



POSTER APPEALS FOR RECRUITS WITH WHICH THE WAR OFFICE HAS COVERED THE BRITISH ISLES

Boys

*Come over here
you're wanted*

LONDON
SOUTHAMPTON
PORTSMOUTH
DOVER
BRIGHTON
FOLKESTONE
DIEPPE
AMIENS
HAVRE
PARIS

Daddy, what did YOU do in the Great War?

We're both needed to serve the Guns!



**FILL UP THE RANKS
PILE UP THE MUNITIONS**

THE VETERAN'S FAREWELL.



"Good Bye, my lad,
I only wish I were young enough
to go with you!"

ENLIST NOW!



The latest despatch
"SEND MORE MEN!"
from the
Sportsman's Battalions



Age 19 to 45
Head Recruiting Office
HOTEL CECIL, LONDON

**WOMEN OF BRITAIN
SAY -
"GO!"**



The great war has caused the British Government to engage in the most widespread and costliest advertising campaign probably ever attempted by a government. The other warring Powers can fill the ranks of their armies by conscripts, but Great Britain continues to adhere to the volunteer system. To induce these volunteers to enlist the War Office has sought the aid of England's most noted artists, who are kept busy turning out such compositions as these above. All posters of the kind are said to have the approval of Lord Kitchener before they are plastered on the kingdom's billboards. It is to be noted that the sentiments of glory, patriotism and home defense are all appealed to. The posters are said to have caused much amusement and ridicule in Germany, where it is considered ludicrous that a government has to beg citizens to enlist in its armies.