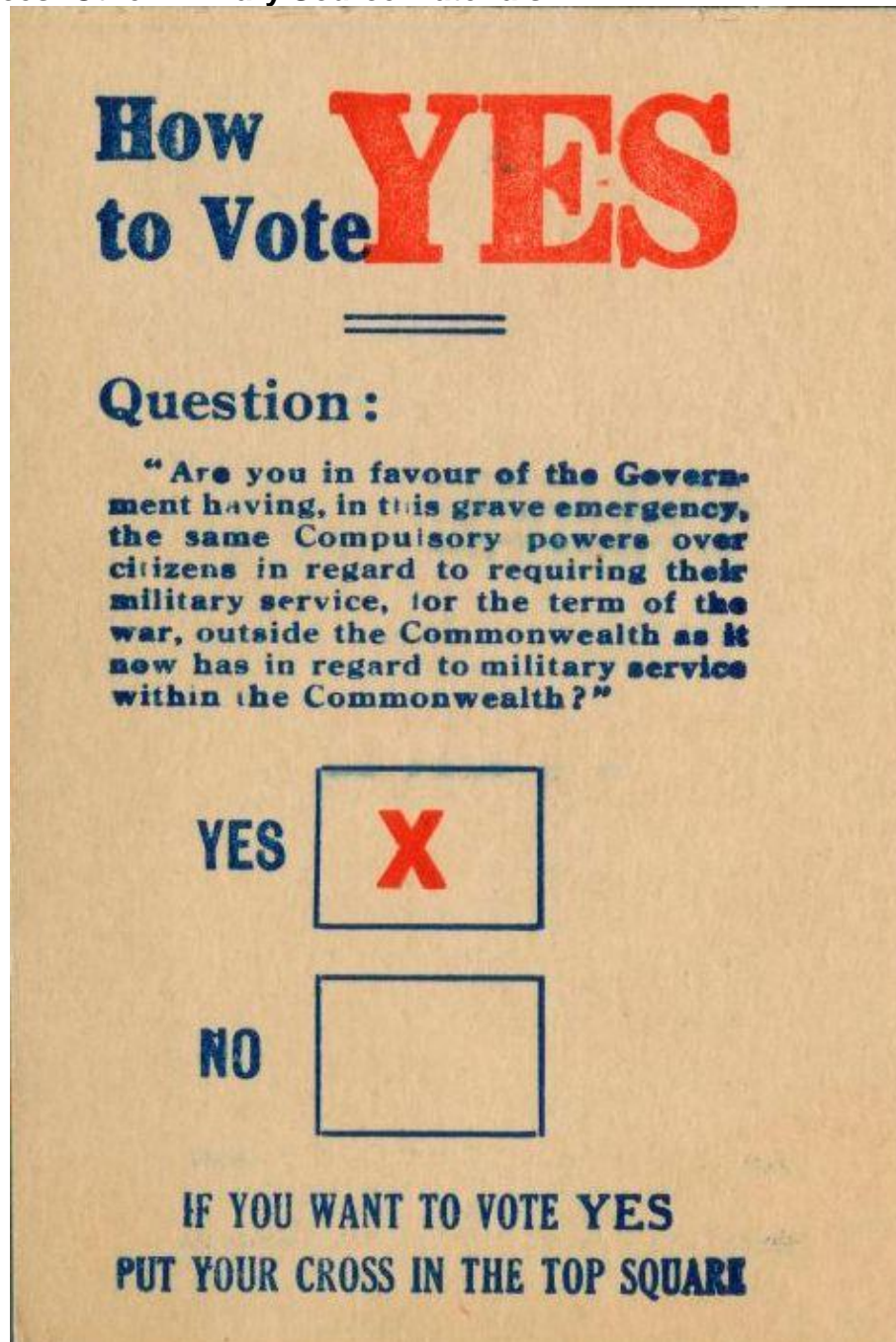
CWM 19960034-008



CANADIAN WAR MUSEUM  
MUSÉE CANADIEN DE LA GUERRE

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### What Would the Kaiser Want?

Leaflet urging a yes vote for conscription. The reverse of the card warns the reader, "Before you cast your vote think what the Kaiser would like it to be." The Allied press and propaganda demonized the Kaiser, Germany's king, as a warlord. The pro-conscription forces ultimately proved successful in Canada's 1917 election.

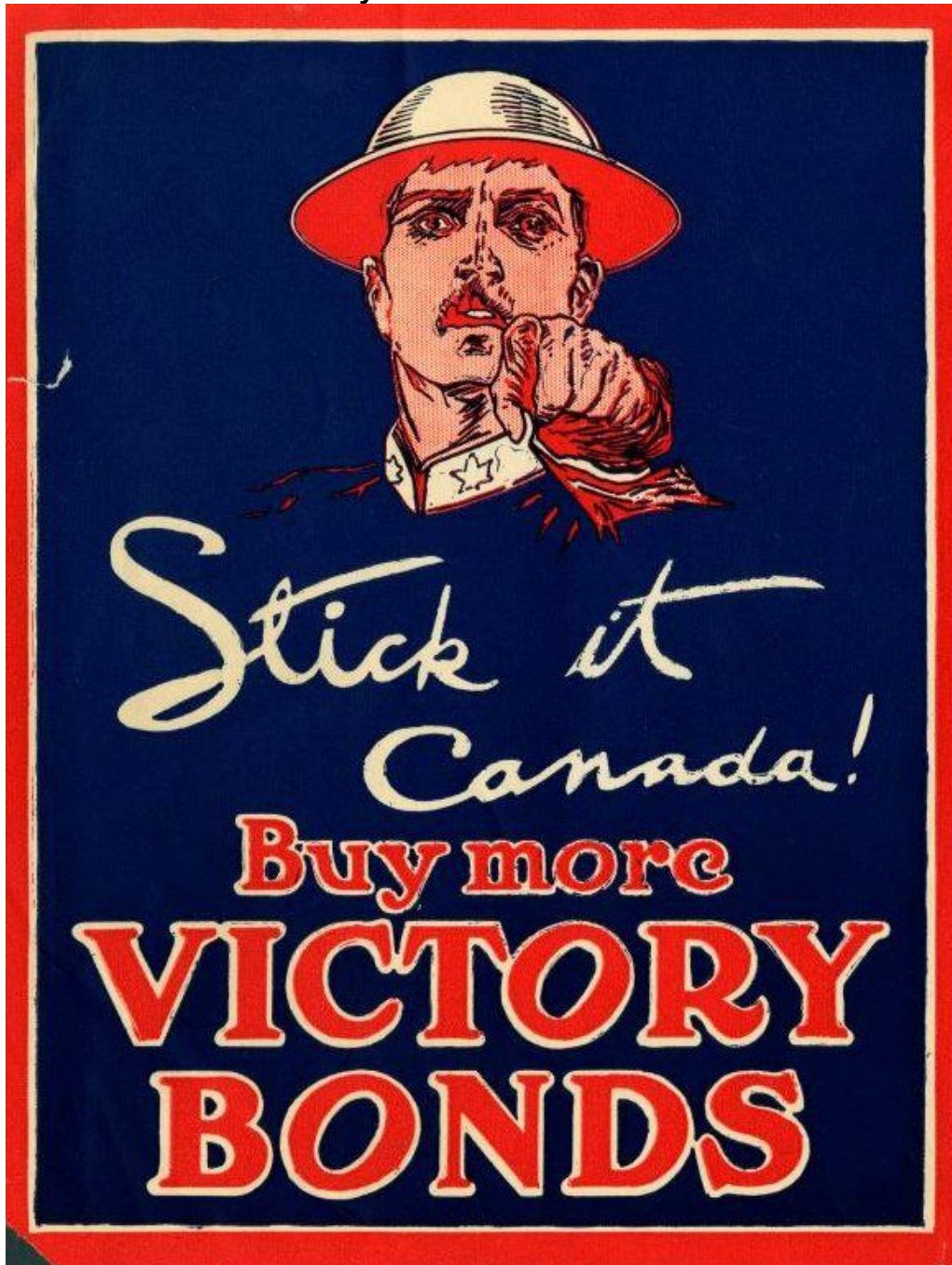
George Metcalf Archival Collection

CWM 20020045-1509



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**Stick it Canada!**

This sticker was used to encourage the purchase of Victory Bonds. Victory Bond posters, stickers, flyers, buttons, and leaflets proliferated as the government increasingly relied upon Canadians to pay for the war.

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CWM 19860131-104



CANADIAN WAR MUSEUM  
MUSÉE CANADIEN DE LA GUERRE

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**GIVE US HIS NAME**

His Name is .....

His Business Address .....

His House Address .....

His Occupation .....

**You know ONE man**

—who won't face his chums when they return from the front.

—who is living snugly and safely at home while YOUR loved ones are fighting his battles for him.

All we ask is: "give us his name." He'll get his chance, now, to **PLAY THE MAN!**

**B** *This help comes from a (MAN) or a (WOMAN)*  
(Indicate your sex when sending this card)

**255<sup>TH</sup> QOR O'SEAS B'N**

**Give Us His Name**

Recruitment card from the 255th Battalion, the Queen's Own Rifles, a unit raised in Toronto. This insidious form of recruitment asked people to turn in those men who had not voluntarily enlisted. Recruiters would locate the named men, and then attempt to shame, or even threaten, them into enlisting.

George Metcalf Archival Collection

CWM 19940004-132