

Propaganda Notes

The purpose of advertising is generally to get people to buy a product or use a service

The purpose of propaganda is to get people to think, act, or feel a particular way.

Emotional Image

Catchy Slogan

Visual Symbols

Evocative
Imagery

Celebrity
Endorsement



A.

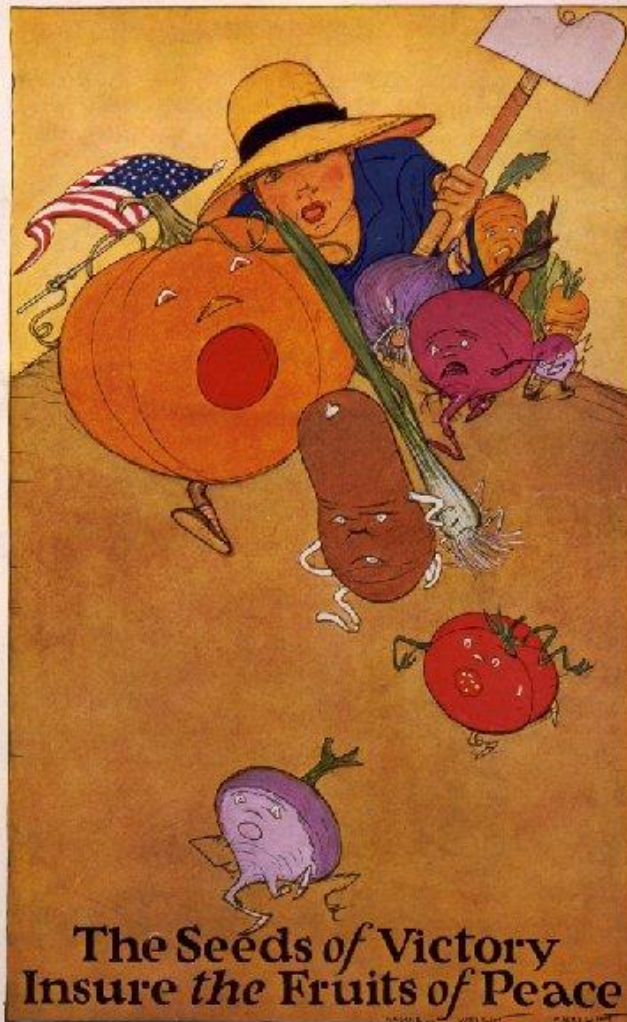


B.



C.

WAR GARDENS OVER THE TOP



**The Seeds of Victory
Insure the Fruits of Peace**

FOR FREE BOOKS WRITE TO NATIONAL WAR GARDEN COMMISSION
WASHINGTON, D.C.

Charles Lathrop Pack, President

Herival S. Ridsdale, Secretary

D.



E.



F. Ruling Over All



IWM PST 2718

G.

FREIHEIT DER MEERE.

ENGLAND DER BLUTSAUGER
DER WELT.



- | | | | | | |
|------------------------------------|----------------|------------------|-----------------------|-------------------|------------------|
| 1609 Bermudas | 1659 Jamaica | 1795 Guyana | 1839 Falkland Inseln. | 1878 Cyprien | 1914 Calcutta |
| 1623 Neu-Fundland | 1696 Kalkutta | 1800 Malta | 1842 Hongkong | 1882 Suez | 1917 Archangelsk |
| 1650 S. Helena | 1704 Gibraltar | 1769 Bombay | 1848 Vancouver | 1885 Neu-Guinea | 1917 Wladiwostok |
| um 1800 Kap der guten
Hoffnung. | 1788 Sidney | 1824 Singapur | 1854 Aden. | 1890 Sansibar | |
| | 1796 Colom do | 1833 Neu-Seeland | 1859 Queensland | 1904 Tonga Inseln | |



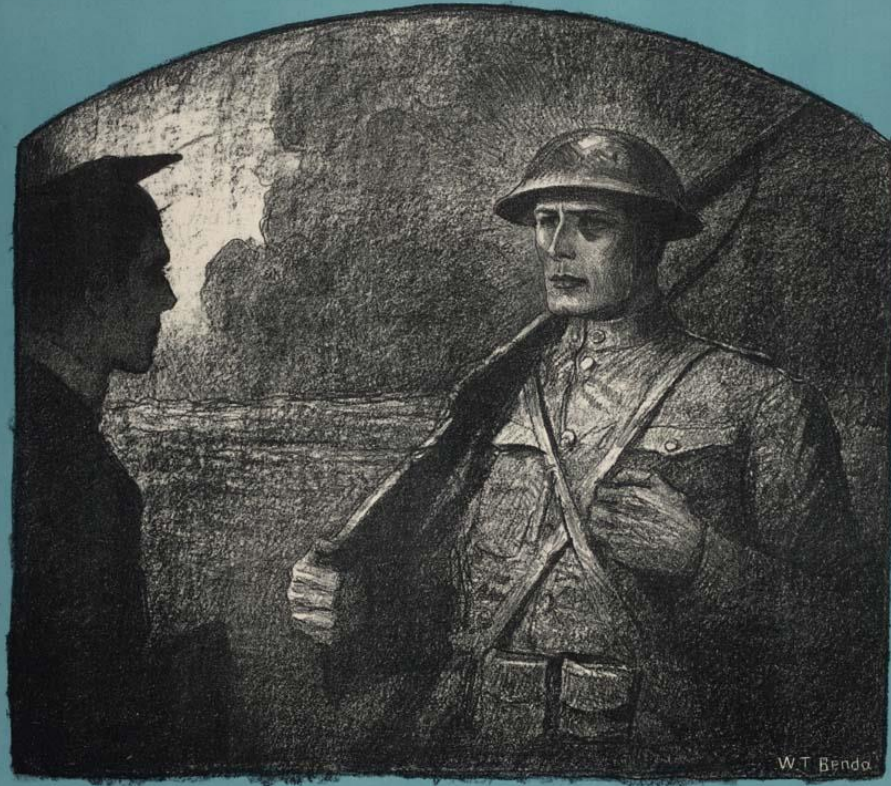
H.

DO YOU WANT A
FERN-BASKET
LIKE THIS?



Join the Sixth
AND COME AND GET ONE.
Head-Quarters • St. Michael's Hill, Bristol.

I.



WHEN THE BOYS COME HOME

**While I was Over There
what were You Doing Here?**

STUDENTS of AMERICA

HOW WILL YOU ANSWER HIM?

UNITED WAR WORK CAMPAIGN—NOV. 11-18