



War Breaks Out

Why Did Newfoundland and
Labrador Become Involved?



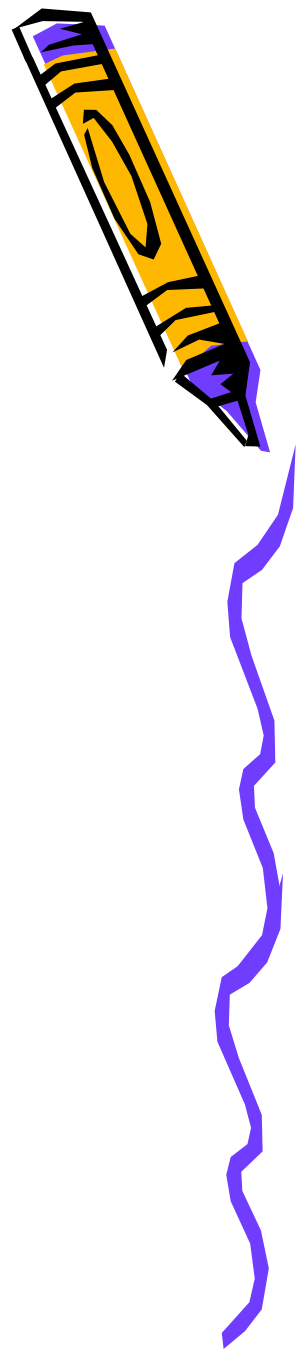
Reasons

- Regarded England as the Motherland
- Many had come from England to fish and saw themselves as British
- Strong connection to England
- Fighting for freedom
- Patriotism - deep sense of pride and loyalty to your country



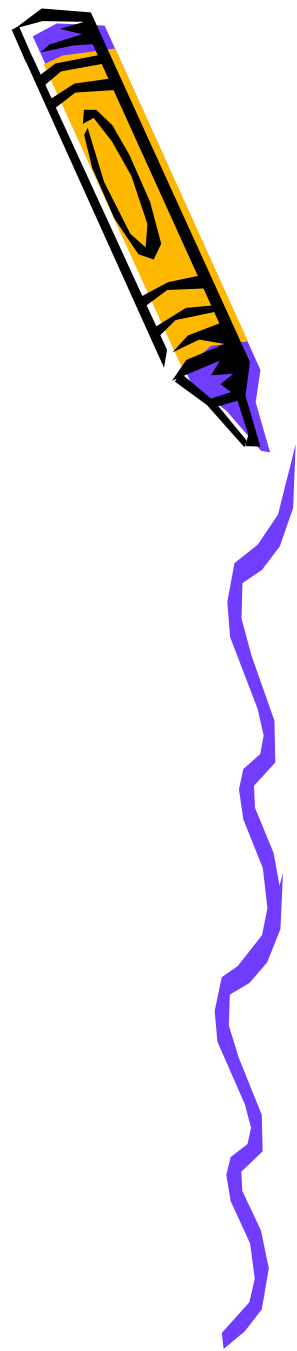
Reasons

- Not fully aware of hardships they would experience at the front and the hardships their families would experience at home
- Britain convinced, through posters and news reports, many people to fight against Germany

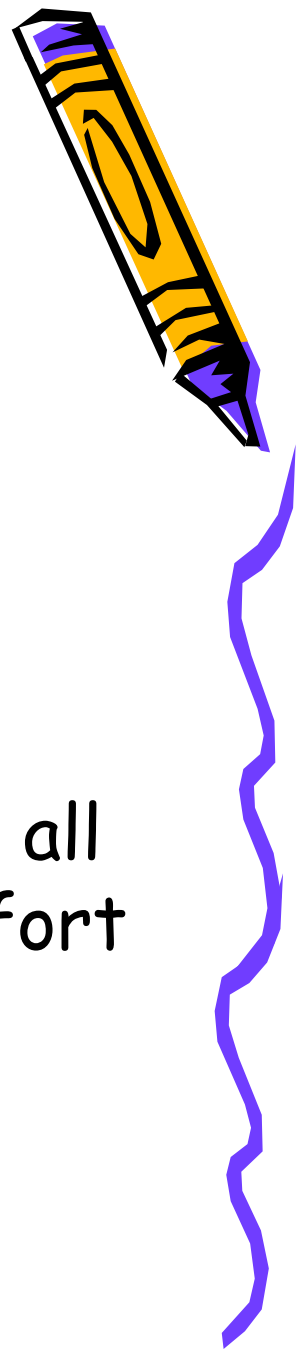


Reasons

- Britain promised to pay soldiers a salary. People were very poor and could not ignore this income.
- War would not last long ("over by Xmas")
- Signed up for adventure



Enlistment and Recruitment



- All classes of NL's enlisted (signed up voluntary) in the armed forces.
- Britain's call for men received strong support
- Recruitment and Propaganda Posters of all kinds were used to promote the war effort and to "convince" young men to join



WW1 Recruitment



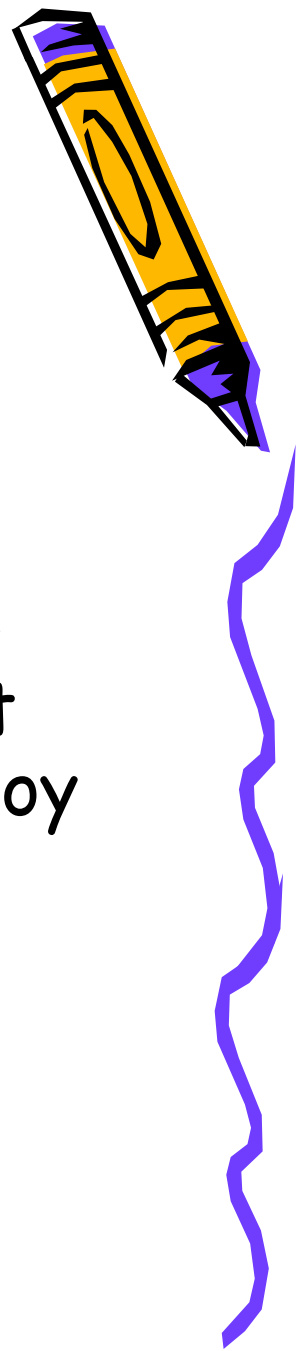
World War I recruitment poster

11
1.2

Would this type of appeal for recruits be effective today? Why or why not?



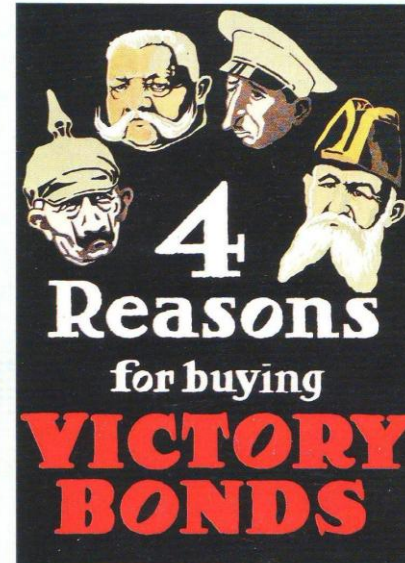
Propaganda



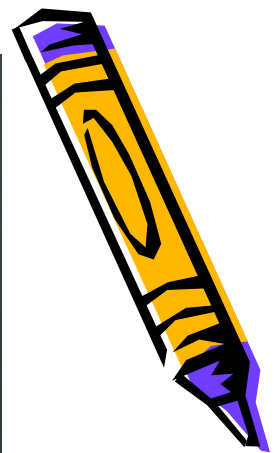
- Information used to promote a political cause or point of view
- Used by both sides during World War 1
- People were "persuaded" to believe that the enemy was evil and wanted to destroy their way of life
- Wartime posters were a common propaganda tool (See page 126)



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1. Explain how each poster might inspire people to take part in the war. Which poster do you consider the most effective?
2. Research the kinds of information that are used for recruitment by the armed forces today. Would you consider that information propaganda? Why or why not?

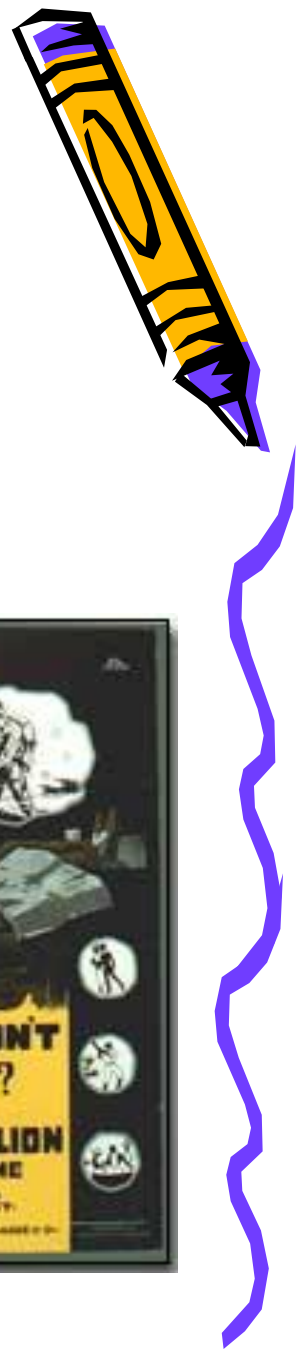




Canada's Butter Opportunity!

Britain bought before the War	452,795,204 lbs.
Britain's shortage due to the War	209,145,764 lbs.
12 Years ago CANADA sold	35,588,074 lbs.
2 Years ago CANADA sold only	6,003,100 lbs.

CANADA must do better than this
"Keep Britain's Butter Plate Full"



OVERSEAS SERVICE

SCALE OF PAY

	12 MONTHS	18 MONTHS	24 MONTHS
SERGEANTS	\$1.35	.35	\$1.50
CORPORALS	1.10	.30	1.20
PRIVATES	1.00	.10	1.10

MONTHLY SEPARATION ALLOWANCE

TO BE PAID UP

SERGEANT \$35.00 - CORPORAL \$20.00 - PRIVATE \$20.00

A special bonus of \$500.00 is granted for 12 months and \$750.00 for 24 months. This bonus is payable in 12 equal monthly installments of \$41.67.

FROM PATRIOTIC FUND

TO BE PAID UP

FOR WIFE \$5.00 TO \$10.00 - FOR EACH CHILD \$2.50 TO \$5.00

The Government will grant a PENSION when the circumstances justify it.

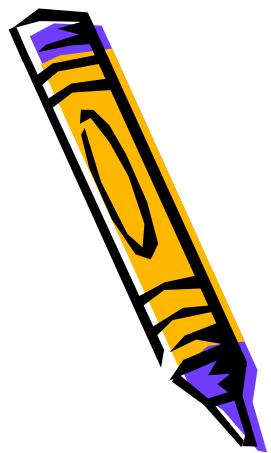
Many employers throughout Canada are guaranteeing PREFERENCE IN EMPLOYMENT to returned soldiers.

HOW TO ENLIST

Visit Recruiting Offices or any Recruiting Office in your area.

CITIZENS' RECRUITING ASSOCIATION

315-1111 BUILDING MONTREAL





**Your King and Country
Need You**

*Any man between ages of 18 and 42 years, in
good health, who is desirous of*

Enlisting for the War

may do so at the

ARMOURIES, PICTON

**This Saturday Night, Aug. 8th, or
Monday Evening, Aug. 10th**

Apply to any officer of the 1st Bn. Regiment.

*Service will cease for an Ottawa by Wireless
on 10th, as lists will close there on Monday night.*

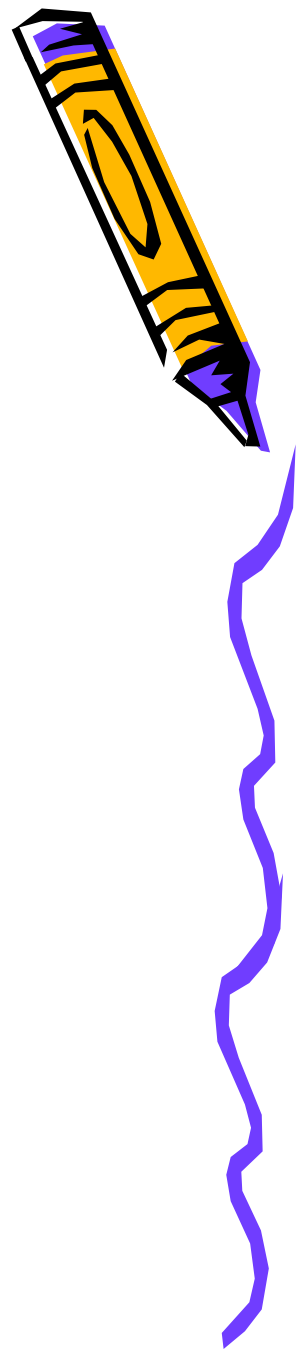


**"REMEMBER WE
MUST FEED
DADDY TOO."**



YOUNG MEN — JEUNES GENS

**ENLIST
ENROLEZ-VOUS**



Complete "Propaganda Poster" Activity

