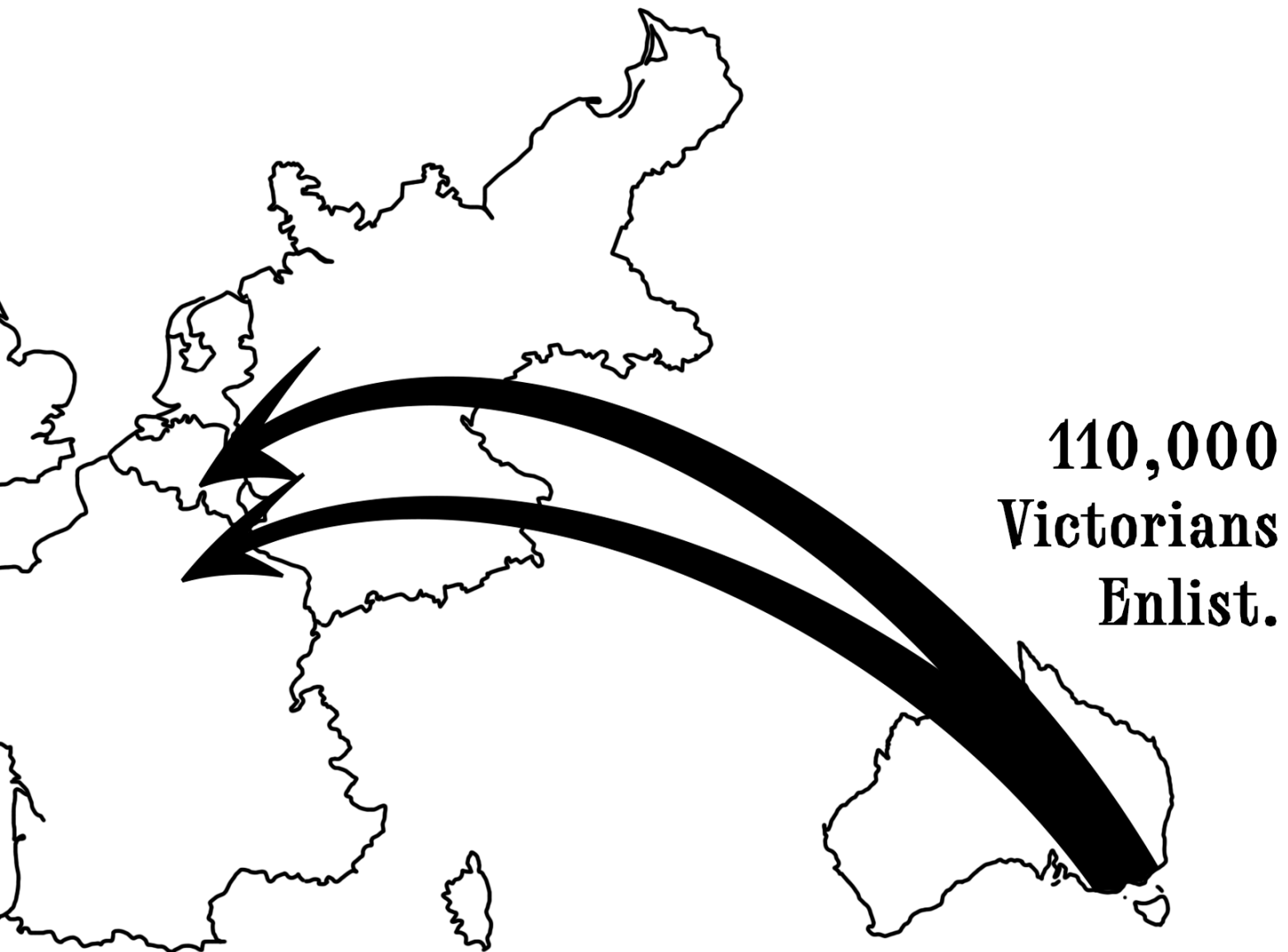


Manufactured Emotions;



World War One
Propaganda
Posters &
The Melbourne
Cityscape.

As the days following The Great War rolled into months, years, decades and a century, it is still remembered as humanity's introduction to the sheer bloodshed of international conflict, mobilising millions from around the globe to perish in Asia, Africa, the Middle East and **Europe**. While we often recall the might of newly industrialised Empires gnashing their metal teeth to invent new machines of destruction, it is easy to forget how the artists of the world played their role as well.



War requires a steady stream of enlisting soldiers who were for the most part, ordinary men: farmers, labourers, administrators and so on. Therefore, it was essential for governments to motivate these men to join and continue the fight. Many would never have the privilege of returning. The emotions elicited by propaganda provided such motivation to these volunteer Australians. The artist was employed not to manufacture their weapons, but to carefully manufacture their emotions of fear and hatred towards the enemy and inspiration and duty to their **Empire**.

AUSTRALIANS!



YOUR
COUNTRY
NEEDS

YOU.

PUBLISHED BY THE PARLIAMENTARY RECRUITING COMMITTEE.

By Authority: Albert J. Mullett, Government Printer, Melbourne.

Printed in Melbourne, *Australians, Your Country Needs You!* (1914), is an example of **copy-cat** propaganda deployed in WW1. This poster was printed on the Authority of Albert Mullett, the government printer for Melbourne. As a recently federated dominion, Australia sought to establish an identity for its own people, independent of Britain. However, social and political control exerted by the Metropole persisted.

BRITONS!



YOUR COUNTRY NEEDS YOU.

Published by the PARLIAMENTARY RECRUITING COMMITTEE, LONDON.—Poster No. 23. Wt. 926. 50M.

Printed by SAUNDERS & CULLINGHAM, 2 & 3 Bargo Street, Carter Lane, London, E.C. 1632/12/14.

Most British propaganda entered Australia unofficially through the **Wellington House**; an organisation set up by the British war office to influence Allied and neutral nations around the globe. Wellington House propaganda would be handed to private individuals to be changed and printed in their own nations. So pervasive was Wellington House propaganda, that the Australian government banned it in 1916 in an effort to retain a separate Australian identity from the United Kingdom.

GREAT BRITAIN AT WAR WITH GERMANY

BRITISH WIN A BATTLE IN THE NORTH SEA

THE KING SENDS A MESSAGE TO THE FLEET

AUSTRALIA TO DESPATCH FORCE OF 20,000 MEN

BELGIUM, SWITZERLAND, FRANCE AND RUSSIA INVADED

GERMAN FORCES BEATEN IN BELGIUM

Great Britain is at war with Germany. Germany is at war with France and Russia, and several engagements have taken place. Since the declaration of war by Austria against Serbia, events have moved with dramatic suddenness from day to day.

Russia having mobilised her troops, Germany declared war against Russia. Germany then invaded France and Russia, and the French troops were pushed across the frontier into Germany.

Sir Edward Grey, in the House of Commons on August 3, intimated that if Germany attacked France from the North Sea or the English Channel, Great Britain would protect France.

Germany, in her movement against France, crossed Belgian territory, and the King of Belgium appealed to Britain.

On August 4 Britain presented an ultimatum to Germany demanding to know whether Belgian neutrality was to be observed, and requiring a satisfactory reply by midnight.

On August 5 the Prime Minister of Australia announced the receipt of an official despatch declaring that Britain was at war with Germany.

The Federal Government has cabled to London an offer to equip and maintain an expeditionary force of 20,000 men, and to place the Australian fleet at the disposal of the Admiralty. The British Government expresses appreciation of Australia's prompt readiness.

The King has cabled to the Governor-General as follows:—
 "I shall be strengthened in the discharge of the great responsibilities which rest upon me by the confident belief that in this time of trial my Empire will stand united, calm, resolute, trusting in God."

NAVAL BATTLE IN THE NORTH SEA

BRITISH VICTORY

A big engagement in the North Sea is officially reported. The battle resulted in a victory for the British fleet. Eighty German prisoners were taken. There were no British casualties.

consideration, and will make no further comment upon it."

"The Crown is ready," added Sir Edward Grey. "The mobilisation of the fleet has been completed—(cheers)—and the mobilisation of the Army is taking place. (Renewed cheers.) The efficiency of both was never at a higher mark." (Great cheers.)

GREAT BRITAIN'S DEMANDS

Great Britain sent a practical ultimatum to Germany demanding a satisfactory reply by midnight on August 4 as to whether she intends to observe the neutrality of Belgium.

Germany's reply to the speech of Sir Edward Grey, Minister for Foreign Affairs, in the House of Commons on August 3 was to send another ultimatum to Belgium notifying her preparedness to carry out her claims by force.

Great Britain has been officially informed that the violation of Belgian neutrality, which Sir Edward Grey said must be followed by action on the part of Great Britain, is now an accomplished fact.

MONEY FOR WAR

Without a dissentient voice the House of Commons on August 3 passed several Bills within five minutes. The measures including an emergency appropriation of 100,000,000 guineas for war services.

THE KING TO THE FLEET

His Majesty the King has sent the following wireless message to the British Fleets:—
 "In this grave moment of our national history I send to you, and through you to the officers and men of the fleets of which you have command, an assurance of my confidence that, under your direction they will revive and renew the old glories of the Royal Navy, and prove once again the sure shield of Great Britain and of her Empire in our trial."

The King's wireless message to the Fleets was the first message sent to the First Fleet since it cleared from Plymouth and sailed for a secret rendezvous in the North Sea. Immediately afterwards the order: "Destroy

Enemy" was flashed to the Admiral in command of the Fleet.

FAMINE NOT FEARED

It is estimated by the Board of Agriculture that Great Britain's wheat crop for 1914 will be 7,000,000 quarters, which is sufficient to supply the whole of the population for four months without imports.

"The Times" says that the price of the quarter loaf will be increased by a penny, and that sugar will be increased by 15 a ton.

WIRELESS TO BE DISMANTLED

A proclamation requiring ships to dismantle their wireless, and another giving the Admiralty the right to requisition any ship for transport, except the German-American service, have been issued.

The British Admiralty has issued an order prohibiting the use of wireless within the waters of the United Kingdom by amateurs.

A proclamation appears in the "Gazette" prohibiting the exportation from Great Britain of articles of machinery comprising warlike stores.

PRINTERS WORK OVERTIME
 The Bank of England printers are working 12-hour shifts, producing vast quantities of 45 notes. The issue of 21 notes is impracticable.

IN THE NORTH SEA

Belgian ships arriving in the Tyne declare that a naval battle is proceeding off Flamborough Head, Yorkshire, between the German and French fleets. Shipping is experiencing great difficulty in keeping clear of war-ships.

WAR DECLARATIONS

Great Britain's declaration of war against Germany was made at 11 p.m. on August 4.

Owing to Germany's summary rejection of Great Britain's request for an assurance in respect to Belgium's neutrality, Sir Edward Goschen, the British Ambassador at Berlin, on Tuesday asked for, and received, his passport. He departed immediately for London.

Germany has declared war against Belgium.

War has been officially declared between France and Germany.

KING'S PROCLAMATION

In a Special Government Gazette the King proclaims:

"Whereas the present state of European affairs constitutes an imminent national danger, we strictly command and enjoin our subjects to obey and conform to all instructions which may be issued by us or the Admiralty, the Army Council or any officer of the navy or other person acting on our behalf for seeking the objects aforesaid, and not to hinder or obstruct, but to offer all assistance in their power to, anyone acting in accordance with such instructions in expectation of any measures towards securing those objects."

ROYAL FAMILY CHEERED

Unbounded enthusiasm was shown by nomenclature of the war against Germany.

In London, people spent Tuesday night marching through the streets in processions, and in other ways demonstrating their patriotism.

Three times during the evening, the King, the Queen, the Prince of Wales, and Princess Mary emerged on to the balcony of Buckingham Palace. In response to the enthusiastic calls of the thousands of people who had collected. Union Jacks and tricolor flags were displayed everywhere.

Fleet street was thronged, and the newspapers feverishly published special editions containing the war declaration. There was continuous cheering in the streets.

TROOPS ASSEMBLING

London resounds with the blare of bugles, the cheers of multitudinous crowds, and the tramp of assembling troops.

Trafalgar Square, Downing street, and the approaches to Parliament Houses and Buckingham Palace are packed with people day and night.

RECRUITS EAGER TO SERVE

There has been a tremendous rush of recruits in London and Woolwich.

The Government has requisitioned many motor-buses, and a large number of drivers are seeking admission to the army motor transport in order to avoid unemployment.

SUPPLY SAID TO BE ASSURED

Mr Lloyd George, Chancellor of the Exchequer, stated in the House of Commons that the Government was adopting in its entirety the proposals of the State War Insurance Committee.

He added that it was vital that we should have an interrupted supply of food material, and that our trade should go on during the war as in time of peace. He was perfectly satisfied that with the Navy and this scheme this vital object was assured.

Replying to Mr Henderson, Mr Asquith said that the Ministry was considering the matter of food distribution, and would bring down a scheme in a few days.

FAMINE INCONCEIVABLE

The Home Office has announced that a wheat and meat famine in Great Britain is inconceivable.

There are, it is stated, large supplies stored and arriving, and any increase in price at the present stage is unjustifiable.

BELGIUM'S APPEAL

In the House of Commons on Wednesday, Mr. Asquith, the Prime Minister, announced that Belgium, in reporting German aggression, had appealed to Great Britain and France to co-operate in defending her territory.

The Belgian provinces, he added, had been instructed not to resist the entry of French and British troops.

PLAN TO SEIZE COLONIES

A Blue Book containing 153 documents relating to the European situation has been issued by the Foreign Office.

It contains an irrefutable exposure of Austro-German bad faith, and of the tactics employed by Germany to force European Britain to betray both her friends and her vital imperial interests. The Book confirms the statement that Germany meant to seize the French colonies.

COUNCIL OF WAR

A Joint War Council was held at Downing street on August 5.

Among those present were Field-Marshal Lord Kitchener, Field-Marshal Sir John French, Field-Marshal Lord Roberts, Lieutenant-General Sir J. M. Grierson, Commander-in-Chief of the Eastern Command, and Lieutenant-General Sir Alfred Coadington.

His Majesty the King visited the Admiralty yesterday afternoon to glean the latest information.

Propaganda in Australia was unique in its motivations; Australia remained one of very few nations to never implement conscription so participation in the World War was entirely voluntary. At the outbreak of war in 1914, motivation to enlist couldn't have been higher, with so many Melbourne men from Moorabbin to Brunswick flocking to recruitment offices, that many had to be turned away, some simply because of bad teeth.¹ As the war stretched into 1916 and stories found their way back from the front, many no longer saw glory in their duty to die.



FIELD-MARSHAL KITCHENER

Driving the 600,000 able-bodied Australian men who had yet to enlist into recruitment offices remained a significant challenge for the Australian Government. Having only federated some 13 years before the outbreak of war, the Federal Government delegated much of the responsibility of propaganda to the decentralised state governments as it built its central institutions. State efforts were often poorly coordinated internally and

with one another, yet all took inspiration from the infamous British propaganda of Wellington House.³

Prior to the First World War, Australians grappled for a sense of national identity as so little separated them from

Great Britain. According to the census of 1911, of the 588,971 people living in the city of Melbourne, 82,815 were born in Great Britain influencing countless directly British identifying descendents.⁴ This Anglophile population meant that propaganda produced by Great Britain was especially effective against Australians. It often appealed to their sense of duty and debt to the nation they may have come from and the nation that settled the cities and towns in which they lived.

This sense of loyalty to Great Britain is why Wellington House propaganda was so pervasive. Once copies of British propaganda made their way into the hands of Melbourneans, many felt compelled to publish them independently on behalf of the Empire and it was not long before they appeared on the walls of the Town Hall, Flinders Street Station and Parliament house.⁵

Enlistments in Australia²



Victoria in particular was subject to an intense recruitment campaign in the early years of the war. In July 1915, Victoria alone produced 21,698 recruits in just that month - the most of any state in any month for the entire war.⁶ This stands as testament to just how intense and effective propaganda was at mobilising Australians.

GERMANS IN IGNORANCE
It is stated that preparations have been conducted so skilfully that not one German in 100,000 knows the true history of the cause of the war.

ANTI-GERMAN SHOT
Germany's first act after the declaration of war was to execute Alexis Samain, president of an anti-German society. Samain was shot at Metz, and all the members of the society were sent to prison.

BERLIN PAPER'S BOAST
The "Lokal Anzeiger," of Berlin, says:—"When the German sword again slides into its scabbard everything we hope and wish will be consummated. We will stand before the world as its mightiest nation, which then, at last, will be in a position, with its moderation and forbearance, to give to the world peace, enlightenment and prosperity."

SIR E. GREY'S SPEECH
French newspapers express pleasure at the speech made by Sir Edward Grey, Minister for Foreign Affairs, in the House of Commons on August 4. They describe it as a veritable masterpiece of faithfulness to Great Britain's treaties and loyalty to her engagements.

IN AUSTRALIA

AUSTRALIA'S OFFER ACCEPTED
TWENTY THOUSAND MEN

Official acceptance by the Imperial Government of the offer of the Commonwealth Government to provide a force of 20,000 men was announced by the Prime Minister. Mr Cook said that he had received the following message, through the Governor-General, from the Secretary of State for the Colonies:—"His Majesty's Government gratefully accepts the offer of your Ministers to send a force of 20,000 men to this country." "The Prime Minister added:—"We propose to send them at the earliest possible moment." He said that he could not say at this stage what the composition of the force would be.

ROYAL THANKS

The following message from His Majesty the King has been received by Sir R. Munro Ferguson, Governor-General, through the Secretary of State for the Colonies:—"I desire to express to my people of the Oversea Dominions with what appreciation and pride I have received the messages from their respective Governments during the last few days. "These spontaneous assurances of their fullest support recall to me the generous self-sacrificing help given by them in the past to the Mother Country. "I shall be strengthened in the discharge of the great responsibilities which rest upon me by the confident belief that in this time of trial my Empire will stand united, calm, resolute, trusting in God. "GEORGE R.I."

CALL TO THE COLORS

In a proclamation contained in a Commonwealth Government Gazette citizen forces are required to fulfil the precautionary measures laid down in the schemes for defence. The proclamation reads as follows:—"Whereas by the Defence Act 1903-1912 it is amongst other things enacted that the Governor-General may, in time of war, by Proclamation, call out the Citizen Forces, or any part thereof, for active service, and that the Proclamation shall state the reason for calling out the Forces: "And whereas by a Proclamation dated the third day of August, 1914, the Governor-General has proclaimed that a danger state of war exists, and it is, in the opinion of the Governor-General, essential in the interests of the Commonwealth that some part of the Citizen Forces should be called out for active service: "Now therefore I, the said Sir Ronald Craufurd Munro Ferguson, in exercise of the power conferred by the said Act, do by this my Proclamation call out such part of the Citizen Forces as are required to fulfil the precautionary measures laid down in the Defence Schemes."

AUSTRALIA'S FIRST SHOT

Watchers at the Ports at the Heads on August 5 saw a German steamer, afterwards found to be the N.D.L. liner Pfalz, coming at full speed from Melbourne. Passing through the Rip she was ordered to stop, having no clearance, but continued on her way, and was fired at twice, the projectiles passing across her bows. The captain of the German vessel stopped the engines of his boat, and, turning round, the steamer came back toward Melbourne by way of the South Channel. The Pfalz left its berth in the Victoria Dock shortly after daylight, and is expected to again berth in the river. The Pfalz has been discharging general cargo in Melbourne for some days and also had consignments on board for Sydney and Brisbane. It is stated that the clearance was granted yesterday, but that the vessel left before the document arrived.

MILITARY NEEDS FIRST

It is not anticipated that the mail services will be interfered with, though, of course, military needs will be considered paramount by the Railway War Council, among the members of which important body are the Railway Commissioners and the heads of branches.

CENSORSHIP STRICT

Mr J. Cook, the Prime Minister, issued a notification on August 4 setting out that the transmission of telegrams and radio-telegrams through the Commonwealth had been suspended, excep-



**'GOD BLESS
DADDY'
45,000
AUSTRALIAN
FATHERS
ARE
FIGHTING!**

**WILL
YOU
HELP?**

B.E. PIKE V.A.P. SERVICE

There was a conscious effort made in earlier propaganda to present a juxtaposition between the 'masculine' act of enlistment and the 'feminine' civilian who remains. Men who didn't enlist were relegated to this feminine portion of society, which added to their shame. To avoid this characterisation, one simply had to prove one was a man, and enlist.

Early propaganda manufactured emotions of **guilt and shame** in those that had yet to enlist, calling reticent Australians 'Shirkers' or 'Wasters' and striking at their loyalty to their nation. The idea behind these early efforts was to make life for those who had not enlisted so shameful, that they simply had to go.

In Cheltenham, protests against the mayor who held public office and hadn't sent his sons to war demanded him ousted for disloyalty. Similarly, business of any kind was not to be conducted with people who either hadn't enlisted themselves, or had in any way prevented their family members or employees from joining up.⁹



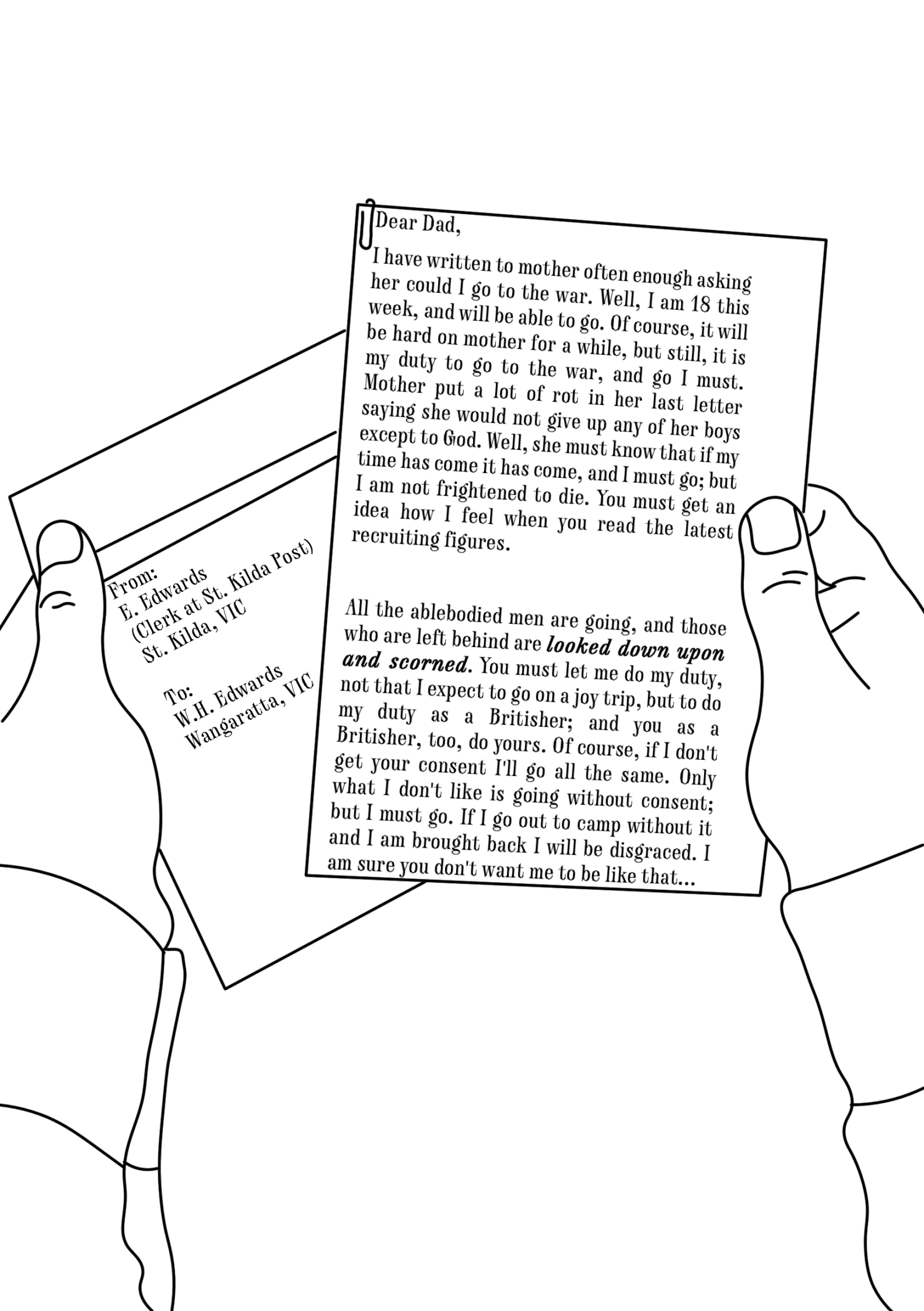
'Punch' Gazette
Melbourne
February 10, 1916

A SUITABLE UNION.

(A Billy Khaki at a recent meeting said his girl had thrown him over for enlisting. "But," he added, "since my return I've got more than I know what to do with.")

THE GIRL.—"I gave him up because he went—look how they rush him because he's been."

THE SHIRKER.—"Well, he won't have you, and they won't have me—we were made for each other."



From:
E. Edwards
(Clerk at St. Kilda Post)
St. Kilda, VIC

To:
W.H. Edwards
Wangaratta, VIC

Dear Dad,

I have written to mother often enough asking her could I go to the war. Well, I am 18 this week, and will be able to go. Of course, it will be hard on mother for a while, but still, it is my duty to go to the war, and go I must. Mother put a lot of rot in her last letter saying she would not give up any of her boys except to God. Well, she must know that if my time has come it has come, and I must go; but I am not frightened to die. You must get an idea how I feel when you read the latest recruiting figures.

All the ablebodied men are going, and those who are left behind are *looked down upon and scorned*. You must let me do my duty, not that I expect to go on a joy trip, but to do my duty as a Britisher; and you as a Britisher, too, do yours. Of course, if I don't get your consent I'll go all the same. Only what I don't like is going without consent; but I must go. If I go out to camp without it and I am brought back I will be disgraced. I am sure you don't want me to be like that...



E. Edwards (right) with his brother C. Edwards (second on the right), during training in 1915.

Not long after writing his letter.

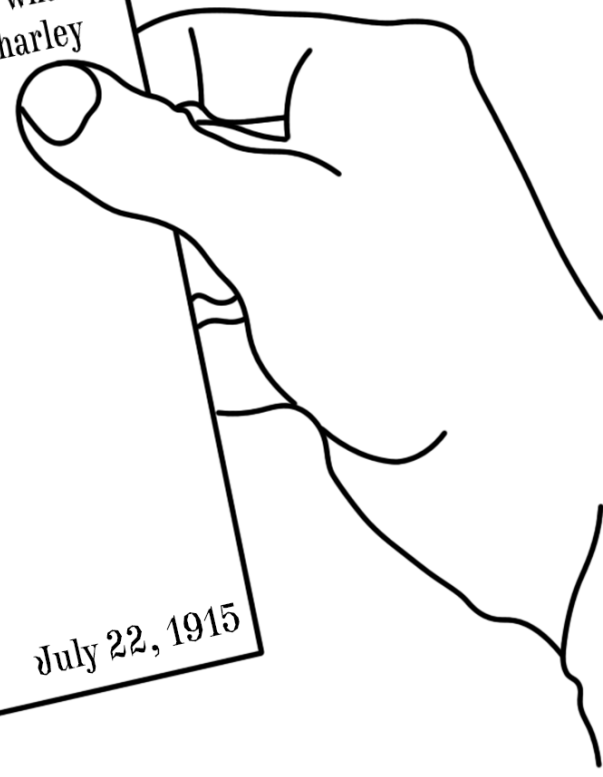
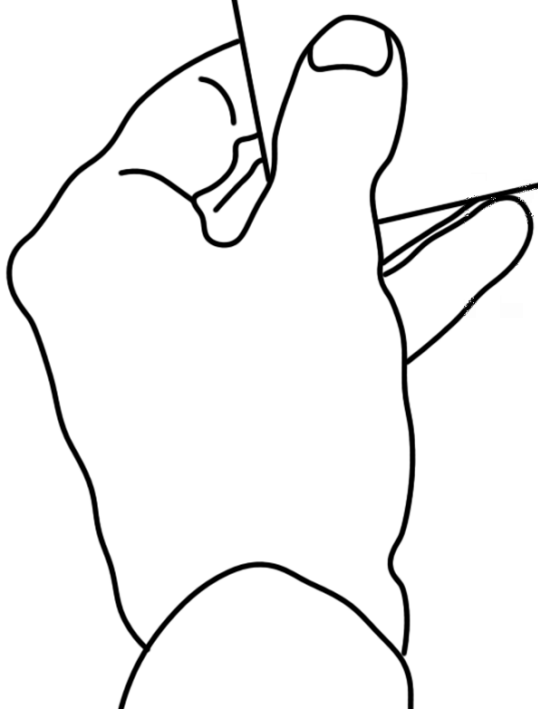
Edwards would enlist to avenge his best school friend, Charley, who died at Gallipoli in 1915.

If I am not allowed to go to the war I will never come home again. I'd sooner die than be one of those men who didn't go, especially when I am one of those who are able to go. *You can't imagine half the insults that are hurled at a big man like me.* What about when the war is over? Life won't be worth living. I have thought this out pretty thoroughly during the past nine months—weighed everything carefully, and I find it my plain duty to go to the war.

I know it will be hard on mother, but somebody must sacrifice their best. She must be British and bear it—because I have made up my mind to go and nothing will stop me now. I don't know what it is, but I've got fighting blood in me, and it is rotten to be tied down by parental affection. Now, Dad, do your duty to your country and give me your consent. We will see what you are made of now, Dad. Somebody must avenge Charley Powley's death, and it's me for the job.

—Your loving son.
E. Edwards.¹⁰

July 22, 1915

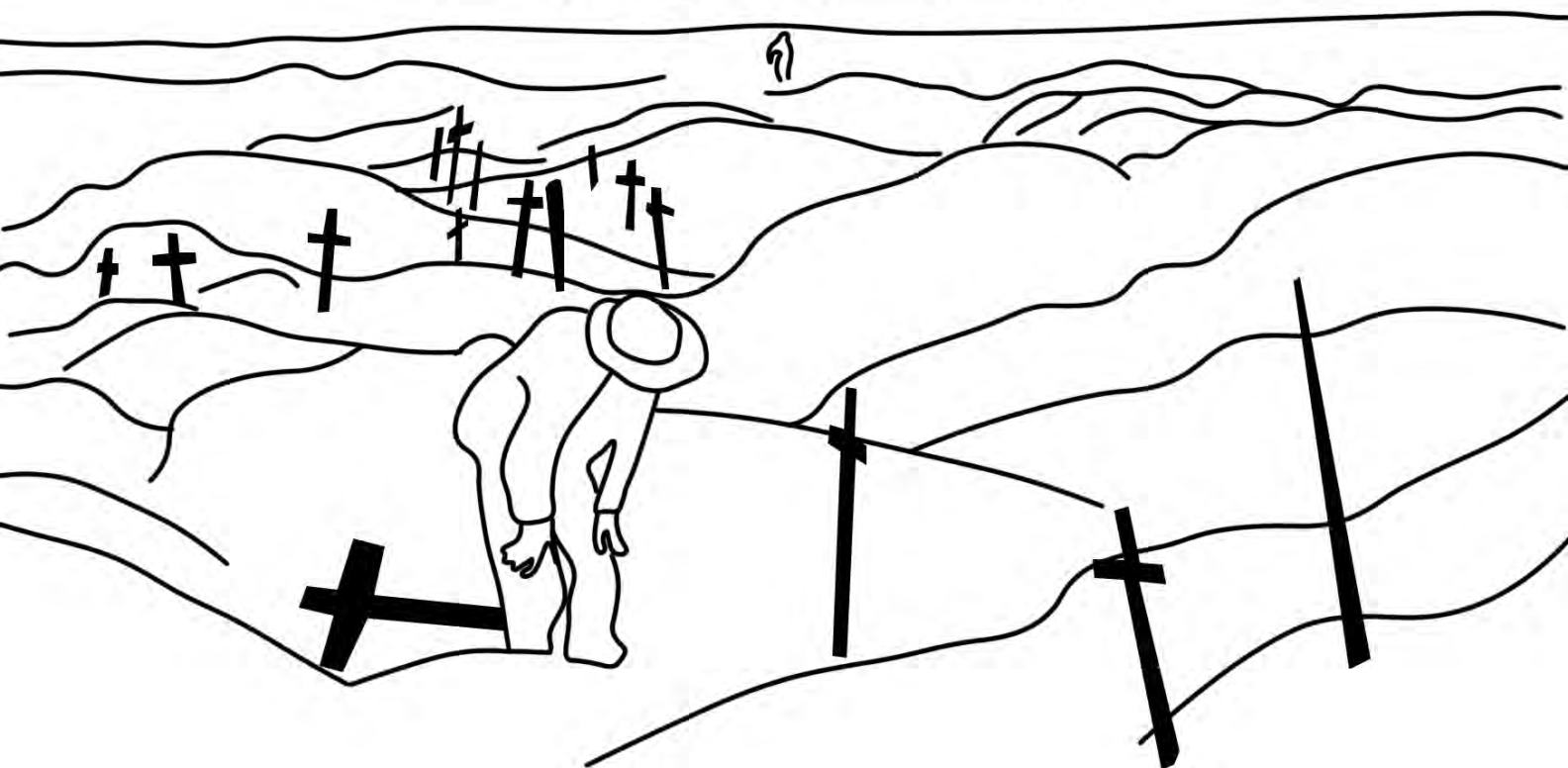


E. Edwards

K.I.A

Pozières

1916



By late 1916, after suffering a defeat in the first conscription referendum where Australians voted to uphold voluntary service, the Federal Government appointed a Director-General of Recruiting to centralise recruitment propaganda efforts. The Director-General's early efforts were generally met with resistance as they were particularly forceful. One such recruitment effort involved mailing a form to eligible men that was to be collected by a sergeant. Should the man not enlist, he was interrogated by the visiting sergeant and often ridiculed.

While propaganda was certainly more organised between 1917-1918, Australian never returned to the heights of enlistment seen in 1914 as another referendum on conscription was defeated in 1917. It is not hard to appreciate why these votes failed. Both referendums were held in the month immediately following the devastating battles of the Somme and Ypres in October 1916 and December 1917 respectively. These organised efforts manufactured emotions of fear and hate towards the enemy in an attempt to convince Australians of the need to fight, rather than shame them into fulfilling their duty. This indeed had a chilling effect. In Mentone, bricks were thrown through the windows of known German immigrants and labeling anyone who criticised the war as 'Pro-German' was commonplace.¹¹

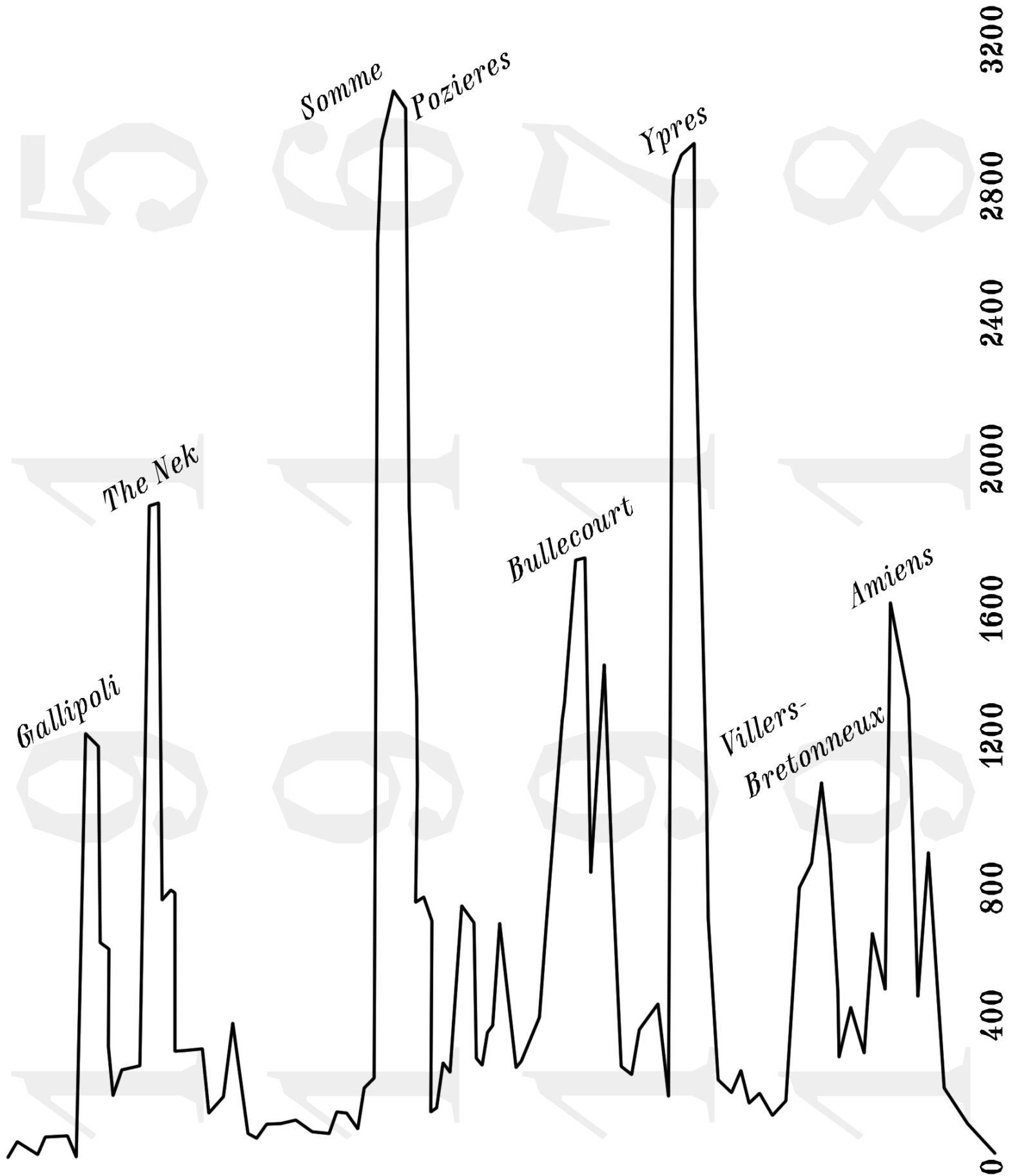
Are you in favour of the Government having, in this grave emergency, the same compulsory powers over citizens in regard to requiring their military service, for the term of this war, outside the Commonwealth, as it now has in regard to military service within the Commonwealth?

Yes []

No []

The same question asked in 1916 and 1917.
In 1916, the majority of Victoria, Western Australia and Tasmania voted 'Yes', but were defeated by the other states.
By 1917, Victoria flipped to a 'No' vote, while Tasmania and Western Australia remained the only states voting 'Yes'.

Australians Dead Per 10 Days¹²





Melbourne Town Hall 1918



A key example of propaganda designed to instil a sense of patriotism to Great Britain. The soldier waves the familiar Union Jack to the Australian crowd.



While here in 1918, this poster is a direct import from the British Empire to Commonwealth nations, similar to earlier propaganda efforts.

Flinders Street Station 1918

SEVENTH WAR LOAN
CLOSING DATE TUESDAY OCT. 15TH
DONT BUY BONDS BYE & BYE,
BUY & BUY NOW.



A combination of two posters, with two intentions.

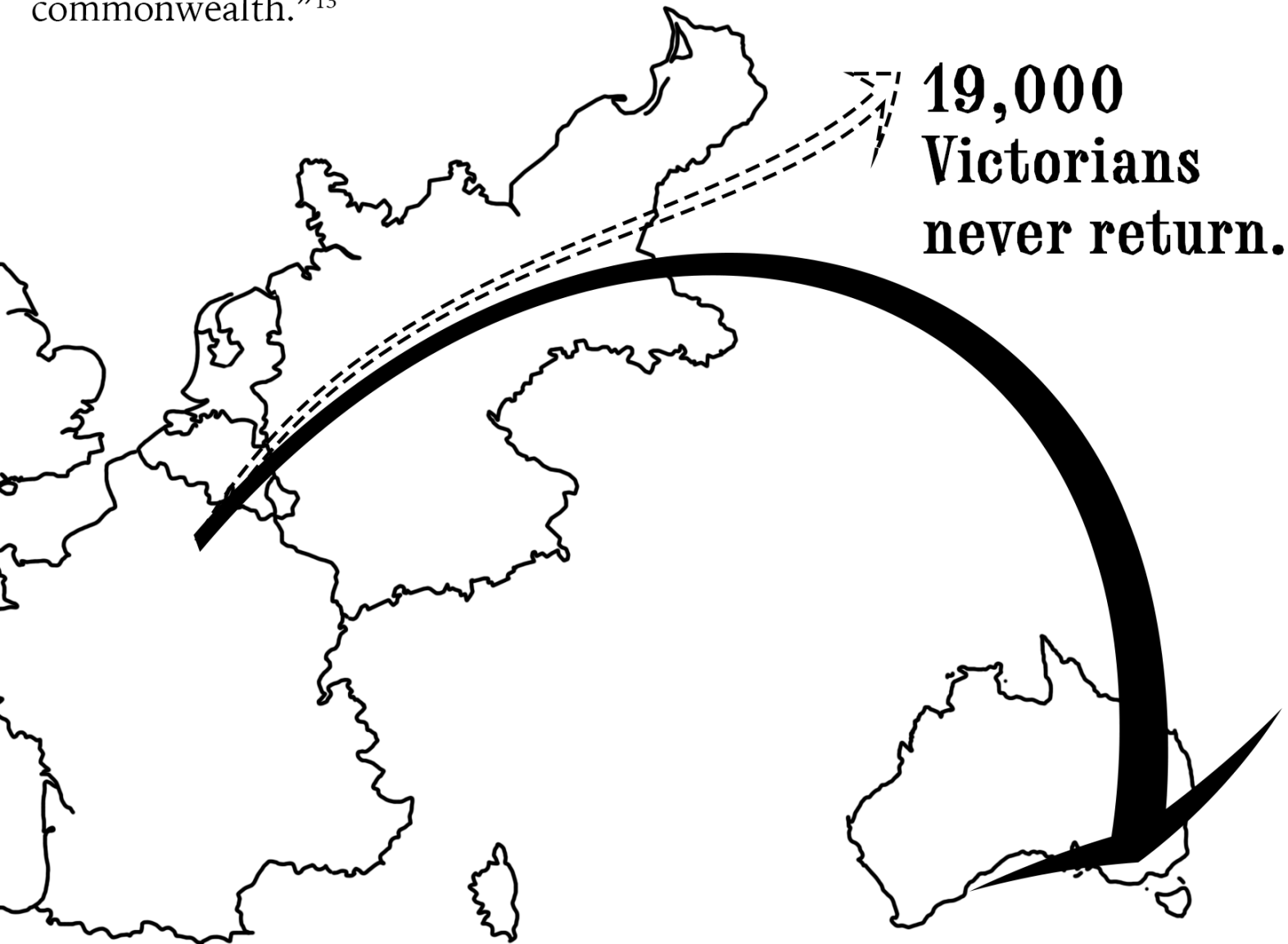
The 1917 poster, 'Sportsmen's 1000' venerated 'Jacka', a famous boxer and VC recipient. Sport teams could enlist together and remain as a group on the battlefield.

The 1918 Norman Lindsay poster 'Quick!' is a direct example of using emotions of fear and shock to drive enlistment. If only you were there to save that Australian from his fate.



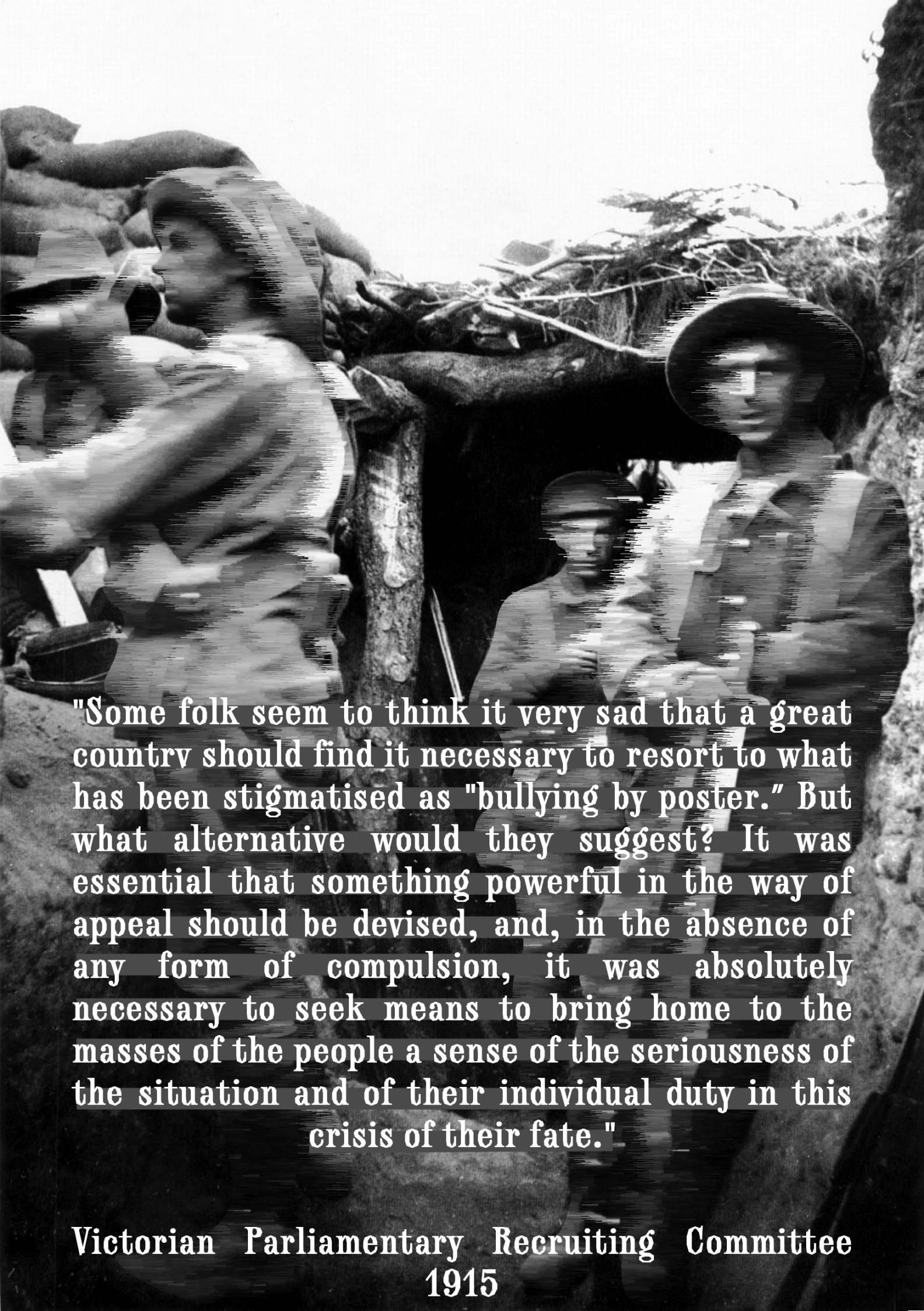


By the war's end, propaganda reached its zenith of both complexity and omnipresence. Following back-to-back defeats in the conscription referendums, the Federal Government further centralised by combining the numerous state parliament recruiting committees and the Director-General of Recruiting into the Directorate of War Propaganda in October of 1918, merely a month before the November armistice. The Directorate took a new dynamic approach, commissioning some of the most accomplished Australian artists such as Norman Lindsay to design compelling works of art in place of the older, text-heavy and simpler designs. Products of this change in this exhibition include "*Quick!*", "*Why We Must Win the War*" and "*The Peril to Australia*" which were designed to "educate in a courteous, yet forceful manner, in regard to the duty of the citizen to the commonwealth."¹³



**19,000
Victorians
never return.**

The physical toll of war at the hands of bullets and bombs remains absolute, but the way in which emotions are mobilised to instil a certain perspective is indeed a compelling product of war efforts and worth considering.



"Some folk seem to think it very sad that a great country should find it necessary to resort to what has been stigmatised as "bullying by poster." But what alternative would they suggest? It was essential that something powerful in the way of appeal should be devised, and, in the absence of any form of compulsion, it was absolutely necessary to seek means to bring home to the masses of the people a sense of the seriousness of the situation and of their individual duty in this crisis of their fate."

Victorian Parliamentary Recruiting Committee
1915

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Acknowledgements

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Designed and curated by Kallum Robinson