

# **‘TATTENHALL REMEMBERS’**

**The Great War 1914-18**

## **PROPAGANDA POSTER CATALOGUE**

Propaganda Posters were created throughout The Great War. Kitchener’s Army was a ‘volunteer army’ and the principal objective of poster design during the early years of the War was to persuade men to enlist. As the war continued, and after the introduction of Conscription in 1916, a range of emotional and intellectual tactics was used which targeted other issues such as gender, class, the Home Front etc.

### **Poster 1 – ‘Centenary Exhibition Poster’**

Our Centenary Exhibition Poster has been created from Charles Thomas Howard’s famous image of a Private running toward the viewer, holding his Lee Enfield Rifle and Bayonet. This image appeared on a British postcard sent home in 1915 and remains in a private collection. Multiple examples of this postcard were created using different names of Regiments or Units and different locations eg *‘Don’t be Alarmed: The Cheshires are on Guard’*.

### **Poster 2 – Men to delay is dangerous when your country needs you**

A standard recruitment poster from 1915 encouraging men to sign up. Note that the text is set within a blue, white and red border and has the image of the Union Flag top centre – all of this was used to evoke patriotism in the target audience.

### **Poster 3 – Britons Kitchener Wants YOU**

This 1914 poster with Lord Kitchener as ‘Secretary of State for War’ is one of the most famous recruitment posters of the Great War. Originally created as a cover illustration for the penny weekly magazine ‘London Opinion’, the cartoonist was Alfred Leete.

### **Poster 4 – If the Cap fits YOU – Join the Army Today**

A simple but effective message is shown on this 1915 poster. Men are encouraged to enlist by illustrating a military cap. The inference is that in wearing such a military cap, you would not be open to criticism.

### **Poster 5 – There’s still a place in the line for YOU – will you fill it?**

Another 1915 poster encouraging men to enlist. The message is clear; join up and be part of these smart, brave young men who are willing to serve their nation.

### **Poster 6 – Enlist today – he’s happy and satisfied are you?**

The smiling British soldier is used to persuade young men of the merits of enlisting. This poster was produced by the Parliamentary Recruiting Office (PRO) in 1915.

### **Poster 7 – Cheshire Regiment Recruitment Poster**

Cheshire lads signed up at 'The Castle' recruitment office in Chester. This very detailed poster gives information on joining the Cheshire 'Regular' or 'Territorial' Armies.

### **Poster 8 – There's room for you: Enlist Today**

This 1915 poster is unusually decorative as most posters produced by the Parliamentary Recruiting Committee (PRC) were text-based, with limited colour. The PRC was set up following the outbreak of war in August 1914. The Committee was a cross-party organisation which commissioned some 200 posters before the introduction of conscription in January 1916.

In this poster, a group of British infantry are seen departing in a maroon coloured train. One soldier is gesturing to the viewer to join him as he enters the train. The other soldiers are gathered around, leaning out of the windows and crowded around the door and they too are staring at the viewer. An elderly man stands in the right foreground of the image, waving his hat in farewell at the men on the train. This is a further example of persuasive propaganda, encouraging men to join Kitchener's Volunteer Army.

### **Poster 9 – Women of Britain say GO!**

This poster was produced by E Kealey in 1915 for the British Army recruitment campaign. It is an example of the increasingly sophisticated methods used by the recruiters to encourage British men to enlist. Rather than using a simple 'call to arms', the poster pictures the women of Britain as defenceless and in need of protection whilst at the same time appeals to those same women to press their men-folk into service for King and Country.

### **Poster 10 – Be Honest with yourself. Be certain that your so-called reason is not a selfish excuse'**

This is a 1915 poster which shows in silhouette, soldiers with a cannon. It is a perfect example of propaganda which uses 'emotional' appeal to persuade men to enlist.

### **Poster 11 – These women are doing their bit. Learn to make munitions**

The Ministry of Munitions was founded in 1915 and quickly issued a number of wartime posters urging women to take up various posts in the armaments industry. This particular example shows a woman getting ready to start work at a munitions factory and men in uniform are shown waving goodbye (lower left corner). The stereo-typical role of women was under assault in this period; they were seen to be resilient and active participants in the war effort.

### **Poster 12 – The kitchen is the key to victory – eat less bread**

As the war dragged on, posters promoted what was considered to be acceptable wartime behaviour on the Home Front. This poster, directed at the civilian population, was one of many food-related propaganda posters. The messages are several – civilians should consume and/or waste less food; improvisation is important with increasing shortages, and importantly, in eating less bread than fewer of the merchant seamen would be endangering their lives. Over 33% of the merchant fleet was lost in supplying the nation with items such as wheat.

### **Poster 13 – National Service Women’s Land Army (1917) ‘God speed the plough and the woman who drives it’**

With increasing numbers of male farm workers at war, The Ministry of Agriculture turned its attention to women and created the ‘Women’s Land Army’ to assist in agricultural production. Moreover, following the introduction of conscription in 1916, many women took on roles that had previously been denied them. Indeed, by 1917 (the date of this poster) some 250,000 women were working on the land, 20,000 of whom belonged to the Women’s Land Army. This iconic poster shows a Land Girl in uniform (and hat), guiding a horse-drawn plough. Crows are shown soaring over the newly furrowed ground and they are silhouetted against the stylised rays of a partially obscured sun. Posters like this promised a lighter, brighter life just beyond the horizon. At the base of the poster design are details regarding enrolment forms and The National Service emblem is also shown. *(We would like to thank Cherish Watton, Website Editor of Women’s Land Army.co.uk for her help during our preparations).*

### **Poster 14 – VAD (Voluntary Aid Detachment) Poster (by courtesy of The British Red Cross)**

Joyce Denny’s iconic poster shows 3 nursing members in their aprons and caps (look closely, their uniforms are all slightly different). The background represents a ‘red cross’ on which are printed the names of various countries. The poster appeals to women who are urgently required in a variety of roles (listed at the bottom of the poster).

From 1909 Voluntary Aid Detachments (VADs) comprised both male and female volunteers which provided nursing and medical assistance in wartime. Female VADs undertook a variety of work during the war, organising and supplying aid to naval, military and auxiliary hospitals, alongside ‘general service’ duties throughout the UK and overseas. By the summer of 1914, there were 2,500 VADs in Britain.

VADs carried out duties that were less technical, but no less important, than trained nurses. They organised and managed local auxiliary hospitals throughout Britain, caring for large numbers of sick and wounded soldiers.

### **Poster 15 – ‘Acts of Mercy – The Doctor: 1’ (by courtesy of the Wellcome Library)**

This poster represents one of a series of paintings by the British artist, Frederick Cayley Robinson. The paintings were commissioned for the Middlesex Hospital 1915-1920. The image used in our Exhibition, illustrates the traumatic effects of conflict on patients sent back from the Great War. In ‘The Doctor: 1’, the wounded of World War are positioned on the steps in their "convalescent blues". They are blank-eyed and listless.

### **Posters 16, 17 and 18 – Gas Attacks**

Poison Gas (Chlorine) was first used by the Germans in the Ypres Salient in 1915 (albeit that irritants had been used previously by the French). This poster and the photographic images provide a sinister reminder of the changing nature of warfare and the menacing attempts which were used to break the stalemate of The Great War.

### **Poster 19 – War Bonds – Feed the Guns**

This Poster shows a range of artillery with a soldier looking through a telescope. Using this emotive imagery, the Government targeted the viewer with ‘War Bonds’ as a way of raising monies.

### **Poster 20 - Souscrivez! Et Nous Aurons La Victoire (translated – *Subscribe! And we will be victorious!*).**

French Poster of 1918 showing a large tank emerging out of a trench onto a battlefield. Tanks were first used in battle in 1915 and were a major feature of breaking the stalemate of Trench Warfare. Unsurprisingly, the length of the conflict was a costly exercise. The French civilian population was, therefore, encouraged to subscribe to a series of four National Loans which were used by the French government to raise money. These posters played on patriotic feelings, suggesting that it was up to the living to complete the magnificent work of the dead.

### **Poster 21 – Historial de la Grande Guerre**

We decided to include this current French poster from the ***Historial de la Grande Guerre Museum*** because the museum prides itself on comparative history with all of its presentations in three languages – French, English and German. In this way, the experiences of the major participants of The Great War are given equal weighting. This poster uses this benchmark to good effect i.e. Soldiers from differing sides of the conflict are discarding their current items of clothing and weaponry into a Museum Exhibition Case. The items of the past become the exhibits of the future ...

### **Poster 22- On les aura! 2e Emprunt de la Defense Nationale. Souscrivez (translated - *We'll get them! The 2nd National Defense Loan. Subscribe*).**

This French Poster shows a French soldier with a rifle in one hand and his other hand raised, urging his comrades onward. The text calls upon French

citizens to subscribe to the 2<sup>nd</sup> National Defense Loan (one of four issued by the French Government during the Great War). This is one of the most iconic of the French posters produced during the conflict and was created in Paris in 1916 by Abel Faivre, a well-known illustrator and cartoonist.

**Poster 23 - To Dress Extravagantly in War Time is worse than bad form it is unpatriotic**

This 1916 poster again promotes the need to behave correctly during wartime. Many such posters targeted the middle class who continued to drink imported wine, smoke imported cigars etc (all of which endangered the merchant fleet).

**Poster 24 – Public Warning Poster**

German air raids on British towns and cities caused considerable fear and unease on the Home Front. Public Warning Posters such as this were created to educate the public on the differences between British and German airships and aircraft. This 1915 example provided silhouetted images of the various German and British airships and aeroplanes so that people could better differentiate between enemy and friendly aircraft.

Air raids suddenly and dramatically extended the perils of warfare to the 'Home Front'. In response, the government not only offered some guidance via information leaflets and posters about what to do during an air raid and how to differentiate between British and German aircraft but an air defence system was also created. Anti-aircraft artillery and the erection of barrage balloons over London were introduced.

**THE CHESHIRE REGIMENT**

A collection of information relating to aspects of 'The Cheshire Regiment' during the conflict of 1914-18.

Two individuals of The Cheshire Regiment were awarded the VC during The Great War:

Pte Thomas Alfred Jones, VC, DCM

and

2<sup>nd</sup> Lieut. Hugh Colvin, VC

