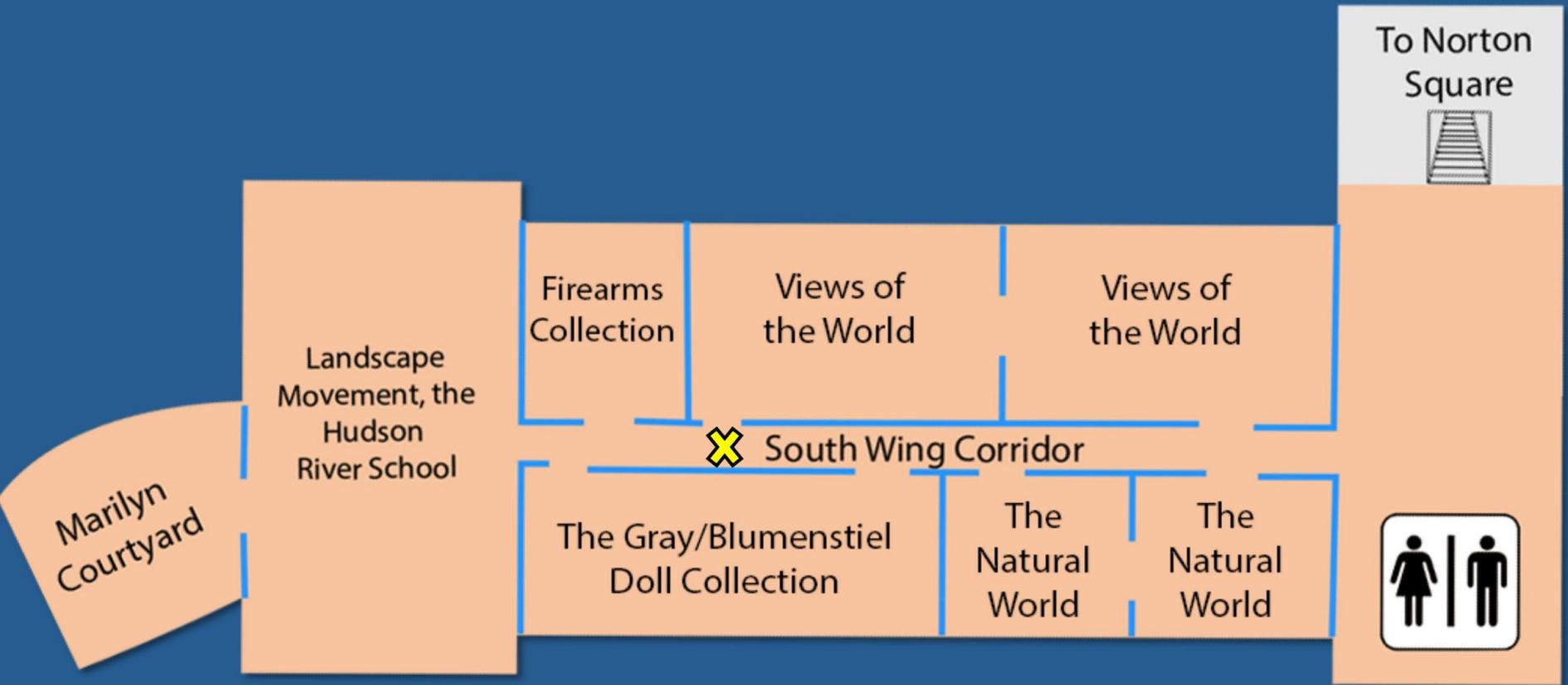


World War I & Propaganda



Map of The R.W. Norton Art Gallery



The **X** tells where the exhibit is located in the gallery.

The War

War World I 1914-1918

- The assassination of Archduke Franz Ferdinand of Austria-Hungary by a Serbian national leads to Austria-Hungary declaring war on Serbia.
- Pre-existing ties and treaties binding the European countries forced them into choosing sides.

United States Statistics:

- April 6, 1917: The United States enters the War
- 4,734,991 - Total number U.S. troops served
- **U.S.:** 116,516 dead; 204,002 wounded

Other Military Casualties

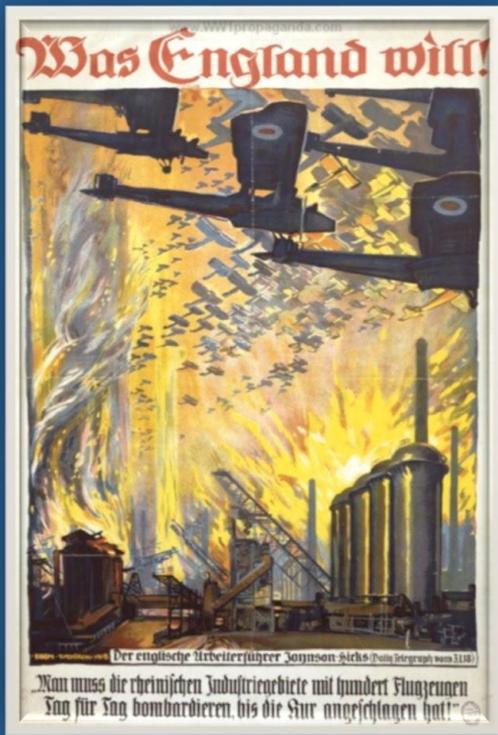
- **Austria-Hungary:** 1,200,000 dead; 3,620,000 wounded
- **Germany:** 1,773,000 dead; 4,216,058 wounded
- **France:** 1,357,800 dead; 4,266,000 wounded
- **Russia:** 1,700,000 dead; 4,950,000 wounded



I Want You For U.S. Army
James Montgomery Flagg (1917)

The War Begins

In 1914, an eighteen-year-old Serbian - Gavrilo Princip - shot and killed the heir to the Austro-Hungarian empire. That event was a precipitating cause of World War One.



Was England Will!
What England Wants!
Egon von Tschirsch (1918)

How likely would it be today that such an action against a head of state would plunge the world into a major war killing millions of people?

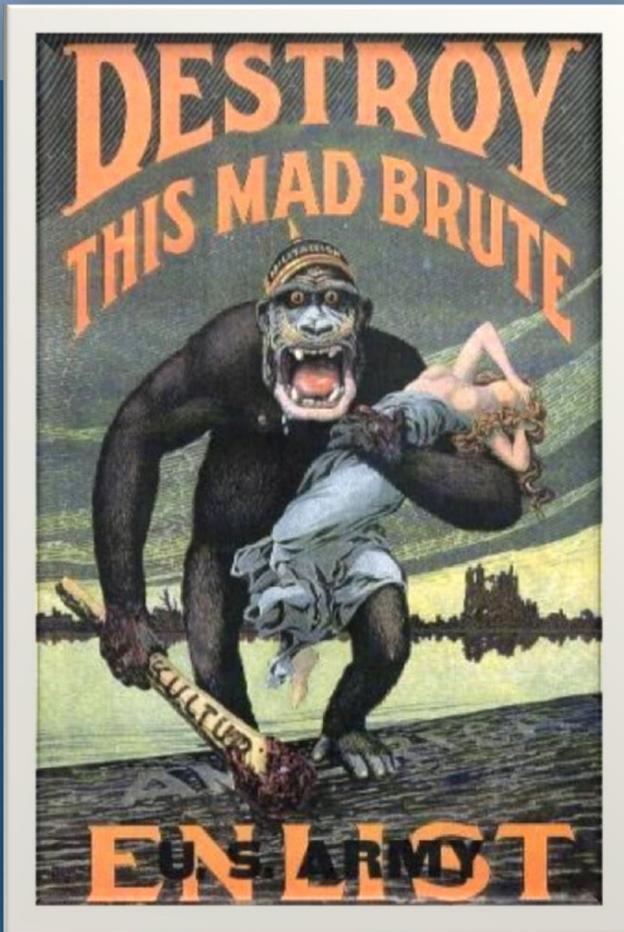
If your answer is "not likely," why?

What is the goal of these German Posters?



Bolschewismus Bringt Krieg Arbeitslosigkeit Und Bolshevism brings War, Unemployment, and Hunger
Julius Ussy Engelhard (1918)

The War of Propaganda



Destroy This Mad Brute
H.R. Hopps (1916)

With Europe in ruins in the background, German imperialism and brutality is depicted as having crossed the Atlantic Ocean onto American soil to enslave and defile Columbia/ Lady Liberty (the symbol of the U.S.).

- On April 13, 1917 the U.S. government created the Committee on Public Information (CPI) to head a propaganda campaign.
- Artists would use striking images to convey pro-war messages.
- Although **recruitment** was the initial focus for posters, they were also employed to:
 - **promote patriotism**
 - **justify the war**
 - **raise money**
 - **procure resources**

Rousing America to Join the War and Fight

- Although World War I began in Europe in 1914, America adopted a policy of neutrality and isolation and did not join the war until 1917.
- In 1916 Woodrow Wilson was elected President for a second term, largely because of the slogan, "He kept us out of war."
- May 7, 1915, the British ocean liner **Lusitania** was torpedoed without warning by a **German** submarine.
- 1,198 out of 1,959 people lost their lives, including 128 Americans.
- In January 1917, British Naval intelligence intercepted and decrypted a telegram from German Foreign Minister Arthur Zimmermann to the German Minister of Mexico, offering United States territory to Mexico in return for joining the German cause.
- The Rape of Belgium, other mass civilian deaths by Germany, the sinking of the Lusitania, and the SS Arabic helped galvanize American support for entering the war.

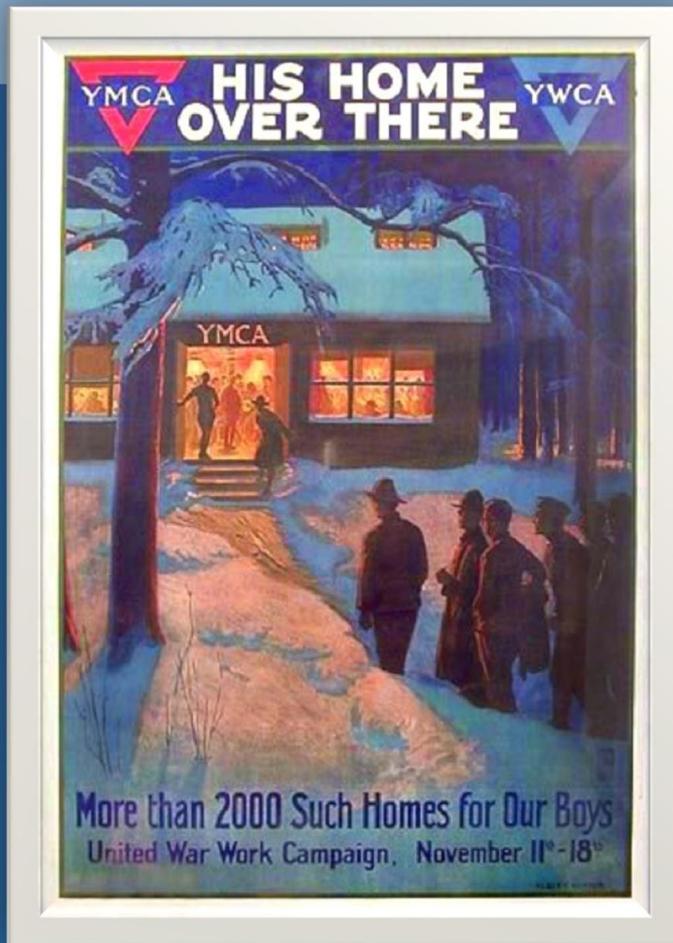


Wake Up, America!
James Montgomery Flagg

The constant twin rallying calls of patriotism and nationalism reminded people that the fight was about a cause greater than themselves: their country, their freedom, and all they held dear.

Propaganda and Songs

Can you think of any songs with a specifically patriotic theme that have been introduced in recent years? And, if so, did some event in particular trigger them?



YMCA-*His Home Over There*-YWCA
Albert Herter (1918)

"Over There" is a 1917 song popular with United States soldiers in both WWI & WWII. It was a propaganda song designed to galvanize American young men to enlist in the army and fight the "Hun", American slang for German.

- Many World War I songs had an element of propaganda woven into the lyrics.
- The lyrics would paint in words a sense of patriotism or the picture of a home worth defending.
- Several of the favorite hits of World War I survived after 1918. They were dusted off and pressed back into service in 1939 during World War II.
- "Over There" was written by George M. Cohan who was noted for his patriotic songs which also included "You're a Grand Old Flag".

Liberty Bonds and Your Patriotic Duty

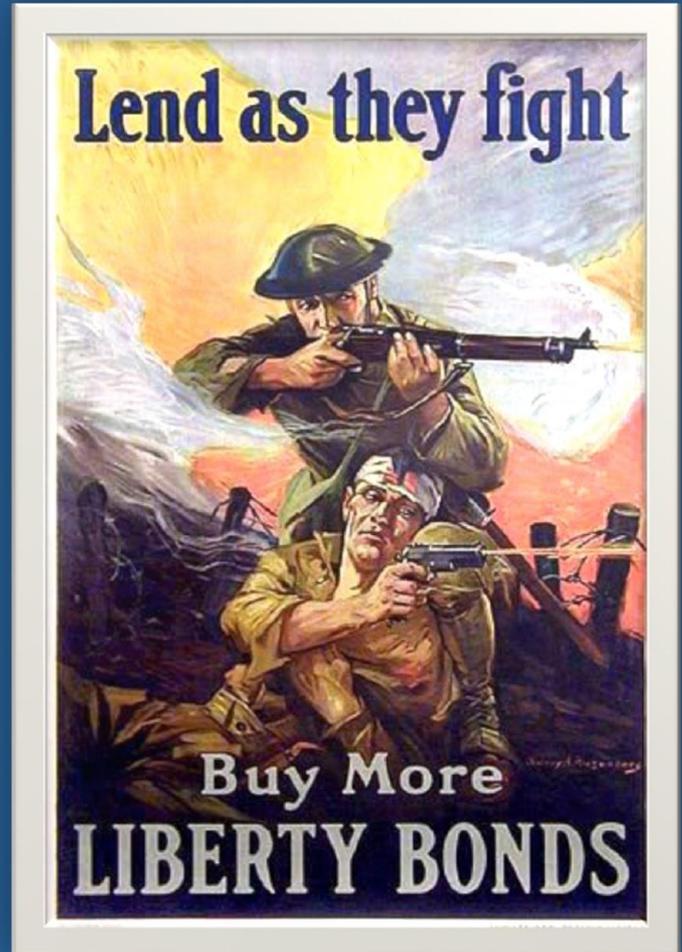
Posters commonly urged wartime thrift, and were vocal in seeking funds from the public by encouraging the purchase of various war bonds.

A war bond is a certificate sold to citizens by a government that can be redeemed in the future after the war for its purchase price interest.

Originally in the U.S., these bonds were called **Defense Bonds** or **Liberty Bonds**. After the 1942 attack on Pearl Harbor by Japan, the United States began referring to them as **War Bonds**.



Fight or Buy Bonds-Third Liberty Loan
Howard Chandler Christy (1917)



Lead as they fight-Buy More Liberty Bonds
Sidney Reisenberg (1918)

Women in the War

- From the outset of World War I, American women were “over there” volunteering with civilian organizations to provide nursing, transportation and other war relief services.
- 6 April 1917 marked the first time in the history of the U.S. that Army and Navy military nurses served overseas.



Gee! I Wish I Were A Man, I'd Join the Navy
Howard Chandler Christy (1917)

- While nurses who enlisted were directed into the Army or the Navy, non-medically trained women were allowed to enlist in the Marine Corps and Coast Guard as well as the other services.
- Women did not serve in active duty roles, but they were accepted in auxiliary and support positions.
- As the war progressed women were needed not just to act in their traditional roles as nurses, but also to step into roles previously held exclusively by men.
- Women were now needed to replace and free-up men for the battlefield from office and factory jobs.



For Every Fighter a Woman Worker
Adolph Treidler (1918)

Women in the War

Can women endure the physical and physiological rigors of sustained combat operations along side their male comrades?

Consider the following:

- **Physical Ability**
- **Abuse by Enemy if Captured**
- **Military Readiness (Pregnancy)**



Gee! I Wish I Were A Man, I'd Join the Navy
Howard Chandler Christy (1917)

U.S. military leaders in January of 2013 formally lifted the ban on women serving in combat positions. The Joint Chiefs of Staff overturned a 1994 rule banning women from being assigned to smaller ground combat units. The decision gives the military services until January 2016 to seek special exceptions if they believe any positions must remain closed to women.

In today's military, do you believe there are specific reasons why women should or should not serve in combat units?



For Every Fighter a Woman Worker
Adolph Treidler (1918)

Weapons of the War

Tanks were used for the first time by the British, in the First World War at the Battle of the Somme. The first tank was called 'Little Willie' and needed a crew of 3.



Treat'Em Rough! Join The Tanks
August William Hutaf (1917)

Airplanes were also used in combat for the first time. At first, they were used for spying and to deliver bombs to infantry units, but later they were refurbished to become fighter aircraft armed with machine guns, bombs that could be dropped from the sky, and, sometimes, even cannons. Encounters between two fighter planes in an aerial battle became known as 'dogfights'.

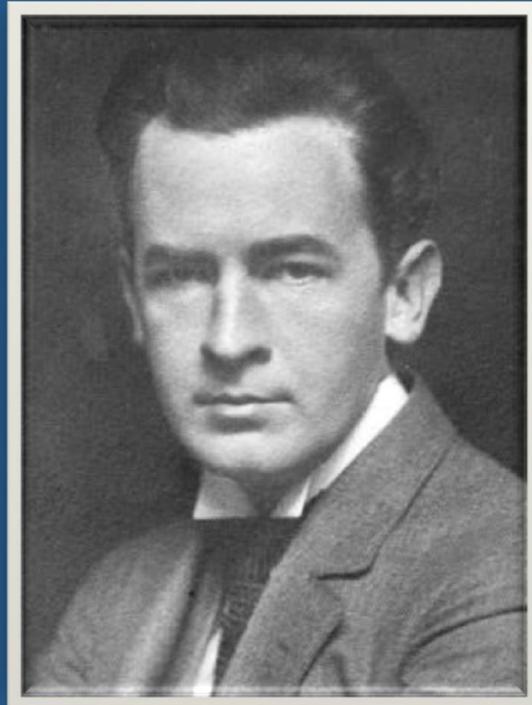


Join the Air Service and Serve in France - Do It Now
J. Paul Verrees (1917)

James Montgomery Flagg (1877-1960)

Can you see any similarities between the the portrait on the left and the poster on the right?

- Flagg was responsible for at least 47 of the most famous and effective propaganda posters of WWI and WWII.
- Flagg's poster of Uncle Sam pointing at the viewer above the text "I Want YOU for the US Army" features his own likeness.
- This poster would be employed again during World War II.



I Want You For U.S. Army
James Montgomery Flagg (1917)

Uncle Sam looks stern, authoritative and brave; could you resist enlisting if your country was at war?

Enlist! Art Goes to War

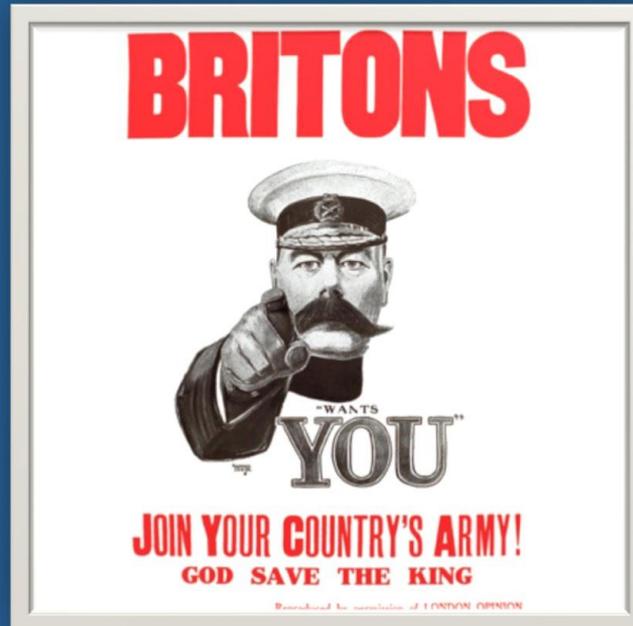
Both posters point to you as their audience. What is your response to them?

The posters used in World War One were designed to be a cheap, mass produced source of short term propaganda. They have become more than that. A few are iconic (who does not recognize that pointing finger, whether it is Kitchener's, Britons' Secretary State of War, or Uncle Sam's?), many of the images are beautiful in their own right, some capture an era that fascinates many and others provide

a record of a time that will not be forgotten. Nowadays, many people appreciate the appeal of these posters and collect them as art.



I Want You For U.S. Army
James Montgomery Flagg (1917)



Lord Kitchener Wants You
Alfred Leete (1914)

Additional ARTy Facts

- smART Works website
- R.W. Norton Art Gallery website information