## Recruitment and Fundraising Posters, World War One

Formats: Small, medium, large (cube-tubed), very large (folded), banner, long banner (folded).

<table>
<thead>
<tr>
<th>Serial number</th>
<th>Title/text</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>Lord Kitchener calls for more men … God Save the King!</td>
<td>Very large</td>
</tr>
<tr>
<td></td>
<td>“Issued May 19th 1915”</td>
<td></td>
</tr>
<tr>
<td>1/2</td>
<td>A Happy New Year to our gallant soldiers. Victory 1915 – you can make it certain if you join now.</td>
<td>Medium</td>
</tr>
<tr>
<td>1/3</td>
<td>England expects every man to do his duty and join the Army today.</td>
<td>Medium</td>
</tr>
<tr>
<td>1/4</td>
<td>Rally around the flag. Every fit man wanted.</td>
<td>Medium</td>
</tr>
<tr>
<td>1/5</td>
<td>Your King and country need you. Join the Army until the war is over.</td>
<td>Medium</td>
</tr>
<tr>
<td>1/6</td>
<td>We are fighting for a worthy purpose … Men of the Empire to arms! God save the King.</td>
<td>Medium</td>
</tr>
<tr>
<td>1/7</td>
<td>Your King and country need you. Enlist now.</td>
<td>Medium</td>
</tr>
<tr>
<td>1/8</td>
<td>Offer your services now. Our brave soldiers at the front need your help.</td>
<td>Medium</td>
</tr>
<tr>
<td>1/9</td>
<td>The scrap of paper – Prussia’s Perfidy – Britain’s Bond … Can Britons stand by while Germany crushes an innocent people?</td>
<td>Medium</td>
</tr>
<tr>
<td>1/10</td>
<td>A call to arms: Your country needs you to-day.</td>
<td>Banner</td>
</tr>
<tr>
<td>1/11</td>
<td>In her hour of need your country calls for you.</td>
<td>Medium</td>
</tr>
<tr>
<td>1/12</td>
<td>Fight for King and Empire. Our brave soldiers need your help.</td>
<td>Banner</td>
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Parliamentary Recruiting Committee posters

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Follow me! Your country needs you!

Fall in! Answer now in your country’s hour of need.

The scrap of paper. The Germans have broken their pledged word and devastated Belgium.

Y Darn Papur: Welsh Language version of ‘This Scrap of Paper’.

Remember Belgium: enlist today.

Remember Belgium: enlist today.

Another call – “more men and still more until the enemy is crushed” – Lord Kitchener.

Come along boys! “The moment the order came to go forward, there were smiling faces everywhere.” …

Britons! Your country needs you.

Lend your strong right arm to your country. Enlist now.

Britain’s strong arm and yours will carry us through – enlist now.

Remember Scarborough! The Germans who brag of their “culture” have shown what it is made of by murdering defenceless women and children at Scarborough…

If you cannot join the army try and get a recruit.

More men are wanted for his Majesty’s army … men are wanted, enlist now.

What in the end will settle this war? Trained men. It is your duty to
There is still a place in the line for you. Will you fill it?

Think! Are you content for him to fight for you? Won’t you do your bit? We shall win but you must help.

Think! Are you content for him to fight for you? Won’t you do your bit? We shall win but you must help.

Help to end the war by enlisting in the gallant British Army.

You’re proud of your pals in the Army of course! But what will your pals think of you? Think it over!

Halt! Go into training and help the boys at the Front.

What in the end will settle the war? Trained men. It is your duty to become one.

Fight for freedom with the strength of free men.

Britain is fighting for the freedom of Europe and to defend your mothers, wives and sisters from the horror of war.

Stand not upon the order of your going, but go at once. Shakespeare, Macbeth 3-4. Enlist now.

If the cap fits you, join the Army to-day.

Line up, boys! Enlist to-day.

To the women of Britain. Some of your menfolk are holding back on your account. Won’t you prove your love for your country by persuading them to go?
The empire needs men! The overseas states all answer the call. Helped by the young lions the old lion defies his foes.

Halt! Who goes there? If you are a friend join the British Ranks and help the brave lads at the Front.

What will your answer be? When your boy asks you “Father – what did you do to help when Britain fought for freedom in 1915?”

Four questions to men who have not enlisted …

A veteran’s farewell: “Goodbye, my lad, I only wish I were young enough to go with you!” Enlist now!

Why aren’t you in khaki? You’ll be wanted. Enlist at once.

What in the end will settle this war? Trained men. It is your duty to become one: enlist now!

Men – to delay is dangerous when your country needs you. Enlist now.

Who made these little islands? … Justify the faith of your fathers, and earn the gratitude of your children – enlist to-day!

To the women of Britain … Won’t you help and send a man to join the Army to-day?

Don’t lag! Follow your flag!

Answer the call right quickly.

Soldier’s separation allowances … increased rates from March 1, 1915.

Don’t stand looking this at this – go and help!
Come into the ranks and fight for your King and Country – don’t stay in the crowd and stare.

Boys! Come along – you’re wanted.

Be ready! Join now!

Boys come over here you’re wanted.

Surely you will fight for your [King] and [Country]. Come along, boys, before it is too late.

At the Front! Every fit Briton should join our brave men at the Front. Enlist now.

We’re both needed to serve the guns! Fill up the ranks! Pile up the munitions!

We’re both needed to serve the guns! Fill up the ranks! Pile up the munitions!

Each recruit brings peace nearer.

An appeal to you.

Remember the Lusitania. It is your duty to take up the sword of justice to avenge this devil’s work. Enlist to-day.

Remember the Lusitania. It is your duty to take up the sword of justice to avenge this devil’s work. Enlist to-day.

Thousands have answered the nation’s call, but you may be the one to turn the scale at a critical moment.

Remember the Lusitania – one mother lost all her three young children …
He’s happy and satisfied. Are you? Enlist today!

German cruelty to British prisoners … justice cannot be done without your help. Take up the sword of justice.

1805 “England expects” 1915. Are you doing your duty to-day?

Your country wants you and 300,000 more men like you. Don’t wait but join now.

There are three types of men. Those who hear the call and obey, those who delay, and – the others. To which do you belong?

Step into your place.

Take up the sword of justice

It’s our flag.

Britain needs you at once.

Go! It’s your duty lad. Join to-day.

“It is going to be a long drawn-out struggle. We shall not sheathe the sword until Belgium recovers all, and more than all, she has sacrificed.” Prime Minister at the Guildhall, Nov 9th 1914.

Take up the sword of justice.

Are you in this?

Lord Kitchener says “men, materials and money are the immediate necessities” …
The key to the situation: munitions, men and money – are you helping to turn it?
[Format: medium]

Lord Kitchener says “men, materials and money are the immediate necessities” …
[Format: very large]

Join the brave throng that goes marching along.
[Format: banner]

Make us as proud of you as we are of him.
[Format: medium]

Single men! Hundreds of thousands of married men have left their homes to fight for King and Country. Show your appreciation by following their noble example.
[Format: medium]

Everyone should do his bit. Enlist now.
[Format: medium]

There’s room for you. Enlist today.
[Format: medium]

Take up the sword of justice. Join now.
[Format: banner]

Join the brave throng that goes marching along.
[Format: large banner in 2 pieces]

Who’s absent? Is it you?
[Format: medium]

Is your home here? Defend it!
[Format: large]

“Be honest with yourself. Be certain that your so-called reason is not a selfish excuse.” Lord Kitchener.
[Format: medium]

Which? Have you a reason or only an excuse for not enlisting? Now!
[Format: medium]

Photograph of recruiting sergeant beckoning, with no text.
[Format: large]

Come now! Your arms, uniform and accoutrements are ready waiting for you. Be honest with yourself.
[Format: very large]
Parliamentary War Savings Committee posters

2/1  Pay your 5/- for this and help crush the Germans.
     [Format: medium]  

2/2  War Loan – invest 5 shillings and help your country to win.
     [Format: medium]  

2/3  War loan – invest 5 shillings and help your country to win.
     [Duplicate of 2/2]
     [Format: medium]  

2/4  Speed the silver bullet – buy the new Government War Loan.
     [Format: large]  

2/5  Help your country – invest 5/- to-day in the War Loan.
     [Format: medium]  

2/6  Appeal to women. Make every penny do the work of two. Put your
     savings in the War Loan.
     [Format: medium]  

2/7  You have in your pocket silver bullets that will stop the Germans.
     [Format: medium]  

2/8  If you buy the new War Loan, your country gets funds to carry on
     and win the war. You get 4’6 a year for every £5 of loan you buy.
     [Format: medium]  

2/9  You have in your pocket silver bullets that will stop the Germans.
     Lend them to your country by investing in the War Loan to-day.
     [Format: medium]  

2/10 The British sovereign will win. Invest in the War Loan to-day.
     [Format: medium]  

2/11 War loan! Invest to-day.
     [Format: medium]  

2/12 You can help to win the war with 5/-. A safe and patriotic
     investment.
     [Format: medium]  

2/13 Wanted – men, munitions, money. If you can neither enlist not make
     munitions buy the new 4 ½ % War Loan.
     [Format: medium]  

2/14 Buy war loans and you will help your country and our brave troops
     in the fighting line.
Back them up. My duty. Invest in the War Loan.

You can help to win the war with 5/-: a safe and patriotic investment.

War Loan – “the man be he rich or poor is little to be envied who at this supreme moment fails to bring forward his savings for the security of his country.”

Turn your silver into bullets at the Post Office.

Do you think my 5/- won’t help the War Loan? Do you realise thousands may be thinking the same? Do you know if each of us saved 5/- a week we should save nearly £600,000,000 a year?

War Loan – back the Empire with your savings. Invest now.

War Loan – lend your savings to the nation to-day.

Lend your five shillings to your country and crush the Germans.