



This famous British First World War poster powerfully captures the division between men and women during this period and cleverly manipulates the viewer into a noble motivation for enlisting – that of protecting women and children. However, the message of the poster is directed both at women, and by women to men, thereby assigning women the responsibility for ordering men into war.

The women and child cling to each other within the safety of their home, but through the open window, disciplined faceless men march towards war. Such images were used to inspire or shame men into enlisting, regardless of the emotional pain and financial strain of losing a husband, brother or son to war.

The source entitled “Women of Britain say Go” is a primary source and creative work in the form of a colored drawing. The author of this source was E.V. Kealey, who was working as an artist for the First World War British army recruitment campaign. The source was published by the Parliamentary Recruiting Committee in Britain in 1915.