

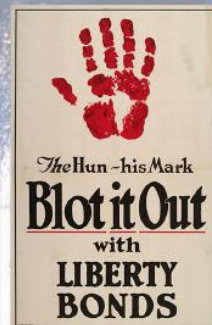


OVER THERE

WORLD WAR 1 POSTERS OF THE U.S. NAVY



NATIONAL MUSEUM *of the*
UNITED STATES NAVY



E D U C A T I O N G U I D E

In this packet, we will be covering the various types of artwork and posters used to convince the American public to enlist, invest, and/or support the U.S. Navy's efforts in World War I. This coincides with the special exhibit at the NMUSN commemorating the World War I centennial. In this guide, we will look more in depth with the images in this guide, and use them to consider the artistic techniques, wording, and creative liberties taken by the artists.

OVER THERE

*Johnnie get your gun, get your gun, get your gun,
Take it on the run, on the run, on the run;
Hear them calling you and me;
Every son of liberty.*

*Hurry right away, no delay, go today,
Make your daddy glad, to have had such a lad,
Tell your sweetheart not to pine,
To be proud her boy's in line.*

Chorus:

*Over there, over there,
Send the word, send the word over there,
That the Yanks are coming, the Yanks are coming,
The drums rum-tumming everywhere.
So prepare, say a prayer,
Send the word, send the word to beware,
We'll be over, we're coming over,
And we won't come back till it's over over there.
Johnnie get your gun, get your gun, get your gun,
Johnnie show the Hun, you're a son-of-a-gun,
Hoist the flag and let her fly,
Like true heroes do or die.
Pack your little kit, show your grit, do your bit,
Soldiers to the ranks from the towns and the tanks,
Make your mother proud of you,
And to liberty be true.*

(Over There, 1917, by George M. Cohan)



George Cohan wrote *Over There* on April 7, 1917, just one day after President Woodrow Wilson declared war on Germany. Cohan wrote the song in under two hours and was inspired by the song "Johnny Get Your Gun". The song went unpublished until June 1, 1917 and was introduced to the public in the fall of 1917. It would later become the most popular song during the war with over two million copies sold.





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Recruitment



Guiding Questions

1. What does the artist want you to feel about this print? Anger? Strength? Fun? Excited?
2. How does the use of color help to convey the purpose of this print?
3. What metaphors are used in this print, and how might they shape the perspective of those adverse to this War?



Guiding Questions

1. What is the mood/message of this print, and how would you compare this print to the previous one?
2. What is this print telling the American public? What might Uncle Sam mean by “We need him and you too!”
3. Take a look at the background of this print. What is happening? What is the weather like? How might that affect the perspective or mood of the public?



Liberty Bonds

In order to fund the enormous cost of America's participation in World War I, the government asked its citizens to buy Liberty Bonds, which is basically a loan to the federal government to be repaid with interest. Over 20 billion dollars was raised this way, funding two-thirds of the cost of the war.



**INVEST IN THE
VICTORY LIBERTY LOAN**

Guiding Questions

1. Consider these prints are intended to convince the public to give up their own money. What message or methods could an artist use to convince them? Do you think this message is effective?
2. What does the artist mean by "They Kept the Seas Open"? Refer to the background history of how we entered the War for some context.
3. What do you imagine is happening in this image? How many ships do you see, and what is this interaction?



Guiding Questions

1. What kind of message is this print sending compared to the previous one? What is it telling the public?
2. How can the use of color in these two prints change the reception by the public? Does the font influence your response?
3. How do the boots work as a metaphor in this print? Has this metaphor been in other parts of American history?



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Civic Engagement



**Will YOU supply
EYES for the NAVY?**

NAVY SHIPS NEED BINOCULARS AND SPY-GLASSES.
Glasses will be returned at Termination of War, if possible.
One Dollar will be paid for Each One Accepted.

Tag each Article with your Name and Address and express or Mail to
Hon. Franklin D. Roosevelt, Asst. Secy. of Navy.
% Naval Observatory - Washington D.C.

WILL YOU HELP US "STAND WATCH" ON A DESTROYER ?

Guiding Questions

1. Do you feel an effort like this would be successful in today's society? Why or why not?
2. Notice the recipient of all loans in this poster. Does this name sounds familiar? This poster is from 1917.
3. Consider the image used in this print. What is happening?



Guiding Questions

1. What is this poster asking of the public?
2. Why might the artist have chosen a woman to portray the sentiments? What symbolism is involved?
3. Have the themes of this image been seen in any of the previous prints?

Background Information

The United States did not enter World War I until 1917, three years after its beginning. The United States President at the time, Woodrow Wilson, believed that we should remain neutral but trade and deal with both the Central Powers and Allies. The German Navy began attacking merchant and civilian ships crossing the Atlantic, as they knew the U.S. stored munitions for sale to the Allies. One of the most famous attacks was that of the sinking of the cruise liner RMS Lusitania in 1915. This was a civilian ship crossing the Atlantic from New York City to Liverpool, U.K. Germany knew U.S. weapons were on board the ship, and to prevent the Allies from receiving them, they sank the *Lusitania*, killing 1,198 of the 1,962 on board. At this point, the German Navy was preventing free trade of the seas, in conflict with the mission of the U.S. Navy. This event did not directly lead to U.S. involvement of World War I. The U.S. would not enter the war for another 2 years. This event would, however, create anti-German sentiments among the American public.

Two major events in 1917 did lead to the U.S. entering World War I. In January of that year, the German Foreign Minister Arthur Zimmermann sent a telegram to the German Minister to Mexico. In this telegram, famously known as a **Zimmermann Telegram**, Germany promised to reclaim portions of the American Southwest if they would form allegiance with Germany. This telegram was intercepted by British Intelligence who notified President Wilson. Germany was now a more major threat to the United States, and one month later, Germany declared **unrestricted submarine warfare**, breaking military code. In unrestricted submarine warfare, German U-boats (submarines) would fire on any ships without any warning, whether they be military or merchant/civilian liners. With this action, along with the Zimmermann Telegram, President Wilson asked Congress to declare war on Germany, joining the Allies, in April 1917.



Create your Own Poster

On the next page, create your own poster in order to influence public opinion in support of The Great War. This can be a difficult task, so consider the methods used in the previous prints. Some used a more light-hearted tone while others showed more severe conditions to show what we as a country could endeavor. What colors will you use? What do you want to viewer to think or consider? What will you be promoting? Recruitment? Bonds? Engagement? You have a lot to consider!



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