

University of Pardubice  
Faculty of Arts and Philosophy  
Department of English and American Studies

British Advertisement in the Great War and Interwar Period

Pavla Odstrčilová

Bachelor Thesis

2009

Univerzita Pardubice  
Fakulta filozofická  
Katedra anglistiky a amerikanistiky

Reklamní průmysl ve Velké Británii během 1. světové války a v meziválečném období

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Bakalářská práce

2009

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Akademický rok: 2008/2009

## ZADÁNÍ BAKALÁŘSKÉ PRÁCE (PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Pavla ODSTRČILOVÁ**  
Studijní program: **B7310 Filologie**  
Studijní obor: **Anglický jazyk pro hospodářskou praxi**

Název tématu: **Reklamní průmysl ve Velké Británii během 1. světové války a v meziválečném období**

### Zásady pro vypracování:

Oblastí této práce je reklamní průmysl v období první světové války a meziválečného období. Ve Velké Británii v tomto časovém úseku došlo k mnoha změnám ve formě a obsahu reklam v důsledku technologického rozvoje a neutišitelné ekonomicko-politické situace. Cílem autorky je zmapovat situaci, která v této oblasti nastala a charakterizovat její hlavní rysy. Hlavní částí bude předcházet teoretický úvod, ve kterém autorka načrtne společensko-kulturní a politický kontext celého období. Na tomto základě provede v dalších částech analýzu vybraných reklam z tohoto období s cílem vystopovat hlavní tendence tehdejšího reklamního průmyslu a ukázat jejich provázanost se širšími politickými událostmi.

Rozsah grafických prací:

Rozsah pracovní zprávy:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

Lawrence, James (ed.). *The British Empire 1497-1997*. London: Telegraph Group, 1997

Zwettler, Otto. *Velká Británie mezi válkami: (1918-1939)*. Brno: Cerm, 1995

Glynn, Sean and Oxborrow, John. *Interwar Britain: A Social and Economic History*. London: G. Allen and Undin, 1976

Taylor, Philip. *British Propaganda in the Twentieth Century: Selling Democracy*. Edinburgh University Press, 1999

Constantine, Stephen. *Social Conditions in Britain 1918-1939*. London: Methuen, 1983

Vedoucí bakalářské práce:

**Mgr. Ladislav Vít**

Katedra anglistiky a amerikanistiky

Datum zadání bakalářské práce:

**30. dubna 2008**

Termín odevzdání bakalářské práce:

**31. března 2009**

prof. PhDr. Petr Vost, CSC  
děkan

L.S.

Mgr. Sárka Bůšková, Ph.D.  
vedoucí katedry

V Pardubicích dne 30. listopadu 2008

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Souhlasím s prezenčním zpřístupněním své práce v Univerzitní knihovně.

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Ráda bych zde poděkovala všem, kteří mi pomáhali při vzniku této práce. Mé díky patří především vedoucímu mé bakalářské práce Mgr. Ladislavu Vítovi, který mi ochotně poskytoval konzultace a komentář k této práci. Poděkování patří i mé rodině, která mi byla během studia velkou oporou.

## Annotation

*The work focuses on the British advertisement in the Great War and interwar period. It characterizes the technological progress of the era as well as other features that influenced the advertising most, such as the recruiting process and conscription. The analysis of posters attempts to prove the influence of the era on the advertising industry and trace the main trends used in the advertising.*

## Keywords

*Great War; advertisements; Great Britain; recruits; posters*

## Název

*Reklamní průmysl ve Velké Británii během 1. světové války a v meziválečném období*

## Souhrn

*Práce se zabývá reklamním průmyslem ve Velké Británii v období 1. světové války (Velké války) a v meziválečném období. Charakterizuje technologický pokrok období, stejně tak jako další jevy, které nejvíce ovlivnily reklamní průmysl, jako byl proces rekrutování a branná povinnost. Analýza plakátů se snaží prokázat vliv období na reklamní průmysl a vystopovat hlavní tendence použité v reklamě.*

## Klíčová slova

*Velká válka; reklamy; Velká Británie; branci; plakáty*

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## 1. Introduction

Advertisements form a part of people's lives nowadays and many people tend to buy goods and services that are offered by posters, leaflets and other ways of modern advertising only. Advertising industry did not always produce thousands of commercials but it developed throughout the time.

Various eras in Great Britain required different advertising approaches. The Great War became the first extreme world conflict that the British citizens came across and the advertisements corresponded to a certain extent. British technological development of the period enabled new forms of advertising to be applied. More people had to be influenced by propagandists' appeals than ever before.

Not only did the industry serve to persuade people to buy some goods or products but the advertising served a more sophisticated purpose during the Great War. At the beginning of the war its main objective was to either change people's opinions on war and arouse their interest or call them to action.

The theoretical part of the paper consists of two sections. The first part reviews the technological progress during the Great War that hastened the expansion of the advertising industry and contributed to the increased number of new war recruits. The second major part describes the process of recruiting that happened to be crucial for the continuance of the war. The voluntary recruiting process at the beginning of the war proved a patriotic sentiment of British citizens who full of enthusiasm and zealously recruited in order to protect their country, king and family. Great human involvement was necessary for the war purposes. New ways of influencing huge masses of people had to be introduced. Propaganda became specialized because it aimed at certain target groups. These groups were specifically men who could become enlistees but on the other hand women whose position in society improved so much that they could persuade their husbands and boyfriends to recruit. Posters, placards and leaflets specialized in certain topics as they attempted to strike those who tended to avoid the participation in the war effort. All activities in the advertising industry had to be coordinated by Parliamentary Recruiting Committee to lure as many new recruits as possible. The advertisements in the Great War developed in an extreme measure as they used very influential and strong themes that became further commonly used advertising devices. Some of the trends invented in the war period laid fundamentals for a further

development of the advertising industry. But advertisements in the Great War were not so persuasive to sustain the previous inflow of new soldiers. That is why conscription is being discussed further in the chapter.

The research was carried out owing to the December 2008 exhibition of the Imperial War Museum in London that is further in the text abbreviated as IWM. The Imperial War Museum became an essential source of precious information and materials during the research for this paper.

The analysis performed in the third chapter specializes in advertising appeals that were aimed at different types of people in order to affect as many citizens as possible to support the war effort. Various posters are analyzed in order to prove the impact of the era on the advertisements and trace the main trends used in advertisements. Certain topics that appeared on war time posters like conscience, promotion, atrocities in Belgium, sport pressure, saving, propaganda of goods and charities are elaborated as they became the major themes of the war advertising.

The fourth chapter focuses on the situation and roles of women during the Great War and the interwar period. Women played a significant role in the war events as they proved for the first time in British history that they were equal to men in all aspects. Ideas of Virginia Woolf and Hélène Cixous are compared with the deeds of women who lived in and after the war. The subsequent analysis of the posters confirms the theory of bisexuality introduced by Cixous. Women became a target of propagandists because their social status became very important. Advertisement creators realized the change of the perception of women in a British family and they aimed posters at women who could persuade their husbands and boyfriends to enlist. The change in the perception of women arose from the necessity of workforce, solidarity and help.

## **2. Technological progress and recruiting**

Expressions like technological progress and recruiting do not seem to have much in common. But the Great War contradicted this and proved that the technological progress and recruiting went hand in hand in the attempt to gain as many new recruits as possible for the needs of the war.

The war period did not offer excellent conditions for the development of some industrial branches and in spite of that some fields made a rapid progress. These fields were on the one hand armament industry which had to be developed in order to supply the needs of the soldiers and on the other hand the entertainment business.

The expansion of new methods used in the entertainment business influenced lives of many citizens. Cinema, radio, film and photography could be ranked among the most popular. The technological progress in this area caused that these means of entertainment became widely attended. Many inventions were improved, new cinemas were built and people had greater opportunity to attend them. The recruiting campaign became much easier for the propagandists as they could take advantage of the technological progress in the entertainment business and influence immense masses of people who found interest in watching films and attending the cinema. The propagation of the war idea had never been easier. The technological progress was a crucial condition for the entire recruiting process at the first years of the war during the voluntary recruiting campaign.

### **2.1 Technological progress**

Technological progress discussed in this subchapter does not include only a description of new inventions of the era but it moreover attempts to describe the technological progress in the sense of the extreme production and how the technological progress contributed to the spreading of advertisements and promoted the propaganda effort.

The time of the Great War and the interwar period did not bring new revolutionary inventions but the time contributed to the expansion and improvement of the inventions that contributed to the technological progress.

“The electric light bulb, the automobile, the airplane, the skyscraper, the radio, and the telephone all predate World War I. It was, however, a time of development and dispersal rather than invention, giving rise to widespread use of modern technologies.” (*Designing a New World 1914-1939*)

The Great War period rather enabled various technologies and industries to develop. There was not much time and money left for creating new things. Existing things and industries had to be improved for the needs of the war.

“Secondly, technological advance had a large part to play. New processes and methods of production, many pioneered before or during the war, permitted an increase in productivity in both traditional and new industries.”

(Stevenson, 1990, 112)

Many production processes had to be developed during the Great War because of the war needs. People were employed in factories that manufactured munitions. Factories had to produce huge masses of munitions in order to satisfy the demand. The production of munitions was extreme.

“By the end of the war, Britain had manufactured over four million rifles, a quarter of a million machine guns, 52,000 aeroplanes, 2,800 tanks, 25,000 artillery pieces and over 170 million rounds of artillery shells.”

(Stevenson, 1990, 66)

Great Britain progressed in the munitions industry and products manufactured in the factories served also as a distributor of leaflets and posters. According to the Imperial War Museum airplanes were used to support propaganda as British aerial propaganda leaflets were dropped on German troops. The leaflets were dropped in order to scare and inform the Germans that the American allies were approaching them. Technological invention like an airplane that was used in the war to fight was used to spread the propagandistic thought.

The Great War enabled film and photography to become more technologically advanced. The Imperial War Museum asserts that cameramen and photographers were allowed to film and take pictures on the Western Front and they used already several types of cameras. The films that were shot on the Western Front were sometimes played in cinemas that became a hit in the war years.

“The Cinema Division represented the harnessing of the new mass medium to propaganda purposes. This had begun as early as the autumn of 1914 with Lancelot Speed’s cartoons in the ‘Bully Boy’ series aimed at discrediting the Kaiser.” (Stevenson, 1990, 76)

New cinemas were built. Films were so popular that the cinema became a very important media which influenced huge masses of people who attended the cinema at least once a week. Stevenson mentions (1990, 395) that there were about 3,000 cinemas in Britain in 1914. Propagandistic films played in cinemas had to have a great impact on men who were not decided whether to enter the war or not during the voluntary recruiting campaign at the beginning of the war.

Another technological invention that also facilitated the proliferation of the propaganda was the radio. This media reached wider audience but its potential became more developed after the end of the war.

Technological progress during the Great War contributed to the diffusion of information as many inventions produced before or during the War supported the propagandistic idea and influenced the public opinion.

## 2.2 Recruiting

Every war conflict elicits great human involvement. People are needed not only in various industry branches but also in military functions, either of great or minor importance. Great Britain had never been involved in such an enormous conflict before and did not have many people who were experienced in military functions. It could boast only about one of the strongest naval forces in the world. According to André Maurois (1995, 424-425) approximately eight thousands merchant ships cruised the world seas in 1914 and four thousands of them were English. But that was the only advantage that the English monarchy could use against the enemy and how England could contribute to the efforts of the Allies.

“At the outbreak of the First World War Britain’s small Regular Army numbered 450,000 men, including those serving in India or other overseas stations. There were also 268,000 part-time soldiers of the Territorial Force.”  
(IWM)

A small army under extreme circumstances would have meant an easy defeat for Great Britain and an effortless triumph for Germany. Leaders of Great Britain were

aware of that and some of them took an immediate action by trying to expand the fragile and weak army.

“Field Marshal Lord Kitchener, who became Secretary of State for War on 5 August 1914, took immediate steps to expand Britain’s land forces by raising a series of New Armies.” (IWM)

People or rather soldiers were very important for a positive development of the war. Lord Kitchener’s appeals became well-known and influenced many men in their decision whether to become a recruit or not. The figure of Lord Kitchener will be consulted further in the paper because his significance considering the advertisements in the Great War is immense.

Great Britain had to invent new trends and explore new ways of influencing huge masses of people. André Maurois explains (1995, 424) that it was the first time when such enormous masses of people participated and danger had never been so extreme before. That is why there had never been such a need for influencing British public before. Maurois also claims (1995, 426) that war expenditures between the years 1914-1918 reached almost nine billion pounds in comparison to twenty-year Napoleonic wars when only 831 million pounds were spent. Money was not spent only in order to feed soldiers and invent new war machinery. It had to be spent on new processes and activities such as advertising and propaganda that had never been used in such a great measure before. The perception of propaganda and convincing ordinary citizens changed completely because it became specialized mainly in recruiting at the beginning of the war and much more money had to be used on advertisements.

“From September 1914 onwards the recruiting campaign was largely coordinated by the Parliamentary Recruiting Committee. Between then and April 1915 it issued twenty million leaflets and two million posters.” (IWM)

Considering that the United Kingdom of Great Britain and Northern Ireland had 42 138 000 inhabitants in 1911 (“*Population in the UK*”) the advertising campaign had to be vast because leaflets and posters formed more than a half of the total population. Every person had likely come across several posters or leaflets and had to face the propaganda pressure. Posters were issued to change people’s decisions and to attract young men who would be willing to fight for their king and country.

Generally, posters aimed at people’s morale, conscience and pride. They often depicted the king, monarchy and the past as a value which was necessary to be protected

by passers-by who read the advert, as the advertisements tried to persuade many people to become involved. The targets were not only men who were supposed to become new war recruits but also women who often managed to change their boyfriends' and husbands' decisions. Many adverts claimed that women should not discourage men from participating in the war.

Some men made excuses in order to avoid the recruitment. Posters and advertisements focused on these men and propagandists created numerous sophisticated posters that prevented these excuses. It was often an appeal on men's conscience and consciousness.

Posters and leaflets were often artful because they tried to convince men to become soldiers as well as their sport heroes and famous celebrities. Using celebrities strongly reminds present-day trends. That means that some of the trends invented in the war period laid fundamentals for a further development of the advertising industry.

The army could have meant promotion for large numbers of young people who were not satisfied with their position and the propagandists aimed at these men too.

Advertisements during the Great War tried to touch upon everything that would somehow draw attention of people who would become new recruits.

### **2.2.1 Voluntary recruiting**

During a war conflict every country has to decide whether to prefer voluntary recruitment or whether to introduce conscription. According to the Imperial War Museum, Great Britain decided for voluntary recruitment between the years 1914-1915. Voluntary recruitment offers men to be proud of their actions and perform the highest qualities that they can boast about. Soldiers fight because they want to and not because they are forced to do something. It is understandable that Great Britain took a soft option. Men wanted to protect their country and that was the most important factor.

“Initially, all the government had to do to raise men was to channel the patriotic impulse and to cope with what was to prove an almost overwhelming flood of recruits. By Christmas 1914 over a million men had volunteered and the army in France numbered almost 250,000.” (Stevenson, 1990, 61)

At the beginning of the voluntary recruitment patriotism was a sufficiently attractive factor for new soldiers. Many army recruiting offices were established so that

men could enlist. Kenneth O. Morgan (1999, 457) informs that Lord Derby created a plan in 1915 that would preserve voluntary recruiting system so that men could enlist in order to prove their willingness to serve in the army. The willingness to enter the forces had to be supported by mass media. Factors like patriotism, the protection of the king and monarchy, family and requests for solidarity were often described as well as advertisements preventing excuses and other factors that were detrimental to the recruiting process. Morgan also claims (1999, 457) that people's enthusiasm was extreme and that 235,000 enlisted from September to November 1915. Still, the country had to spend money on a campaign that was designed to entice as many new recruits as possible.

### **2.2.2 Parliamentary Recruiting Committee and Lord Kitchener**

Wherever a substantial propaganda is applied to speed up some process in order to achieve a goal, it is necessary to involve many competent people who are able to influence the public and use various means to achieve the required aim.

In order to achieve such target special committees were created during the Great War to change opinions of regular British citizens. "From September 1914 onwards the recruiting campaign was largely coordinated by the Parliamentary Recruiting Committee." (IWM) Coordination was necessary because propaganda was to influence large spheres of British inhabitants. Parliamentary Recruiting Committee created a majority of war posters and leaflets. At the beginning of the war their task was simple because the war began with a unique wave of enthusiasm and zealously. Their first posters were answered immediately as many new recruits appeared in Recruiting Offices.

The Field Marshal Lord Kitchener played a significant role in the recruiting process at the beginning of the war. His face appeared on many adverts.

"A Parliamentary Recruiting Committee commissioned over a hundred posters in order to encourage men to enlist, including Arthur Leete's famous 'Kitchener Wants You', with the finger pointing unwaveringly at the onlooker."

(Stevenson, 1990, 61-62)

Parliamentary Recruiting Committee used every prospective idea to attract the target group. Lord Kitchener adverts ensured a successful campaign of propagandists.



According to Denis Judd (1999, 121) Lord Kitchener was an uncompromising man, who achieved a great triumph for the empire. He was held in high regard because of his previous war accomplishments and experience. That was one of the reasons for capturing him on posters that were to lure new recruits.

Kitchener was a publicly respected person and his determination to win the war was visible from the posters picturing his face. Kitchener became Secretary of State for War on 5 August 1914. His military abilities were phenomenal and he was enabled to prove them also during the Great War.

But the new Secretary of State did not appear only as a figure on recruiting posters. He could be either depicted on the posters or only his name was sufficient to guarantee success in gaining new men for war. Kitchener's calls for new recruits were everywhere. An ordinary slogan would not be as powerful if there was not the name of Lord Kitchener or his signature. "More men and still more until the enemy is crushed. Lord Kitchener." (IWM, Appendix 1) These Kitchener's proclamations were very influential and impressive which can be proved by the high number of 'Kitchener posters' that were issued by the Parliamentary Recruiting Committee. Even leaflets that looked like a letter were signed by Kitchener. He used every option to draft as many new men as possible.

Kitchener was a propagandistic strategist. According to Imperial War Museum 'Pals' battalions were formed in 1914-1915 when Lord Kitchener tried to gain new volunteers. These battalions could be considered a promotional campaign because they were based on groups of friends or neighbours that served at one battalion. It was much easier for the recruits to become soldiers. And it was a very well thought out tactical maneuver.

Nevertheless Kitchener's ability to cooperate with his companions was poor and he also could not realise all of his ideas because of the bureaucratic system in the United Kingdom ("*Lord Kitchener of Khartoum*"). The inability of teamwork could be the only thing that could be reproached to him. Voluntary recruiting and the advertising campaign at the beginning of the War was, according to numbers gained from the Imperial War Museum, much more successful than recruiting and advertising campaign after Kitchener's death and introduction of conscription.

As the news about many imperfectly trained victims appeared after the first years of the war, men did not throw themselves into the war anymore. Advertisements were not as powerful as at the beginning of the war.

## 2.3 Conscription

When a person has the right to choose whether to participate in something or not the decision about the participation is made freely and happily. But the situation in Great Britain in 1916 differed a lot from the beginning of the war. Even earlier there appeared some problems considering the numbers of new recruits. “By early 1915, some slackening of recruiting was noted.” (Stevenson, 1990, 61) The enthusiasm of new recruits could not last forever. News about war tolls were extremely high and dissuaded possible recruits. No advertisements were strong enough to increase the numbers of new soldiers.

After the failure of the Derby Scheme, conscription had to be introduced in 1916. According to Morgan (1999, 458) conscription was considered a very unpopular decision. People do not like to be forced to activity. Besides, people knew that when fighting they might become an easy target. Stevenson (1990, 64) claims that conscription became valid in January 1916 and it focused on unmarried men only. Imperial War Museum informs that in May all males from 18 to 41 years of age could become new enlistees because of the introduction of conscription. Even though men knew that they would have to recruit, advertisements still tried to convince men to register voluntarily. The Military Service Act, 1916 which is to be found in the Imperial War Museums still tried to coax men to enter the army as a volunteer. “Do not wait until March 2<sup>nd</sup>. Enlist voluntarily now.” (IWM, Appendix 2) The propagandists attempted to impress men because enlisting voluntarily would be much honourable than becoming a conscript. The Military Service Act (IWM) on the other hand made an effort to appeal to some men to stay in occupations that were necessary for the country. Some men could be replaced by women but there were some positions that could be handled by men only. That was the reason for issuing a poster starting with an appeal: “Munition workers, Stay at your work” (IWM, Appendix 3). Parliamentary Recruiting Committee realized that not all men were important in the trenches and that all the men

could not leave their positions at once. The country had to insure some stability for ordinary citizens.

It is necessary to compare the success of the conscription with the previous advertising campaign during the voluntary recruiting. Morgan (1999, 458) declares that voluntary recruitment in 1914-1916 was much more successful than the coercive method of conscription in the following years. It is necessary to mention that the successful years 1914-1916 were the main years when recruiting advertisements in forms of leaflets and posters were published.

### 3. Advertising appeals

The war time influenced every sphere of human life including the advertising. The period implied the necessity of gaining new recruits which had an immense impact on the way of influencing the public.

“All the techniques of mass advertising, developed in the pre-war generation to sell consumer goods, were now deployed in the drive for recruits. Almost no stone was left unturned in the search for something which would move men to enlist.” (Stevenson, 1990, 62)

Propagandists profited from people who were inexperienced because they had never been involved in a war conflict. More than usually a great pressure was put on citizens who, for the first time in their life, might have felt that they were very important for their beloved country and that their nation needed them urgently.

The spectrum of advertising targets was incredibly broad and advertising appeals aimed at several age categories. Children, women, men who were to become new soldiers, those whose jobs were crucial for the country, were all swayed by advertisements. “It not only told them what to do, where to work, what to eat and how to spend their leisure, but also what to think.” (Stevenson, 1990, 77) Propaganda was a powerful tool because whenever it was used it could handle and manipulate huge masses of people who did not even realize that they became its subject. British Parliamentary Recruiting Committee managed to use propaganda for the purpose of gaining new recruits in the first two years of the war.

“Most important of all it denied its citizens access to the diversity of information which, because it might have hindered the war effort, might also have led them to question whether the war was worth fighting.” (Stevenson, 1990, 77)

It was unacceptable for the propagandists that the citizens could realize that the war was not vitally significant for the United Kingdom and that is why the recruiting campaign and later posters were issued in such a high quantity. The advertisements on many places could ensure that they would fulfill propagandists' expectations. The quality of posters and leaflets was top-grade because the purpose of each poster that was issued was well thought out and the poster was created to impress its audience. No fruitless appeals were allowed in the advertising during the war because every mistake

made could trigger a change in the opinion of citizens. The right public opinion could win the war.

### 3.1 Appeal for conscience

The Great War required the participation of men who were healthy and fit enough to be trained for war and to succeed in fight. Even though many recruiting posters were published not all of the men who were old enough to become recruits enlisted. They either did not agree with the war because of their religion or conviction or they were afraid of being imperfectly trained recruits who would become other war tolls. News about war victims appeared in the newspapers and this information could dissuade some of the possible recruits.

Polišenský mentions (1982, 210) that poets like S. L. Sassoon and Wilfred Owen expressed their opinions against the absurdity of the war. He also informs (1982, 210) that Sassoon was born in 1886. That means that Sassoon was only 28 years old when the war began. He belonged to the young generation and yet he realized the pointlessness of the war. People similar to Sassoon were many. They considered human life to be more important than the sense of the war. That was the reason for the propagandists to focus on this target group in order to convince such people to recruit during the voluntary recruiting campaign in 1914 and 1915.

Posters and leaflets specializing at guilty conscience of stay-at-home boys and men appeared mostly at the time of the voluntary recruitment. There was no need for such posters after the introduction of conscription in 1916.

Conscience of men who remained at home at the beginning of war was tested every time when they saw a poster, leaflet or the display disc at the front window of somebody's house. Men's conscience was attacked from many sides. Shame for not helping friends, disgrace at family, excuses because of various disabilities and other topics were depicted on many placards that should have caused that men had a pang of conscience.

Not only in the United Kingdom but also in other colonies of the British Empire the recruiting posters were to be seen. "The Empire needs men!" poster displayed in the Imperial War Museum depicts an old lion that is surrounded by young ones and together they represent strength and determination. "Helped by the Young Lions, The

Old Lion defies his Foes. Enlist now.” (IWM, Appendix 4) The Old Lion seems to be the United Kingdom and the young ones appear to be its colonies and dependencies. This poster was to evoke the sense of conscience at the overseas states because their ruler needed help. It was to arouse the people’s consciousness of unity that was formed by the empire.

Nevertheless the appeals for conscience were expressed in an even harsher way. The family played a crucial role on posters aiming at fathers and husbands. Men had to be frightened by some images that were pictured on many posters. One of the most influential was certainly that with a girl sitting on a daddy’s lap. She has an open book probably with some First World War topic while a little son is sitting next to the father’s armchair and playing with tin soldiers. The girl is asking: “Daddy, what did YOU do in the Great War?” (IWM, Appendix 5) The father is well-dressed and he is sitting on his comfortable armchair. However he seems hopeless and his face expresses shame because he is not able to say that he participated in the war and helped his country protect his family. He could not become a hero in the eyes of his children. The poster symbolizes that he would be honoured neither by his family nor by the society. During the war and the news about heroic performances of many British warriors such posters had to become burden of men who were not courageous enough to become an enlistee.

Another gloomy poster with a family theme depicted a mother and her daughter praying for her father. “God bless dear Daddy who is fighting the Hun and send him Help.” (IWM, Appendix 6) Young men without families and children who read this sentence had to be terrified. They could not have clear conscience because advertisements like this one made them think about themselves. It made young men without family commitments think that a father who left a child at home fought for the country and the king and they were not brave enough to recruit. Men at the times of the Great War had to suffer from stress because the posters were very powerful and effective.

“You’re proud of your pals in the Army of course! But what will your pals think of YOU? Think it over!” (IWM, Appendix 7) The fear of being the object of mockery was often used to prevent slackening of recruiting. Propagandists realized the importance of friendship and tried to emphasize that a person would be neglected by his

friends after the end of the war. The family and friendship are crucial in people's lives and advertisement creators knew exactly what to concentrate on.

Nevertheless the involvement of all people during the war conflict is often decisive. And when it comes to the army, the participation of all men becomes crucial for creating strong armed forces. "Everyone should do his bit. Enlist now." (IWM, Appendix 8) Young drummer stands in front of a board with war posters and thinks that all men should somehow help win the war. He seems to give a sharp look to every person who became a slacker.

Stevenson mentions (1990, 61) that the number of recruits lowered a lot in 1915. The government had to change the development of the trend because new enlistees had to substitute those who lost their lives in the trenches.

"One of the first reactions was the progressive reduction of the physical requirements of recruits. At the outset, a volunteer had to stand five feet eight inches to get into the army, but by 11 October this had been reduced to five feet five, and was reduced again in November to five feet three inches."

(Stevenson, 1990, 61)

At the beginning of the war the requirements for the recruits were pretty demanding. But later as the government found out that the army could not be filled by the enlistees of such measures only, the demands had to become more moderate. This fact enabled that propagandists could create other powerful posters that were to attack men's conscience. Even human body became a tool how to influence stay-at-home men. Another Imperial War Museum poster (Appendix 9) shows that almost all men were welcome if they decided to join the army. The poster presents a man of short stature talking to a tall policeman in front of a recruiting office. The short man is probably asking about the recruitment process. When Parliamentary Recruiting Committee published this poster it questioned the conscience of almost all men who tergiversated and who did not participate in the war effort. But after the issuing of such posters almost no men could use their body as an excuse anymore and they had to cope with their conscience and the fact that they became the object of ridicule.

### **3.2 Army and what it offers**

Officers serving in the Army could always boast about a high respect from the public. Merits of commanders were appreciated and occupations in the army were

respected by ordinary citizens. Little boys often play with tin soldiers as they believe that those who work in the forces are courageous, honorable and capable of doing heroic exploits. This idea became the ground for producing advertisements with topics that depicted the opportunities for soldiers in the army.

“At the outbreak of the war Britain had approximately five and a half million men of military age available for service, another half a million becoming available each year.” (Stevenson, 1990, 62)

There was a great potential in the population to create a strong trained army. Parliamentary Recruiting Committee attempted to offer new possibilities for those who were not satisfied with their common occupations. The army was represented as a chance for all men who had not yet enlisted. Entering the forces could mean the improvement of the social and financial status of every person.

Advertisements appeared aiming at men who could become recruits and later work out to some honourable positions. “From the ranks to field marshal.” (IWM, Appendix 10) Such slogan appeared on a poster where a young recruit looks admirably at field marshal who bears many badges. The field marshal represents the great respect the new recruit could achieve if he worked hard in the troops.

“Army and what it offers” (IWM, Appendix 11) was another poster which tried to convince possible enlistees that army is an establishment that offers adventure and excitement. Soldiers’ postures on the poster are erect with their heads high because they belong to the army which provides them with an outstanding position in society and enables their promotion. Some men could possibly enlist on the basis of such posters because they did not feel fulfilled by their ordinary life.

### **3.3 Belgium in advertisements**

Everything that happens in society somehow appears and reflects in advertisements. The situation in Belgium at the beginning of the war was so serious that it influenced even the British advertising industry during the first years of the Great War. The invasion of the enemy to the neutral country became a germ of many new advertisements.

“In 1914, Belgium was neutral. She had kept out of the alliances that divided Europe, and was painfully aware that she formed the buffer state between France



and Germany. She had made a pact with Britain that British troops would come to her aid if attacked.” (*The Minor Powers During World War One – Belgium*)

The Belgian situation was severe because it was only a small country that would not be able to protect itself either against Germany or France. After signing the pact, Britain had to cooperate with its ally. Morgan claims (1999, 457) that it was Lloyd George who said that moral principles were important and that the war was a military campaign for the protection of small states like Belgium. This proclamation assured people of the highest ethical principles that had to be followed. Belgium was presented as a weak country that needed aid. Advertisements were to support the idea of the moral involvement in the war. A poster called “The Scrap of Paper” deals with Belgium and the treachery of those who did not follow the agreement. It proves that the treaty that was signed in 1839 promised the independence of Belgium. “The Germans have broken their pledged word and devastated Belgium. Help to keep your Country’s honour bright by restoring Belgium her liberty. Enlist TO-DAY.” (IWM, Appendix 12) This was written on the placard and it was supposed to arouse interest of many people because betrayal could not be tolerated. The rallying cry deliberately emphasizes the word honour. Young men were to prove that they could behave more honourably than Germans who deceived their partner. Such posters certainly were successful in convincing new enlistees because they concentrated on the moral principles of every single person.

Maurois informs (1995, 424) that the German invasion to Belgium released an enormous mass of emotions in the United Kingdom. Information was often transformed to seem worse than it really was in order to pressure on men’s conscience. German atrocities in Belgium were presented on another poster which was called: “Remember Belgium. Enlist to-day.” (IWM, Appendix 13) A soldier stands near a burning village and a mother with a child tries to escape. Posters like these were created to evoke terror and fear that the Belgian inhabitants had to face. Germans were depicted as cruel and unmerciful people who did not care about ordinary citizens. Posters with their ghastly behaviour tried to persuade men that they were the only who were eligible to stop the German brutality.

### 3.4 Sport pressure

English sense for sport tradition is well-known all over the world. Football and other sports help people to have rest and sports can be connected with recreation. During the war conflict sportsmen became role models and their behaviour in the playing field could be in the war time the only possible relaxation and a way of recreation for regular citizens. In the war times the advertising industry attempted to influence the inhabitants, especially men, through their favourite activities and celebrities. Propagandists tried to appeal to sports fans' sense of moral.

Stevenson in his *British Society* summarizes the situation from the beginning of the Great War. "Theatres remained open, professional sport was still being played..." (1990, 60) This fact proves that sports were a little superior to warfare even though it is necessary to mention that these activities started to support the war effort.

It would have been absurd if propagandists did not take advantage of such popularity. They created many posters that were to increase the number of new recruits. Not only did the sportsmen recruit to become an ideal example of supporting the monarchy and the king but many traditional sport activities were held in behalf of the war effort.

Imperial War Museum presents a placard inviting men to enlist into a football battalion. "Do you want to be a Chelsea Die-hard? If so, join the 17<sup>th</sup> batt. Middlesex Regt. And follow the lead given by your Favourite Football Players." (IWM, Appendix 14) The attempt to increase the number of new enlistees through sports was an exceptional idea. People admired sport performances and those celebrities who took part in different matches were considered heroes. If a man who was considered an idol by some sport fans recruited, a lot of men wanted to prove that they were able to demonstrate the same exploit. Another reason could be that they wanted to serve in the same battalion as their favourite footballer. Some men could believe that their idol would be able to behave in a battle as courageously as in a football pitch. And that was the fact from which the propagandists gained the most.

In an online article "*Football and the First World War*" the author claims that many fans of the Chelsea football team and Queen's Park Rangers enlisted simply because they wanted to serve with famous stars Vivian Woodward and Evelyn Lintott. Names of celebrities made people join the army because they did not want to be left

behind. The time required men to prove their strong points and advertisements supported this idea.

“At the beginning of the 1914-15 football season Hearts was Scotland’s most successful team, winning eight games in succession. On 26<sup>th</sup> November, 1914, every member of the team joined the British Army. This event had a major impact on the public and inspired footballers and their fans to enlist.”

*(“Sport and the First World War”)*

Such events certainly influenced the advertising industry. People had to pay attention to the act of Hearts. The footballers proved that they were able to perform great deeds not only on the pitch but also in the war field. One of very powerful posters was from October 1914. An old man looks at a young strong footballer and spectators are listening to him. The old man says: “NO DOUBT YOU CAN MAKE MONEY IN THIS FIELD, MY FRIEND, BUT THERE’S ONLY ONE FIELD TODAY WHERE YOU CAN GET HONOUR.” (IWM, Appendix 15) This poster was issued in order to convince both professional and amateur footballers and football fans to enlist. Professional players were to realize that their money was not as important as the service for their country. On the other hand this poster was created to persuade amateur players and fans to appreciate more the footballers who recruited than those who stayed in their football teams and did not contribute to the war struggle.

Men identified themselves with football which was a very important sociable action during the Great War and many men decided to enlist because they followed the example of their favourite players.

### 3.5 Saving

Warfare made demands on various financial sources that had to be consumed so that the war could be supported by strong and equipped men. Money was spent inexorably on munitions, soldiers’ outfits and alimentation. Prices went up and the Imperial War Museum declares that it was caused by frightened people at the outset of the war who started to buy supplies to save them for unpredictable events. Dramatic rise in prices could cause qualm about future but on the other hand it could contribute to new perception of people’s solidarity. People who did not suffer from extreme food and goods shortage could realize that soldiers needed the food, coal and other goods more desperately.

Maurois asserts (1995, 426) that war expenditures between 1914 and 1918 exceeded eight million pounds and reached almost nine million. Money spent in such a high quantity had to miss out in other sectors. Still, money was expended on production of war posters, leaflets and stamps that were created to inform the public that their saving was meaningful and sometimes this type of advertisements tried to stir up emotions at the audience. Propagandists wanted people to feel guilty for using more goods for their living than necessary. It was unpatriotic to overeat and splurge money on luxury.

According to the Imperial War Museum rationing in Britain began in December 1917. The war exhausted country's food and other vitally important supplies and the end of the war required saving. Not only nourishment of soldiers and war expenditures caused goods shortages. Germans were aware of the fact that the island country could be supplied mainly by sea transport. "Before the First World War, over 75 % of the butter, cheese, eggs and bacon consumed in the UK came from overseas." (*"First World War: food supply & shortages"*) 75 % was an enormous quantity and that is why Germany tried to weaken the UK. "Rationing was introduced in response to an effective U-boat campaign..." (*"Rationing and World War One"*) Merchant ships were sunk so that the English could not supply their shops and consecutively British inhabitants. Germany attempted to draw England into depression. Government had to take a new attitude. "The Defence of the Realm Act (DORA) was used to ensure that food shortages never occurred." (*"Rationing and World War One"*) DORA was to control the situation so that nobody in Britain starved. Starving did not appear in Great Britain except for a few poor areas that had to deal with a lack of some types of food.

Imperial War Museum informs that war savings certificates were issued. These certificates allowed people to buy certain amount of products and it prevented queues that had appeared before the introduction of rationing. The advertisements at this time concentrated mainly on saving which became priority. There was not such a necessity of new recruits as the United States joined the Allies in 1917 and strengthened the troops.

The main appeals were to save food and coal. Stevenson says (1990, 77) that the state advised people even what to consume. Posters started to specialize on specific food types that were important to be saved for many reasons. "Think!! For every 100,000. tons of wheat saved by economy 28,000. troops can be rationed and

transported from America. Eat one loaf a week less.” (IWM, Appendix 16) This poster was published in order to appeal to the citizens to save bread. American troops were mentioned to evoke the early end of the war. People would return to normal situation because the American army would help win the conflict. Saving was explained as an inevitable sacrifice by which every person could contribute to the victory in the war.

Posters or leaflets that exhorted people to save were seen in many forms. Some of them were issued like a brief announcement and others were posters that depicted national symbols and were printed distinctly so that everybody could notice them. The British flag was a symbol that often formed a background of the war saving posters. A poster “Save the nation’s bread” deals with staple food that was the main topic of the war saving campaign. (IWM, Appendix 17) But other themes also appeared. People who owned front or back gardens were spurred to grow their own products and raise their own animals. Food Production Department in London issued a poster called ‘Preserve Perishable Produce’ in 1918. (“*The Posters*”) A smiling woman tries to preserve her home-planted products from her garden. People were supposed to become more self-sufficient. Posters urged them to save food wherever they could. Fruit and vegetables had to be tinned not to become rotten. Propagandists wanted to make people more active in the saving process.

The scarcity of coal became another problem that bothered many people. “By October 1916, coal was in such a short supply that it was rationed by the number of rooms a family had in its house.” (“*Rationing and World War One*”) Saving had to be presented as an immense exigency. Daily saving was introduced. People were advised to save a piece of coal every day.

Nevertheless, the shortage of goods helped create some new products. As butter had been imported before the Great War and became shortage goods during the Great War, new brand was created.

“With the rising price of imported butter, margarine became an important product during these war years. Sainsbury’s ran a huge advertising campaign to encourage people to switch to its own-brand margarine Crelos, describing it as ‘the most delicious, digestible and economic form of fat food you can buy’.”

(“*First World War: food supply & shortages*”)

Crelos became a cheaper alternative of butter which was used almost in every British family. Food shortage provided food producers great opportunities to switch to

cheaper variants of food that gained its position in British families. Crelos was presented as 'margarine on national service'. (*"First World War: food supply & shortages"*) Low-priced products had greater opportunity to be sold at the war period. People wanted to buy goods at the lowest figure in order to save money. Connection of products with war effort was a great promotion of goods. People could suppose that by buying goods whose slogan was connected with the war, they supported their soldiers in the war. War problems could be used as an excuse to produce new goods for gain and the war problems enabled producers and manufacturers to create new form of promotion which was connected with the war effort.

### 3.6 Propaganda of goods and charities

On the one hand saving but on the other hand propaganda of goods appeared on the posters. One type of placards and leaflets exhorted British inhabitants to save everything they could and another version of advertisements tried to convince people to buy things that would financially support British soldiers. Charities organized many events and funds in order to gain some money to facilitate the situation of either wounded or regular soldiers.

The country attempted to earn some extra money for their servicemen. Imperial War Museum exhibits a collection of Toby jugs.

"Toby jugs portrayed various Allied leaders of the First World War. Designed by Sir F. Carruthers Gould and manufactured by Soane and Smith Ltd between 1915 and 1918, they were sold commercially and also in aid of war charities."

(IWM)

Toby jugs are only an example of a way how money was earned so that people could both profit and help. Allied leaders on Toby jugs guaranteed that the souvenirs would be sold easily as people wanted to have something at their homes that would remind them of heroic acts of their fellow citizens.

But other forms of humanitarian business existed. Posters were issued to inform people that they could buy various things and the profit gained would be used in order to improve the situation of soldiers. A promoting charity poster informs that on 30<sup>th</sup> June 1917 Wounded Soldiers' Outings Committee carried out a campaign where everybody could buy a Union Jack to contribute to wounded soldiers. (IWM, Appendix

18) In the war time organizations like the one mentioned above were very important. Firstly, they provided moral support. Assuredly the Union Jack was not sold for a high amount of money. The act of buying a little thing for little money contributed to the overall perception of the necessity to help the soldiers who risked their lives in order to protect their country and its inhabitants.

Wounded soldiers appeared also as a main topic of various collections. These activities became a type of advertisement during the war because by these collections people were informed about the exigency of helping others. Imperial War Museum exhibits the National Egg Collection certificate of honour that was given to a person for collecting eggs for wounded soldiers and sailors during the Great War. (Appendix 19) Proteins were a significant part of soldiers' nourishment. By these activities people were educated and realized how necessary it was to help each other in the war time.

War conflicts require new charities and voluntary organizations to be established. Many charities appeared also in the Great War. These associations promoted their work on many posters. Placards encouraged people to support those who needed it most of all. A charitable poster appeals to people to help children who lacked food and clothes. Another poster tried to convince people to help the Belgians who suffered from the German attack. (IWM, Appendix 20) A desperate and deprived mother attempts to soothe her baby. The mother provides a protection to her child but there is nobody who would protect her. People were encouraged to improve the situation of such people by being involved.

Charities depicted the weakest people who were wounded soldiers, children, women or those who experienced cruel treatment. People tended to help injured and weak people because they realized that some people underwent harsh experience during the war. The public wanted to support the people who were displayed on the posters because they became aware of the fact that they could be fortunate for not being in distress at the war time. Some people could feel blameworthy for not being involved in the war effort and posters with the charity theme could easily make them contribute at least financially. Propagandists' work was facilitated by people's guilty conscience.

## 4. Roles of women and their new employment

Looking at the positions of men and women in the history, the differences between these two sexes almost vanish during the Great War and in the interwar period because of the great need for workforce, solidarity and help.

Women overcame many obstacles concerning their role or position in society. In Great Britain the perception of women changed throughout the time. A few centuries ago the improvement of women's positions in the British society seemed improbable as their task was to breastfeed, raise children and be a good housewife. Efforts of those women who considered themselves equal to men were not answered for a long time.

However, a few milestones in history helped them gain the same position in the society that some man retained and preserved for themselves. Such a historical event was the Great War which caused changes in lives of many inhabitants of Great Britain and other countries.

Men's workforce in Great Britain was not sufficient to maintain the country needs that were in some areas like military more exigent since the declaration of the Great War. Women, their workforce and their ideas had to be involved. Before the War broke out, not many women got the opportunity to take part in activities that were devoted to men. Further back one of these areas was for example literature where men prevailed and knew writing until the times of Virginia Woolf, who was an outstanding woman author and she proved that women's skills can be of the same quality as those of men. Ideas of women authors also contributed to the improvement of women situation in the society.

It is necessary to consider several ideas and facts that were of great importance for a British woman. Virginia Woolf was a woman author of immense value for British literature and her ideas enriched many people. She lived in the times of the Great War and great changes. She had to gain her position in literature. Before Virginia Woolf started to be ranked among talented authors, not many female authors published their works. "That woman, then, who was born with a gift of poetry in the sixteenth century, was an unhappy woman, a woman at strife against herself." (Woolf, 1929, 52) Virginia Woolf realized that the era in which she lived offered her and other women new



possibilities and the most important one for her was that she had the opportunity to write.

“Women have served all these centuries as looking-glasses possessing the magic and delicious power of reflecting the figure of man at twice its natural size. Without that power probably the earth would still be swamp and jungle.”  
(Woolf, 1929, 35)

Women were only a complement to men but a very necessary one that helped them make their adventures possible. Women were often denied a right to behave like men. If a woman decided to be an individual and not to serve she was usually criticized. Most women were not allowed to try to be the individual that they wished to be and if they tried, they usually did not succeed.

Fortunately for today's women the historical development in Great Britain caused a change not only in literature but also in other spheres of life. In *A Room of One's Own* (Woolf, 1929, 68) it is to be found that towards the end of the eighteenth century the middle-class woman began to write. Women authors were not afraid to express their thoughts and publish their works anymore. This reflects that women started to realize their individuality. The 18<sup>th</sup> century brought many changes in inventing new things and apparently new ideas were also created and started to change the stereotype of a housewife.

After a short description of the improvement of the women situation throughout a few centuries supported by thoughts of Virginia Woolf it is necessary to mention ideas of Hélène Cixous who was born after the Great War. She elaborated bisexuality and her idea of bisexuality can be returned to the times of the Great War because bisexuality was proved during the war as women participated in the war efforts as well as men. The term itself can be broadened to a wider meaning.

“Bisexuality – that is to say the location within oneself of the presence of both sexes, evident and insistent in different ways according to the individual, the nonexclusion of difference or of a sex...” (Cixous, 1975, 582)

Cixous explains in *Sorties* that women are bisexual because women have got partially a man and a woman inside them. That is their great advantage because they can empathize into the other sex and as a consequence they are able to manage the same or even better things than men in writing.

But this theory can be widened if the situation of women who lived during the Great War and the interwar period is considered. Not only that woman psyche is influenced by the presence of both sexes but even women's physical activities are affected by the two sexes. Bisexuality can be applied to activities that women had to start doing during the war. Men had to recruit and lack of workforce would have caused serious problems to nation's industry if women did not get involved. Posters and other ways of advertising like leaflets were used to attract women. They were ready to substitute their husbands and fathers in factories in positions that had been always considered to be men's. Posters were created in order to attract women's attention. A great sum of money was spent on their production. During the Great War women became important, women were needed. Poster on which a slogan "Good Work and Good Wages for Good Women", tries to persuade women to become employees of Tramways Department appeared during the Great War (IWM, Appendix 21). Transport was one of the departments where women successfully substituted men and where they proved that they were of the same qualities as men.

"Transport was the area which saw the biggest proportional increase in women employees. Here the numbers jumped from 18,000 in 1914 to 117,000 in 1918. Among a wide range of transport jobs, women worked as bus and tram conductresses or as railway clerks, ticket collectors and porters." (IWM)

These high numbers show that advertisements had a big influence on women and the advertisements certainly contributed to the fact that women asked for jobs that used to be assigned to men only. From posters found in the Imperial War Museum it is obvious that women served both in typically women's positions like nursing members, cooks, clerks, house-maids, laundresses and in typically men's occupations like motor-drivers, agriculture, forestry and commerce workers. The posters often emphasised that women were urgently needed and the advertisements in the form of posters had to have a psychological effect on women who did not participate in the war efforts. Posters with a slogan: "These women are doing their bit." were seen during the Great War (IWM, Appendix 22). Their effect was to increase the number of women who participated in the war effort. The impact of such posters was also an effort to evoke patriotism at women who "were already doing their bit". But this poster is interesting because of one significant feature that can be found on it. Behind the woman there is a soldier who is waving at her. His raised hand and smile signify both a greeting and an approval of the

woman who is going to the munitions factory. A man consents that a woman can work on such a position.

“Theatres remained open, professional sport was still being played and, though the absence of those who had volunteered was missed, already the gaps were being filled by other women workers.” (Stevenson, 1990, 60)

Women were able to completely “revive the men’s part” in themselves and they were able to do the work that had been always considered only as men’s work. According to the Imperial War Museum 7,310,200 women worked in jobs where they received regular payment and 945,000 of them worked in munitions production which signifies that women were able to fully replace their male counterparts because they formed 90 % of all the employees in munitions industry (IWM). Women were able to mass-produce ammunition and weapons that were sent to the war field to be used against the enemy. They had to know about the consequences of the usage of their products. In this case women were not considered fragile and sensitive creatures but they became completely equal to men. Bisexuality in the broader concept that had been introduced above was confirmed. A woman in the Great War proved that she was able to behave as a man.

#### **4.1 Women said: “Go”**

Situation in British families during the Great War was very tense due to recruiting and conscription. Relationships in families were considered important by the advertisement creators. Advertisements were created to influence specific spheres of families. Many family members were depicted on the posters. They were not only fathers or children but also wives.

Women’s role in a traditional British family had changed a lot throughout several decades and women became equal to men in serious family decisions. Purposeful advertising started to appear in the streets and this type of persuading was often aimed at women.

“Women of Britain say – “GO!” (IWM, Appendix 23) This was a legend of a poster created during the Great War. The designer portrayed a mother, probably her daughter and another child standing near the window and looking at her husband and father of her children who is leaving their home to fight against the enemy and to

protect the king and monarchy. The word “GO!” is written in capital letters and underlined in order to emphasize the importance of the message. The size of letters symbolizes the necessity of the action. The poster affected women towards sending their beloved to the war. Posters like these certainly influenced women who started to realize that their life and family might have been endangered by the enemy. According to Imperial War Museum Germans were on other posters and in many films depicted as people who could not behave well to women. Slogan “Once a German, Always a German.” (IWM) became frequently used and also symbolized the necessity of involvement of many other men, even the married men and fathers.

Because of the advertising campaign women started to believe that they would be able to sustain their families even if their husbands were on the front.

“Many middle-class women who had been subject to the stifling restrictions of pre-war conventions were able to enjoy a degree of independence which their own income and a new environment brought to them and for the first time became more conscious of employment opportunities.” (Stevenson, 1990, 83)

British propagandists were aware of a high number of positions that were offered to women and they started to concentrate on this topic. Women knew that they would be able to take care of their families and this, together with patriotism, made women think that their husbands should help others in defending their homeland. “In January 1915 posters appeared aimed directly at women: ‘Women of England! Do your duty! Send your Man Today to Join our Glorious Army!’” (Stevenson, 1990, 62) Posters like these were supposed to increase women’s pride and made them send their husbands to war because of the honour that the men would achieve. Such slogans and phrases influenced women to think that their men would not have the qualities like other soldiers who attended and participated in the war.

During the volunteering years at the beginning of the war women were certainly proud of their husbands and relatives who took part in the war effort. According to the Imperial War Museum display discs were put in the front window of women’s home so that everybody knew that somebody from the house had recruited. On the one hand display discs served as a direct evidence of women’s pride but on the other hand women showed that they were not single. “Don’t pity the girl who is alone-her young man is probably a soldier-fighting for her and her country-and for YOU.” (IWM, Appendix 24) Posters like these appeared in the times of voluntary recruiting. This sentence not only

tries to protect girls from being teased but it also attempts to persuade other girls and women to send their beloved to a recruiting office.

Posters were not only some thoughtful pictures but they were often rather leaflets or fliers. The last quotation above was from a leaflet with many sentences and without any pictures. Only some bright colours were used in order to attract the audience and reach the intended effect. The poster was called: "TO THE YOUNG WOMEN OF LONDON". (IWM, Appendix 24) The leaflet itself had to be very impressive considering the time. Girls and married women had to be influenced by the intense propaganda. "If your young man neglects his duty to his King and Country, the time may come when he will NEGLECT YOU. Think it over – then ask him to JOIN THE ARMY TO-DAY." (IWM, Appendix 24)

Such leaflets tried to scare women because their dear boyfriends could possibly leave them and they would become single if he did not join the forces. But on the other hand leaflets like this one did not mention that women could lose their husbands or boyfriends during a fight and that loss would be much more serious and mournful. Kenneth O. Morgan mentions (1999, 459) that more than 750,000 British men died during the First World War mainly in the trench war on the western front in France.

Posters or leaflets from the Great War times reflect the situation in the majority of British families. It has been mentioned before that women's situation changed a lot since the 16<sup>th</sup> century and it had been confirmed by women that were employed in traditionally men's positions. Another confirmation of the change could be found in a leaflet called Four Questions to Women from the Imperial War Museum (Appendix 25). There is one paragraph which explains the change in the perception of women. "When the War is over and your husband or your son is asked "What did you do in the great War?" is he to hang his head because you would not let him go?" Propagandists focused on women because their consent to recruiting would increase the overall number of recruiters. Thus, posters and leaflets provide us with other evidence that women's roles changed. Their roles did not change only in the society but also in a family hierarchy.

## 5. Conclusion

To conclude this paper, it is necessary to summarize the result of the research. The analysis confirmed that the advertising industry during the Great War underwent serious changes as the advertising methods became more sophisticated. Advertisements did not serve as an instrument of various business offers only but they functioned as the main tool of influencing the British public. Before the Great War there had never been such a necessity of persuading such enormous masses of British citizens via advertisements. The success of the war advertising was confirmed both by numerous enlistees who recruited in the recruiting offices at the beginning of the war and women who accepted jobs in typically men's fields of work and completely substituted their men counterparts.

The advertising industry became so crucial at the war time that a lot of money was spent in order to polish the style of many placards that were to entice as many new recruits as possible. New trends in advertising, to which the technological progress contributed in a great measure, were established. Advertising appeals concentrated on certain target groups so that they could affect only those who were immensely needed to contribute the war effort.

Not only that certain people were to be addressed by the adverts but also certain topics were depicted on the posters. The themes were conscientiously selected to have the strongest impact and to evoke appropriate action of the addressees. The impact of the era on the type of advertisements was vast. The beginning of the war required men to recruit. Appeals on men's conscience were powerful and very well thought out. Men's psyche had to be under constant pressure. On the other hand the war was on many posters depicted as a great opportunity of promotion and consequently an improvement of social status. Posters that lured possible recruits through men's famous activities were not an exception.

Cruelty that many people experienced not only in the war but also as a consequence of the war appeared on many posters. Atrocities in Belgium became a theme for charitable posters inviting people to support those in need. Saving was another topic presented on many placards in the form of advice how to save something and why.

Women in the Great War acquired a new status both in British society and family. Their roles changed in such a great measure as they were needed as a substitution of men who either became enlistees during the voluntary recruiting campaign or who were drafted after the introduction of conscription in 1916. They proved to be capable of the same deeds as men because they were able to replace men in every position. Two types of advertisements were aimed at women. The first of them attempted to persuade women to start working in factories and in men's occupations. The second type of adverts put a great pressure on women who wanted to keep their husbands at home and protect them from war. Posters proclaimed that men who were not wearing khaki were not worth the relationship.

To summarize the outcome of the analysis it is essential to mention that the war influenced the advertising in many aspects. The war effort became a priority in the advertisement topics which again confirms that the era had an immense impact on the production of advertisements. Some trends invented in the war period laid fundamentals for a further development of the advertising industry. Posters, leaflets and other ways of advertising were well thought out and aimed at a certain target group with a specific topic. Nowadays some advertisements do not reach the quality of the war adverts. That signifies that the war effort reached its maximum even in the advertising industry.

## 6. Resumé

Náplní této práce je zmapování reklamního průmyslu ve Velké Británii během Velké války a v meziválečném období. Práce se skládá ze tří tematických částí – technologický pokrok a proces rekrutování, reklamní apely a postavení žen, které se promítlo i do reklamního průmyslu. Základním podkladem k práci se staly reklamy v podobě plakátů a letáků z válečného a meziválečného období. Cílem práce je zmapovat důležité prvky použité v reklamě a vystopovat hlavní tendence tehdejšího reklamního průmyslu, které měly souvislost s politickými, kulturními a společenskými událostmi doby.

První část práce shrnuje hlavní technologické vynálezy doby, které velkou mírou ovlivnily reklamní průmysl. Popisuje situaci v průmyslu a dokládá důležitost zábavního průmyslu, který během první světové války mohl ovlivnit nesmírné množství obyvatel, a v důsledku i jejich mínění a názor na válku. Druhou významnější část tvoří teoretický úvod do problematiky rekrutování, které se stalo v době válečné podstatným zdrojem k tvorbě reklam. Snaha o zvýšení počtu rekrutů nutila organizace jako Parliamentary Recruiting Committee produkovat nové reklamní plakáty, které měly přilákat další zájemce. V této části je zmíněna i osoba Lorda Kitchenera, který se podílel na získávání nových vojáků a často se objevoval na reklamách vybízejících mladé muže, aby se stali členy jeho armády. Největší pozornost je věnována dobrovolnému náboru, jenž vyžadoval zvýšení množství plakátů, které měly ovlivnit co nejvíce mužů. Dále je popsána branná povinnost, která byla zavedena v důsledku snížení počtu nových rekrutů po prvních dvou letech války.

Druhá část bakalářské práce se zabývá rozbořem plakátů z doby válečné a meziválečné. Metodou výzkumu je obsahová analýza plakátů, získaných především z Imperial War Museum v Londýně, které se staly primárním zdrojem pro tuto práci. Plakáty byly porovnány se sekundárními zdroji, kterými jsou knihy a internetové zdroje poskytující informace ze společensko-kulturního a politického prostředí. Reklamní výzvy jsou v práci rozděleny do několika částí. Jsou zmíněny apely na svědomí, kterými propagandisté útočili na muže, kteří odmítali nastoupit do války a tyto výzvy jsou podrobně prozkoumány, protože tvůrci reklam používali velmi silné, někdy i psychologické prvky, kterými chtěli u mužů vyvolat pocit viny. Ten se stal hlavním



tématem tohoto typu reklam. Plakáty a letáky, které vyzývaly muže, aby nastoupili do armády, která skýtala možnosti zlepšení finančního a společenského postavení, jsou také rozebrány, stejně tak jako plakáty zobrazující zradu Belgie. Ty měly vyvolat patriotismus u těch, kteří stále váhali, zda se přihlásit do války. Útok na Belgii mohl znamenat i případný útok na Anglii, a proto se tyto plakáty zaměřovaly na mladé muže, kteří měli prokázat, že se dokážou chovat čestněji než Němci, kteří porušili smlouvu. Mladí Britové měli rekrutovat, aby ukázali, že jsou schopni ubránit svou zem. Propagandisté se snažili přesvědčit muže všemi způsoby, a proto jsou v této části rozebrány i plakáty, které měly přimět sportovce, aby se stali vojáky. Už v této době se na plakátech objevují celebrity. Válečné výdaje s sebou přinesly na jedné straně nezbytnost šetření a na straně druhé úsilí o propagandu zboží a charit. Reklama šířila obě tyto kontrastní snahy, a proto jim je v této části věnována větší pozornost. Morální zásady každého jednotlivce se staly terčem reklamního průmyslu, který se rozvíjel tak rychle, jak se jen zvyšovalo potřebné množství nových vojáků a jak narůstaly požadavky války.

Poslední část je věnována analýze reklamy, která se nebývalou mírou začala zaměřovat na ženy. Pojem bisexuality je zde rozebrán, jako hypotéza k analýze dvou typů plakátů. Prvním z nich jsou reklamy, které se snažily přimět co nejvíce žen, aby nastoupily na mužské pracovní pozice. Další rozbor se zabývá plakáty, které měly ženy přesvědčit, aby poslaly své manžele a přátele do války. Obě tyto analýzy reklamních plakátů mají prokázat, že pojem bisexuality může být aplikován i na období Velké války. Rozborem těchto dvou typů plakátů se práce snaží dokázat zlepšení postavení žen ve společnosti a rodině. Propagandisté si začali uvědomovat důležitější postavení žen, a i proto se ženy staly jednou z jejich cílových skupin, na kterou chtěli působit.

Závěr práce se snaží shrnout hlavní tendence použité v reklamním průmyslu během Velké války a v meziválečném období také v porovnání s teoretickým úvodem bakalářské práce. V této části je zhodnocen vliv válečného období na reklamní průmysl. V příloze práce jsou k vidění všechny plakáty získané z Imperial War Museum v Londýně, které sloužily jako hlavní zdroj k analýze reklamního průmyslu pro tuto bakalářskou práci.

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## **Appendices**

Appendix 1



Appendix 2

THE  
**MILITARY SERVICE ACT, 1916**

Applies to Unmarried Men who, on August 15th, 1915, were 18 years of age or over and who will not be 41 years of age on March 2nd, 1916.

**ALL MEN, NOT EXCEPTED OR EXEMPTED** between these ages who on November 2nd, 1915, were unmarried or widowers without any child dependent on them will on

**THURSDAY, MARCH 2nd, 1916,**  
Be deemed to be Enlisted for the Period of the War.  
THEY WILL BE PLACED IN THE RESERVE UNTIL CALLED UP IN THEIR CLASS.

**MEN EXCEPTED**

**SOLDIERS**, including Territorials who have volunteered for Foreign Service.  
**MEN** serving in the **NAVY** or **ROYAL MARINES**.  
**MEN DISCHARGED FROM ARMY OR NAVY**, disabled or ill, or **TIME-EXPIRED MEN**.  
**MEN** REJECTED for the Army since August 14th 1915.  
**MINISTERS OF RELIGION** and **MINISTERS OF RELIGION** OF THE DOMINIONS.

**Men who may be exempted by Local Tribunals:**

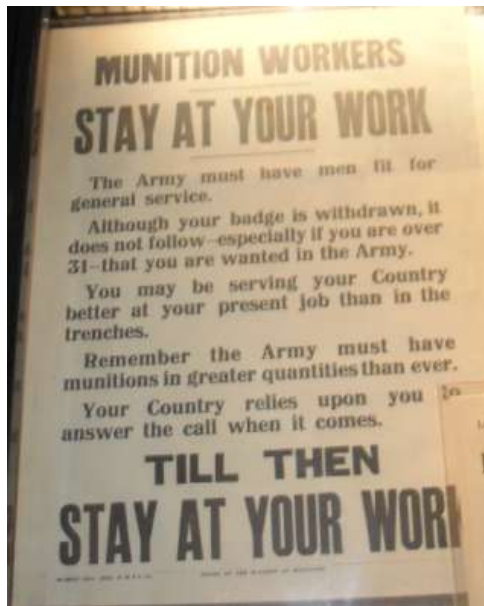
- Men most useful to the Nation in their present employments;
- Men in whose case Military Service would cause serious hardship owing to exceptional financial or business obligations or domestic position;
- Men who are ill or infirm;
- Men who conscientiously object to combatant service. If the Tribunal thinks fit, men may, on this ground, be (a) exempted from combatant service only (not non-combatant service), or (b) exempted on condition that they are engaged in work of National importance.

Up to March 2nd, a man can apply to his Local Tribunal for a certificate of exemption. There is a Right of Appeal. He will not be called up until his case has been dealt with finally. Certificates of exemption may be absolute, conditional or temporary. Such certificates can be renewed, varied or withdrawn. Men retain their Civil Rights until called up and are amenable to Civil Courts only.

**DO NOT WAIT UNTIL MARCH 2nd.**  
**ENLIST VOLUNTARILY NOW**

For further particulars apply to the Recruiting Officer, Local Tribunal, or to the Recruiting Officer, War Office, Whitehall, London, W.C.1.

Appendix 3



Appendix 4



Appendix 5



Appendix 6



Appendix 7



Appendix 8





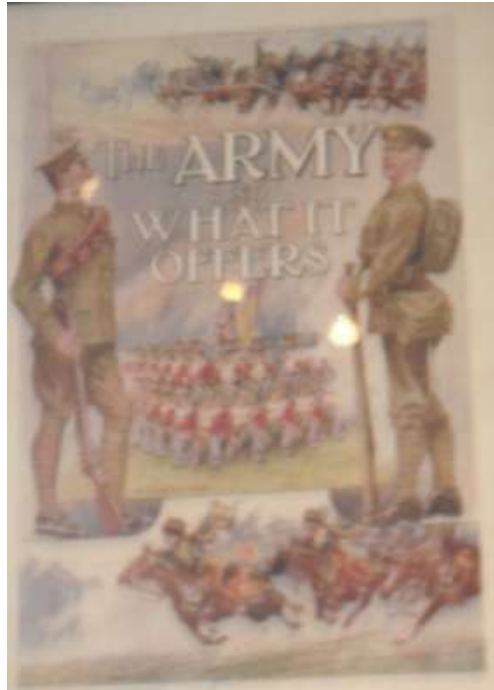
Appendix 9



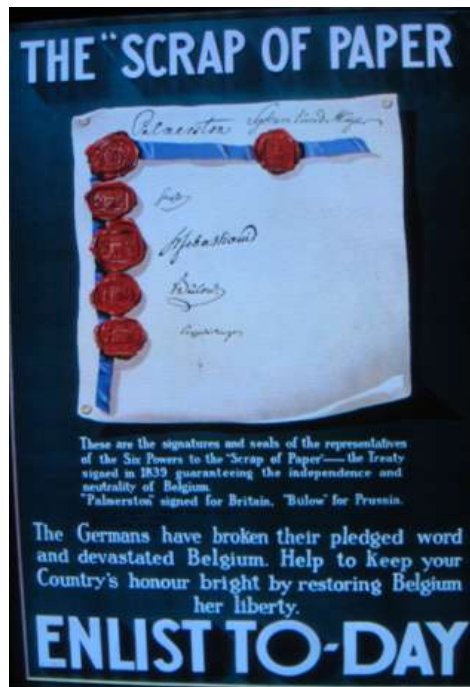
Appendix 10



Appendix 11



Appendix 12



Appendix 13



Appendix 14



Appendix 15



Appendix 16



Appendix 17



Appendix 18



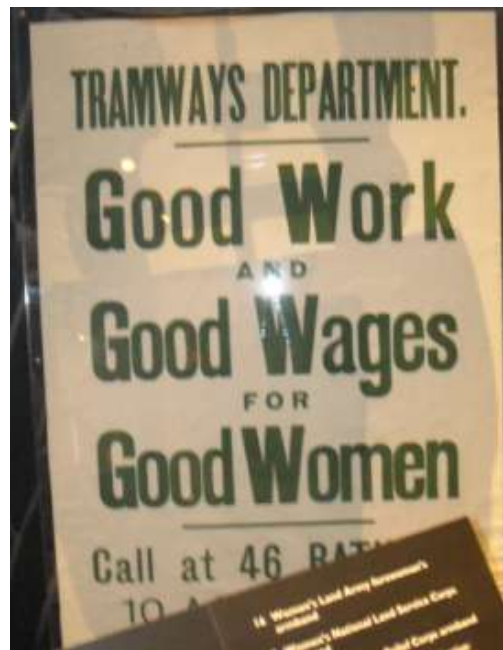
Appendix 19



Appendix 20



Appendix 21



Appendix 22



Appendix 23



Appendix 24





Appendix 25

**FOUR QUESTIONS**  
**TO WOMEN.**

1. You have read what the Germans have done in Belgium. Have you thought what they would do if they invaded this country?
2. Do you realise that the safety of your home and children depends on our getting more men now?
3. Do you realise that the one word "Go" from you may send another man to fight for our King and Country - - -?
4. When the War is over and your husband or your son is asked "What did you do in the great War?" is he to hang his head because you would not let him go?

**Won't you help and send a man to join the Army to-day?**

Produced by the War Office, London, 1915. Printed by the War Office, London, 1915.