



**SUPPLY
LINE**

Propaganda and information posters were part of Canada's wartime experience. Some posters inspired support for the war effort, while others encouraged Canadians to enlist in the military. Some promoted fundraising, salvage and recycling, or the importance of secrecy. Many used bold images and designs to attract attention.

Reproduction

Propaganda Posters



To Victory

Canadian War Museum 20070104-083

Attaque sur tous les fronts (Attack on All Fronts)

Canadian War Museum 19730004-029

Posters Everywhere

When the Second World War began in 1939, posters were already widely used for advertising. Soon they were also supporting the war effort. Posters appeared in public places, shop windows, workplaces, government buildings, and military facilities.

Early in the war, posters often used mostly words to get their point across. Later, they used large images and graphic designs. These posters were often created by professional designers. Some included works by well-known artists.

The Posters in the Discovery Box

The posters in the Discovery Box are reproductions of posters created by the federal government for use across Canada.

In *To Victory*, a beaver representing Canada wears a steel helmet with a maple leaf and a “Canada” sash. It is also carrying a weapon it has made itself.

The lion represents Britain, and wears a crown symbolizing the British monarchy. It has a bandage on its tail, showing that it is wounded but still fighting. It also has a cigar in its mouth – a reference to British Prime Minister Winston Churchill.

In *Attaque sur tous les fronts (Attack On All Fronts)*, Canadians are being urged to work together for victory. A woman with a hoe represents farming and food production. The man with goggles and a rivet gun symbolizes industrial production. The soldier, with a steel helmet and sub-machine gun, represents the military. All of them are shown as essential to the war effort.

Did You Know?

Attaque sur tous les fronts (Attack on All Fronts) was one of a number of well-known wartime posters designed by Canadian artist Hubert Rogers. Rogers was also known for illustrating the covers of science fiction books and magazines in the 1930s, 1940s and 1950s. He later became a portrait painter.