

ESTHER CLARK WRIGHT ARCHIVES

ACADIA UNIVERSITY

WORLD WAR ONE POSTER COLLECTION

Accession 1900.237-WWI



Compiled by Wendy G. Robicheau and Sam Howes

Fall 2011

World War One poster collection. – [textual records]. – [between 1914 and 1918]. – less than 1cm of textual records (75 posters and 4 pamphlets)

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Scope and Content

Collection consists of three groups: Recruitment, Victory Loans and Bonds, and Canada Food Board. Most items were published by Canada; a few are British publications.

File List

1900.237-WWI/46 [CANADA REGISTRATION BOARD NOTICE TO PATRONS OF HOTELS, RESTAURANTS, BOARDING HOUSES, ETC.](#) (1918, June 22) From G.D. Robertson, Chairman. (35 x 28cm)

Note: The Canada Registration Board was established on February 23, 1918 and all people over the age of sixteen were required to register. The purpose of this was to have a list of potential workers in the event that soldiers or laborers were needed during the war. Both men and women were required to register. If someone did not register or was not carrying their registration card, charges could be pressed against them. This poster was sent out the same day that it was required for everyone to register, June 22. (<http://www.doukhobor.org/National-Registration.htm>)

Note: Evangeline Elliott accession 1982.005-ELL includes an example of a registration card, which is glued into her scrapbook.

Note: A Google search will reveal many families registration cards, most of which are dated June 22, so it appears that many people wasted no time in registering.

Recruitment

1900.237-WWI/1 [ARMY SERVICE CORPS](#) : Bakers, Butchers, Blacksmiths, Chauffeurs, Teamsters, Carpenters, and a 100 other tradesmen : Join now, To-day, you are needed : Apply 145 Granville Street. [between 1914 and 1918] On reverse, "The soldier when he has half a moment Smokes "Arf a 'Mo" Cigarettes. (34 x 26 cm)

1900.237-WWI/2 RECRUITS FOR THE MINISTRY [1918?]Poster giving percentages of people in the ministry. Fragile, folded due to size (154 x 92cm)

1900.237-WWI/3 [35 MEN WANTED TO COMPLETE RAILWAY DRAFT NOW MOBILIZING AT WINDSOR](#) (1917, May 14 ; 2 copies) Very fragile (50 x 33cm)

1900.237-WWI/4 [EVERYONE SHOULD DO HIS BIT : ENLIST NOW](#) [1915?]Published by the Parliamentary Recruiting Committee, London – Poster No 121.Printed by Roberts &Leete Ltd. London (71 x 49cm)

1900.237-WWI/5 [STOP! LOOK! LISTEN!](#)[between 1914 and 1918] Recruitment poster for telephone and telegraph operators. Fortress Signal Coy. R.C.E. South Barracks, Halifax, N.S. (70 x 48cm)

- 1900.237-WWI/6 [THE DYNASTS](#) : Royal Alexandra : Week Feb. 14 [1914?] Print by T.W. Mitchell Graphic Arts Society (73 x 53cm)
- 1900.237-WWI/7 [STEP INTO YOUR PLACE](#)[1915?] Poster published by the Parliamentary Recruiting Committee, London – Poster No. 104. Printed by David Allen & Sons Ltd. Harrow, Middlesex (75 x 50cm)
- 1900.237-WWI/8 [RECRUITS WANTED FOR OVERSEAS SERVICE](#) [between 1914 and 1918] 246th Overseas Battalion, C.E.F. poster, contains information on wages and compensation (45 x 30cm)
- 1900.237-WWI/9 [LES HEROS DE ST-JULIEN ET DE FESTUBERT](#):Suivrons-nous leusexemple? [between 1914 and 1918] Recruitment poster, French.Printed by Gazette Printing Co. Limited, Montreal (93 x 62cm)
- 1900.237-WWI/10 [YOU ARE NO EXCEPTION, JOIN NOW](#) [between 1914 and 1918] No. 4 Central Recruiting Committee, No. 2 Military Division, Toronto.(96 x 64cm)
- 1900.237-WWI/11 [ENLIST TO-DAY : HE'S HAPPY AND SATISFIED – ARE YOU?](#)[between 1914 and 1918] Published by the Parliamentary Recruiting Committee, London.Poster no. 96.Printed by Turner &Dunnett, London & Liverpool (76 x 30cm)
- 1900.237-WWI/12 [IF YOU WERE A GERMAN AGED 18-50 YOU WOULD BE FIGHTING FOR THE KAISER!](#) [between 1914 and 1918] Issued by Central Recruiting Committee, No. 2 Military Division, Toronto (62 x 53cm)
- 1900.237-WWI/13 [WHICH? HAVE YOU A REASON – OR ONLY AN EXCUSE – FOR NOT ENLISTING NOW!](#) [between 1914 and 1918] Published by the parliamentary recruiting committee, London.Poster no. 128.Printed by the Abbey Press 32 &34 St. Peter St.Westminster, S.W. (75 x 50cm)
- 1900.237-WWI/14 [WHAT BURNS SAID – 1782 HOLDS GOOD IN 1915 TAKE HIS TIP](#) [1915?] Poster published by the Parliamentary Recruiting Committee London. Printed by David Allen & Sons Ltd. Harrow, Middlesex (76 x 51cm)
- 1900.237-WWI/15 [JOIN THE 246TH BATT. NOVA SCOTIA HIGHLANDERS](#) [between 1914 and 1918] Recruitment poster (47 x 30cm)
- 1900.237-WWI/16 [PATRIOTIC MEETING](#) [between 1914 and 1918] Recruitment poster (34 x 22cm)
- 1900.237-WWI/17 [“BE HONEST WITH YOURSELF. BE CERTAIN THAT YOUR SO-CALLED REASON IS NOT A SELFISH EXCUSE” – LORD KITCHENER. ENLIST TODAY](#) [between 1914 and 1918] Published by the Parliamentary Recruiting Committee, London, Poster No. 127. Printed by Bemrose& Sons Ltd. London&Derby (75 x 50cm)
- 1900.237-WWI/18 [MAKE US AS PROUD OF YOU AS WE ARE OF HIM!](#)[1915?] Published by the Parliamentary Recruiting Committee, London, Poster No. 119.Printed by David Allen & Sons, Harrow, Middlesex (75 x 50cm)
- 1900.237-WWI/19 [LORD KITCHENER SAYS...ENLIST TODAY!](#)[1915?] Published by the Parliamentary Recruiting Committee, London, Poster No. 117.Printed by David Allen & Sons, Harrow, Middlesex. Folded due to size (126 x 102cm)
- 1900.237-WWI/20 [BUSHMEN & SAWMILL HANDS WANTED FOR THE CANADIAN FORESTRY UNITS OVERSEAS](#)[between 1914 and 1918 ; 2 copies] The Mortimer Co., Ltd. Folded due to size (107 x 72cm)
- 1900.237-WWI/21 BUDGET PERCENTAGES FOR WHOLE CHURCH 1919 (1919) Folded due to size (154 x 92cm)

- 1900.237-WWI/22 [IF YOU POSSESS THE FIGHTING SPIRIT OF YOUR FOREFATHERS JOIN THE 236TH KILTIES BATTALION](#) [between 1914 and 1918] The Montreal Litho Co. Ltd. (107 x 72cm)
- 1900.237-WWI/24 [NOUS DEFENDRONS LE PRECIEUX JOYAU DE LA LIBERTE](#) (1917-1918)
Printed by Gazette Printing Co. Limited, Montreal, Canada (63 x 94cm)
- 1900.237-WWI/25 [...AT GOES MARCHING ALONG](#) [between 1914 and 1918] Gerald Wood. Printed by Beck & Inohbold, Ltd., Leeds and London (48 x 115cm) Note: Poster was originally designed as part of a set of two that fit together. The first would have read "JOIN THE BRAVE THROG TH..." <http://djvued.libs.uga.edu/wwpost/>
- 1900.237-WWI/26 [TAKE UP THE SWORD OF JUSTICE](#) (1915 ; 2 copies) Poster done by Sir Bernard Partridge. Revenge for the Lusitania. (copy 1, 37 x 25cm ; copy 2, 49 x 30cm)
- 1900.237-WWI/27 [THE HAPPY MAN TODAY IS THE MAN AT THE FRONT, 73rd ROYAL HIGHLANDERS OF CANADA.](#) [between 1914 and 1918] Torn and extremely fragile (103 x 70 cm)
- 1900.237-WWI/28 [HERE'S YOUR CHANCE – IT'S MEN WE WANT](#) [between 1914 and 1918]
Authorized by the Central Recruiting Committee, No. 2 Military District, Toronto (97 x 63cm)
- 1900.237-WWI/29 [GOD SAVE THE KING – GRAND PATRIOTIC RALLY](#) [between 1914 and 1918]
Poster has space for Place, Date, and Speakers (72 x 53cm)
- 1900.237-WWI/31 [NO. 2 CONSTRUCTION BATTALION FOR COLORED MEN OF CANADA](#)
[between 1914 and 1918 ; 3 copies] Two copies are signed P.M. Fielding. All copies are fragile. (29 x 37cm)
- 1900.237-WWI/32 [THIS MAN WOULD NOT TRADE PLACES WITH YOU](#) [between 1914 and 1918]
The Second Reinforcing Draft for No. 8 Royal Canadian Garrison Artillery Siege Battery, Canadian Expeditionary Force – Halifax Citadel (23 x 41cm)
- 1900.237-WWI/33 [No. 10 HALIFAX SIEGE BATTERY: The First Complete Unit of its Kind to be Raised Locally : WANTS YOU](#) [between 1914 and 1918 ; 2 copies] Headquarters for No. 10 Halifax was at the South Barracks, Sackville Street. Second copy is torn in half. (36 x 25cm)
- 1900.237-WWI/34 [COME ALONG MEN! JOIN THE AMMUNITION COLUMN](#) [between 1914 and 1918] Very fragile. (56 x 35cm)
- 1900.237-WWI/35 [WANTED AT ONCE! 150 ARTILLERY RECRUITS FOR OVERSEAS AMMUNITION COLUMN](#) :1st Regiment Canadian Garrison Artillery [between 1914 and 1918] (28 x 34cm)
- 1900.237-WWI/36 [LUMBERMEN, ATTENTION!](#) : 250 Volunteers for Forestry Company [between 1914 and 1918] (36 x 53cm)
- 1900.237-WWI/37 [CONSTRUCTION MEN – SAWMILL MEN - BUSHMEN CHAUFFEURS](#) :Join the 242nd Overseas Battalion {Foresters}- Headquarters – Sherbrooke Street, Montreal [between 1914 and 1918] (35 x 27cm)
- 1900.237-WWI/38 [COME AND DO YOUR BIT – JOIN NOW](#) (1915, May) Recruiting Poster published by the Parliamentary Recruiting Committee – London. Printed by David Allen & Sons Ltd., Harrow, Middlesex. (25 x 37cm)
- 1900.237-WWI/39 [WANTED: RECRUITS FOR CANADIAN OVERSEAS SERVICE](#) [between 1914 and 1918] Contains information on wages and compensation. Splitting down middle (68 x 35 cm)

- 1900.237-WWI/40 [KEEP CUMBERLAND REPRESENTED AT THE FRONT](#) [between 1914 and 1918] Recruitment poster for the 193rd Company of the 246th Overseas Battalion Reserve, Nova Scotia Highlanders. Eastern Publishers, Limited, Amherst, N.S. Torn around edges (62 x 47 cm)
- 1900.237-WWI/41 [SURELY YOU WILL FIGHT FOR YOUR](#) (picture of King Edward)AND(picture of Britain) [between 1914 and 1918] Published by the Parliamentary Recruiting Committee, London – Poster no. 83. Printed by Jas. Truscott & Son, Ltd., Suffolk Lane, London, E.C.Fragile. Splitting down the middle (73 x 50 cm)
- 1900.237-WWI/42 [WANTED AT ONCE: 300 MEN FOR NO. 2 CONSTRUCTION BATTALION](#) For Colored Men of Canada [between 1914 and 1918] Very fragile. Torn (60 x 30 cm)
- 1900.237-WWI/43 [WANTED AT ONCE – 50 MEN FOR RAILROAD CONSTRUCTION IN FRANCE](#) [between 1914 and 1918] Truro, Amherst, Moncton, No. 5 Reinforcing Draft Canadian Railway Troops. Very fragile.Torn in half. Stained at top (28 x 36 cm)
- 1900.237-WWI/44 [RAILWAY MEN WANTED FOR THE BIG PUSH](#) [between 1914 and 1918 ; 2 copies] Truro, Amherst, Moncton, No. 5 Reinforcing Draft Canadian Railway Troops. Very fragile. Second copy torn in half (28 x 35cm)
- 1900.237-WWI/45 [ARE YOU IN THIS?](#)[between 1914 and 1918] Print designed by Lt. Gen. Sir R.S.S. Baden Powell. Published by the Parliamentary Recruiting Committee, London – Poster No. 112.Printed by Johnson, Riddle & Co., Ltd., London S.E. Fragile, torn (75 x 50cm)
- 1900.237-WWI/47 [‘SEND MORE MEN’ WON’T YOU ANSWER THE CALL](#) [between 1914 and 1918] No. 4 Central Recruiting Committee, No. 2 Military Division, Toronto. Extremely fragile, torn (94 x 63cm)
- 1900.237-WWI/48 [THE CANADIAN ARMY MEDICAL CORPS WANTS RECRUITS FOR A.M.C REINFORCEMENTS \(OVERSEAS\)](#)[between 1914 and 1918] 199 Hollis Street, or MilitaryHospital, Cogswell Street, Halifax.Torn in half. Corners cut off (36 x 28cm)
- 1900.237-WWI/49 [RECRUITS WANTED! 50 MEN FOR RAILWAY CONSTRUCTION WORK, TO PROCEED OVERSEAS](#)(1917) Tribune Job Print. Fragile (50 x 31cm)
- 1900.237-WWI/50 [HOW CAN YOU CHEER FOR THE BOYS WHEN THEY COME HOME IF YOU SIT ON THE FENCE AND LET THEM FIGHT YOUR BATTLES FOR YOU!](#)[between 1914 and 1918] Issued by Central Recruiting Committee, No. 2 Military Division, Toronto. Torn and creased (62 x 53cm)
- 1900.237-WWI/51 [MEN WANTED FOR OVERSEAS SERVICE](#)[between 1914 and 1918] Extremely fragile (106 x 60cm)
- 1900.237-WWI/71 [COME LAD, SLIP ACROSS AND HELP](#) [1915?] Published by the Parliamentary Recruiting Committee, London, Poster No. 131.Printed by David Allen & Sons, Harrow, Middlesex. Folded (102 x 125cm)
- 1900.237-WWI/72 [THE 10TH SIEGE BATTALION C.E.F. WANTS RECRUITS](#) [between 1914 and 1918] Published by W.S. Johnston &Co’y, Limited, Printers, Toronto. Torn into 6 pieces (83 x 57 cm)
- 1900.237-WWI/73 [CANADIENS-FRANÇAIS ENROLEZ-VOUS!](#) [between 1914 and 1918] Published by Arthur H. Hider (103 x 69 cm)
- 1900.237-WWI/74 [COME NOW BE HONEST WITH YOURSELF](#)[1915?] Published by the Parliamentary Recruiting Committee, London, Poster No. 131.Printed by David Allen & Sons, Harrow, Middlesex.Torn around edges and creases. Folded (100 x 126cm)

Victory Loans and Bonds

- 1900.237-WWI/23 [STICK IT CANADA! BUY MORE VICTORY BONDS.](#) (Victory Bond Decal)
[between 1914 and 1918] Victory bond decal. (19 x 15 cm)
- 1900.237-WWI/52 [YOURS NOT TO DO AND DIE – YOURS BUT TO GO AND BUY VICTORY BONDS](#) (1918) (91 x 61 cm)
- 1900.237-WWI/53 [BACK HIM UP – BUY VICTORY BONDS](#) (color print of the back of a soldier) [c. 1918] (92 x 63 cm)
- 1900.237-WWI/54 [DOING MY BIT FOUR YEARS. DO YOURS: BUY VICTORY BONDS](#) (c.1917)
(92 x 61 cm)
- 1900.237-WWI/55 [NOW! VICTORY BONDS](#)[between 1914 and 1918 ; 2 copies] Print by Sampson (82 x 61.5 cm)
- 1900.237-WWI/56 [CANADA'S WAR-SAVING STAMPS](#) (1919) (68.5 x 52.5 cm)
- 1900.237-WWI/57 [VICTORY BONDS WILL HELP STOP THIS. KULTUR VS. HUMANITY](#) [c. 1918]
Printed by the Montreal Litho. Co. Ltd. in Montreal (92.5 x 61 cm)
- 1900.237-WWI/58 [THEY SERVE FRANCE, HOW CAN I SERVE CANADA?](#) [between 1915 and 1918]
Adapted from Edward Penfield by Brown Bros (89.5 x 61 cm)
- 1900.237-WWI/59 [PAVE THE WAY TO VICTORY, BUY VICTORY BONDS](#) [c. 1918] (61.5 X 92 cm)
- 1900.237-WWI/60 [HELP OUR DISTRICT WIN THIS FLAG – HONOR FLAG VICTORY LOAN 1918](#)
(92.5 x 61 cm)
- 1900.237-WWI/61 [FAITH IN CANADA – USE IT ALL FOR VICTORY BONDS](#) (91 x 60.5 cm)
- 1900.237-WWI/62 [CANADA'S WEAK SPOT – ARE YOU SATISFIED?](#) (89.5 x 61 cm)
- 1900.237-WWI/63 [HONOR BUTTON... VICTORY LOAN](#)(1918) (60.5 x 46 cm)
- 1900.237-WWI/64 [FOUR REASONS FOR BUYING VICTORY BONDS](#) (1918) Canadian Victory Bond Poster featuring General Ludendorff, General von Hindenburg, Emperor Karl I of Austria-Hungary (?), and Admiral von Tirpitz. Ripped into two pieces. (60 x 45 cm)
- 1900.237-WWI/65 [HAVE YOU BOUGHT YOUR VICTORY BONDS?](#)[between 1914 and 1918]
Printed in Hamilton, Ontario by Howell Lithographers. Torn along edges (91 x 61cm)
- 1900.237-WWI/68 [BRING HIM HOME WITH THE VICTORY LOAN](#) [between 1914 and 1918] Very fragile, some rips and small holes near the top half (90 x 61 cm)
- 1900.237-WWI/69 [VICTORY BONDS 5 ½% AS LOW AS \\$50, YOU CAN SELL AT ANY TIME](#)
[between 1914 and 1918] Very fragile, some rips and holes in the middle (88 x 61 cm)
- 1900.237-WWI/70 [‘IF YE BREAK FAITH WE SHALL NOT SLEEP’ – BUY VICTORY BONDS](#) [c. 1918] F.L. Nicolet (89 x 61 cm)
- 1900.237-WWI/76 FARMERS! HELP THE NATION! [1917?] Pamphlet describing how Victory Bonds help support the War effort and farmers
- 1900.237-WWI/77 DID YOU EVER BUY A BOND? [1917?] Pamphlet describing how Victory Bonds help support the War effort and show patriotism

1900.237-WWI/78 CANADA'S VICTORY LOAN – ALL ABOUT IT (1917) Pamphlet describing how the Victory Bond can be purchased and how it helps the War effort

1900.237-WWI/79 CANADA'S VICTORY LOAN, 1917 (1917) Application card, blank

Canada Food Board

1900.237-WWI/30 [CANADA'S BUTTER OPPORTUNITY!](#)[19--] Printed by Howell Litho. in Hamilton, Ontario (63 x 47 cm)

1900.237-WWI/66 [CANADA'S BEEF OPPORTUNITY](#) [19--] Printed by Howell Litho. in Hamilton, Ontario (63 x 47 cm)

1900.237-WWI/67 [CANADA'S PORK OPPORTUNITY](#) [19--] Printed by Howell Litho. in Hamilton, Ontario (63 x 47 cm)

1900.237-WWI/75 [CANADA'S EGG OPPORTUNITY](#) [19--] Printed by Howell Litho. in Hamilton, Ontario(63 x 47 cm)

Historical Note

In the early years of the War, enlistment was voluntary; but, as the War continued into mid-1916, the British were facing difficulties finding reinforcements. Under these circumstances, Canada considered conscription to support the War effort.

As recruitment slowed, recruitment propaganda, which was used throughout the War, became more guilt-ridden. Propaganda, in the form of posters (or broadsides), was displayed at speeches and rallies across the British Empire. Posters were also distributed to towns. In Britain, propaganda was sent to people who had local influence, such as politicians, educators, etc., and who may make a direct appeal to their community in support of the war effort.

Custodial History

How the Archives received these posters (or broadsides) is not known. The Archivist speculates that they may have been collected in one or all of three ways. A potential method of receipt, and the least likely, is that The Right Honourable Sir Robert Borden had some or all of them in his possession and gave them to Acadia University. Another theory is that the Town of Wolfville, or another town in Kings County, donated them to Acadia. The final possibility, and with the most potential, is that President George Barton Cutten collected or used these posters and donated them to Acadia's Library for preservation.

Notes

Supplied title based on contents of fonds.

Records subject to the *Copyright Act*.

Some items are extremely fragile. Their condition is noted in the file list

Items 1 to 75 are filed as oversized; items 76 to 79 are filed separately

Many of the posters are available digitally.

Related website: firstworldwar.com (<http://www.firstworldwar.com/posters/canada.htm>) includes many of the posters in this collection and provides some context.

Related website: Canada at War includes a page (<http://wwii.ca/forums/showthread.php?p=7837>) that discusses propaganda posters and their use in Canada.

Related website: Canadian War Museum's section on recruitment posters (<http://www.civilisations.ca/cwm/exhibitions/querre/recruitment-posters-e.aspx>)

See also the personal papers of Dr. George Barton Cutten [ARCHIVES]

See also "British Propaganda During the First World War, 1914-1918" by ML Sanders and Philip M Taylor [STACKS]

See also "Propaganda and Censorship During Canada's Great War" by Jeffrey Keshen [STACKS]

See also "First World War Photographers" by Jane Carmichael [STACKS]

For reasons of historic authenticity, all file titles provided by the author and captions provided by the photographer are transcribed unedited. The spelling of both peoples' and places' names has changed with time, so inaccuracies and inconsistencies in the titles are unavoidable. Files and captions may also contain inaccuracies or terms that would now be considered offensive.

Citation for this electronic finding aid:

This finding aid should be cited as a website. Relevant information is as follows:

Title: World War One poster collection

Date: 2011

Author: Esther Clark Wright Archives, Acadia University

Access Points

Canada. Canadian Army--Recruiting, enlistment, etc.--World War, 1914-1918

Canada.Food Board

Canada. Registration Board

Savings bonds—Canada

War posters—Canada

World War, 1914-1918--Canada—Posters