

World War I posters in the Princeton University Library

Chronology of collecting history

1915-1916	Annual report of the librarian for this academic year reports: " Two European War Collections - one of war posters by John W. Garrett '95, and one of war relics by Richard Ridgeley Lytle '13 - have attracted much interest."
1916	Exhibition recorded in 1916 book prepared for ALA visit. Two pages relevant to this exhibition are found on following pages
1916-1917	Annual report of the librarian for this academic year reports: " Noteworthy gifts include several lots of war posters, books and medals sent by J.W. Garrett '95, S.R. Taber '83, Clifford N. Carver '13, and J.S. Morgan '88.."
1918	Exhibition listing and text. Julia B. Anthony, who evidently organized the 1918 show, provided three pages of explanatory text. The exhibit was shown both on Washington's Birthday and at Commencement.
1917-1918	Annual report of the librarian for this academic year reports: "Special attention is called to the Benjamin Strong Collections of war posters, war currency, and bound newspaper clippings, including 1,403 items. The extensive literature of the Liberty Loans, also given by Mr. Strong, is not yet organized for report. Mr. Strong is adding to all these collections, with special attention to books and pamphlets on the economic aspects of the war."
1919	War posters collections documented in photostatic book of 139 pages with facsim. and supplement. These were distributed to a small number of libraries, such as the Hoover Institute at Stanford Cataloguing records follow: Main Title: War poster collections: Strong, Garrett, Taber, Fisk, Wright, Turnbull, McClenahan [and] miscellaneous collections. Corp Author(s): Princeton University. Library. Publication: [Princeton] Princeton university library, Year: 1919 Description: 1 p. l., facsim. (1 p. l., 134 p. of illus.) 24 p. 30 cm. Language: English Standard No: LCCN: 42-745 SUBJECT(S) Descriptor: Posters. Posters -- Facsimiles. World War, 1914-1918 -- Pictorial works. Note(s): Photostat (positive)./ Imprint date covered by label with date (in manuscript) 1920./ "This list includes about 2000 posters, of which about 100 are duplicates, being found in different collections. The Strong collection, which forms the basis, contains 1200 posters."/ Includes printed Alphabetical finding list (24 p. at end). Supplement

	War poster collections: Strong, Garrett, Taber, Fisk, Wright, Turnbull, McClenahan [and] miscellaneous collections. Supplement 1, posters added Apr. 7 to May 10, 1919. Published/Created: [Princeton] Princeton University Library, 1919. Description: 18, 29 p. Notes: Photostat (positive) Pt. II: Supplement 1: Posters to May 10, 1919. Subject(s): Posters. Posters--Facsimiles. World War, 1914-1918--Pictorial works. Location: Seeley G. Mudd Library (Mudd) Call Number: P51.74.471
1946-1947	Princeton librarian's annual report: "from Mrs. Van Santvoord Merle-Smith, 135 posters of World War I, and 55 Australian posters of World War II;" Mrs. Merle-Smith was the wife of Van Santvoord Merle-Smith, Princeton class of 1911.
1963 / 1967	The Library transferred the collection to the Smithsonian. According to the Smithsonian finding "The Princeton University Library donated this extensive collection of World War I and World War II materials to the Smithsonian Institution in 1963 and 1967. The bulk of the 1963 donation, stored in six large wooden crates, was sent to an off-site storage location. Other posters donated in 1963, primarily World War II British in origin, were stored in the Division of Political History; they were later transferred to the Division of Armed Forces History. In 1967, Princeton donated an additional five albums of posters that had been overlooked in 1963; these albums were also stored in the Division of Armed Forces History." "There are between 9,400 and 10,000 items in the collection. Although it consists primarily of posters and broadsides, it also includes transit car cards, window displays, pamphlets, handbills, advertisements, maps, newspaper supplement sheets, broadsides, and various other types of ephemera. These items range in date from approximately 1906 to 1950, but the bulk of the collection dates from World War I and World War II."
1990	The Archives Center, National Museum of American History, Smithsonian Institution takes over custody of the posters from the Military History unit. At the Smithsonian, the WWI posters are part of a 10,690 piece collection known as "The Princeton University Poster Collection" with SI accession number "1990.3118 (NMAH Acc.)". Finding aids available at SI: "Partial item-level database online in SIRIS (several thousand records). Complete set of item-level catalog worksheets available in repository." At SI, the collection is "currently stored off site. Special appointment and directions required." Contact (as of 2007): Smithsonian Institution, National Museum of American History : Archives Center. P.O. Box 37012, Suite 1100, MRC 601, Constitution Ave., between 12th and 14th Sts., N.W., Washington, D.C. 20013-7012. Call 202-633-3270 for appointment. Fax: 202-786-2453.
2005	The remnants of Princeton's 'War Poster Collections' are now grouped as GC156, a collection administered by the Graphic Arts Collection, Department of Rare Books and Special Collections, Firestone Library.

The following pages are documents
either mentioned or relating to this chronology

Special Exhibits
in the
Princeton University Library
1916

WAR POSTER EXHIBITION.

Princeton, N. J.
THE UNIVERSITY LIBRARY
1916

WAR POSTER EXHIBITION.

An extensive collection of war posters, French, English and Italian, presented by the Hon. John W. Garrett, '95.

A catalogue of this collection formed by photostat reproduction was exhibited in this connection. A descriptive printed catalogue is being prepared. See illustration.



EUROPEAN WAR POSTERS
Made from Photostat Reproductions

Feb 22 1918

The Princeton University Poster Exhibit.

In the revolutionary days of John Witherspoon as in the war times of Madison and of Woodrow Wilson, it can never be said of Princeton that she has sought cloistered serenity at the price of patriotic service. The poster exhibit prepared for alumni day and still on view is a modern instance of this immediate contact of the university with the world outside.

John W. Garrett, '95, has given one hundred and fifty-five posters which have already made their appeal in several other places. They are, for the most part, French, among them good examples of the work of Friant, Germaine Lemaire, and Poulbot.

Joshua Bell Wright, '99, collected the Russian ones and the rest are given by Benjamin Strong, governor of the Federal Reserve bank of New York City, whose son is a member of the university.

Mr. Strong has also given to the library eighty-seven large volumes of skillfully mounted clippings from four New York dailies - the Sun, Times, Tribune, and Evening Post - giving in narrative, comment, and illustration a contemporaneous history of the world war of great and increasing value.

Mr. Malcolm Robertson, '15, has deposited a collection of grim relics, - rifles, pieces of shell, German and French helmets, gas-bags, and other bits from battle-fields whose very muteness makes the conflict more realizable.

Besides the posters, there are proclamations and mobilization orders, and reduced photographic facsimiles of placards posted by the Germans on the walls of cities, towns, and villages in invaded France and Flanders form a series of unbelievable "inhuman documents".

"A poster," says Leo Simonson, "should be an advertisement made beautiful in order to be more convincing.....a sonorous clashing of color that shall sound

above all other noises of the street with the insistence of trumpets or drums", so that "the community shall see its problems tangibly presented in the streets." What are the world problems which these posters present? Recruiting an army; providing it with munitions and with sustenance by means of liberty bonds and their international equivalents, as well as by the labor of workers in factories and fields and by conservation in the home; and providing for the victims of war -- non-combatants as well as soldiers. These posters of the United Kingdom, France, Belgium, Russia, and the United States give examples of each of these appeals.

Most of the French work shown advertises various secours and naturally bears the pathetic figures of the orphaned and the widowed, but a Poulbot of a boy orator urging an appreciative audience of street gamins to support a Franco-Belgian relief entertainment with 200 enfants executants. "Tous les petits pour les petits", draws a smile even among the tears of things, as does a large Gallic cock bearing down upon a man with "Pour la France, versez votre or, l'or combat pour la victoire." Two poilus show in their faces that whimsical tackling of the every-day job which their soldiers' diaries have revealed to us.

The Raemackers are all familiar to us, the one from Life of the woman bound to the cross of barbarism and slavery making the strongest national appeal, even without Roosevelt's "America! stand by Uncle Sam against tyranny."

In the United States collection the most decorative are Kenyon Cox's Liberty holding a sword, Joan of Arc calling for woman's aid, Maurice Ingres's violet-eyed girl with the blue field of our flag forming a liberty cap, and Britton's dark-breasted American eagle forming a background for a shield and a row of marines, while the orange of his beak is repeated in his claws. Several of J. Montgomery Flagg's have the human touch.

In the British collection Lord Roberts in uniform with "He did his duty. Will you do yours" flanks a rather rare copy of General Haig's appeal to the workers of

Great Britain to forego their usual August holidays - an appeal that met with generous response. One of Frank Dadd's expresses quick action in a marching squad, one recruit of which is stopped by a veteran in scarlet for farewell with "I wish I were as young as you."

The Irish appeal is to the religious and the material side of the national character. The Russian artists seem to have mastered the secret of depicting motion and their posters require no translation to enable one to grasp the cry for quick reenforcements both of men and munitions.

As the soldier urging his steed "Forward" to the top of its speed makes the right psychological appeal as we enter the exhibit, so the large mural decoration at the top of the room - a soldier grasping the hand of a munition maker "both needed" grips us as Americans at our present stage of preparation. Interesting by reason of its association with Princeton alumni, the exhibit is of further use as showing how art may be a factor in national life and in revealing to us the spirit of our allies in the days of their utmost trial.

Julia B. Anthony.

A
Select Exhibition
of

WAR POSTERS

in the

Princeton University Library

From the collections presented by Benjamin
Strong, John W. Garrett, Sydney R. Taber,
Joshua B. Wright, H. W. Turnbull, and others.

COMMENCEMENT
1918

The collection of war posters in the
Princeton University Library contains 1120
items. The larger collections are those of
Benjamin Strong and John W. Garrett, which
number respectively 539 and 155.

A complete exhibition was held on
Washington's birthday in the History Read-
ing Room.

The present exhibition contains rep-
resentative selections only, arranged geo-
graphically. A list of these follows.

June 14, 1918.

WAR POSTERS
American

Poster. America calls (Il. J. C. Leyendecker) N. Y. n.d. 104 x 71 (Navy pub. bur.) Strong BFA1997

Poster. All together enlist in the navy (Il. H. Reuterdahl) n.p. 1917/60 x 109. Taber BFA2083

Poster. Boys and girls (Il. J. M. Flagg) N. Y. n.d. 76 x 51 (War savings stamps) Strong BFA1547

Poster. Call to duty...the army (Il.) n.p. n.d. 101 x 76 (Mayor's com. nat. defence) Taber BFA2247

Poster. Canadiens=Français enrôlez-vous (Il. A. H. Hider) n.p. n.d. 103 x 68. Garrett BFA1373

Poster. Columbia calls. Enlist now (Il. F. A. H. alsted) N. Y. 1916. 101.3 x 76.2. Misc BFA1220

Poster. Enlist in the navy (Il. M. Bancroft) n.p. n.d. 104 x 69 (Navy recr. sta.) Strong BFA1551

Poster. Enlist in the navy (Il. L. Raemakers) N. Y. n.d. 71 x 86 (Navy pub. bur.) Strong BFA1998

Poster. First in the fight...U. S. marine (Il. J. M. Flagg) n.p. n.d. 107 x 71.5. Misc BFA1263

Poster. Follow the flag (Il. J. Daugherty) N. Y. n.d. 105 x 70 (Navy recr. sta.) Strong BFA1550

Poster. Gee I wish I were a man (Il. Christy) n.p. 1917. 104 x 68.5 (Navy recr. sta.) Strong BFA1545

Poster. Help your country stop this (Il. F. Bran-gwyn) N. Y. n.d. 157.5 x 200. Taber BFA2080

Poster. I want you for the navy (Il. H. C. Christy) Post. 1917/105 x 68. Taber BFA2081

Poster. Let him know you're with him (Il. G. Grant) n.p. n.d. 212 x 103.5. Strong BFA1544

Poster. Let's end it...liberty bonds (Il. M. Ingros) Cleveland. n.d. 106 x 71. Strong BFA1996

Poster. The navy is calling (Il. L. N. Britton) N.Y. n.d. 103.5 x 71 (Navy recr. sta.) Strong BFA1526

Poster. The navy needs you (Il. J. M. Flagg) N. Y. n.d. 107 x 71.5 (Navy recr. sta.) Strong BFA1553

Poster. Over the top for you (Il. S. Wassenberg) n.p. n.d. 76 x 51 (3rd Lib. loan. 1A)

Poster. Permanent blind relief war fund (Il. A. S. terner) N.Y. n.d. 56 x 69. Taber BFA2109

Poster. Remember the flag (Il.) N.Y. n.d. 76 x 50 (3rd Lib. loan. 6A)

Poster. Save your child (Il. H. Paus) N. Y. n.d. 102 x 76 (War savings stamps) Strong BFA1540

Poster. Somewhere in France (Il. Leyendecker) n.p. 1917. 64 x 48.5 (Citizens prep. assn.) Taber BFA2246

Poster. Spirit of 1917...U. S. marines (Il.) N. Y. 1917/101.8 x 76.8. Taber BFA1225

Poster. The sword is drawn (Il. K. Cox) N. Y. n.d. 107 x 71.5 (Navy recr. sta.) Strong BFA1555

Poster. The time has come...Wilson (Il.) N. Y. 1917/76.5 x 51. (2 Lib. loan. 8) Strong BFA1499

Poster. To make the world (Il. H. Paus) Buffalo. n.d. 91 x 142 (3rd Lib. loan. 5A)

Poster. U.S.A. bonds (Il. Leyendecker) N.Y. n.d. 76 x 50 (3rd Lib. loan. Boy scouts)

Poster. U. S. navy (Il. H. Reuterdahl) Brooklyn. n.d. 104 x 71 (Navy recr. sta.) Strong BFA1549

Poster. U.S. navy. Over there (Il. A. S. terner) N. Y. 1917/149 x 102. Taber BFA2079

British

Poster. Active service exhibition...Red Cross (Il. L. D. Hardy) Lond. 1916. 100 x 61. Garrett BFA1985

Poster. An appeal to you (Il.) Lond. n.d. 98 x 63 (Parl. recr. comm. 68) Strong BFA1847

Poster. Belgian maternity (Il. G. Spencer-Pryse) n.p. n.d. 101 x 152.5. Strong BFA1545

Poster. Belgian red cross fund...C. Goffinet (Il.) Lond. n.d. 102 x 78. Garrett BFA1961

Poster. Be ready (Il.) Lond. 1915. 98.5 x 63 (Parl. recr. comm. 81) Garrett BFA1999

Poster. Boys come over here (Il.) Lond. 1915. 110 x 123 (Parl. recr. comm. 82) Garrett BFA1929

Poster. Britain needs you (Il.) Lond. n.d. 76 x 50 (Parl. recr. comm. 108) Garrett BFA1993

Poster. Come along...The moment (Il. W. H. Caffyn) Lond. 1914. 74 x 50 (Parl. recr. comm. 22) Strong BFA1860

Poster. Come and do your bit (Il.) Lond. 1915. 102 x 127 (Parl. recr. comm. 93) Garrett BFA1371

Poster. Come lad slip across and help (Il.) Lond. 1915. 102 x 127 (Parl. recr. comm. 131) Strong BFA1712

Poster. Come now. Your arms uniform (Il.) Lond. 1915. 102 x 130 (Parl. recr. comm. 130) Garrett BFA1931

Poster. Don't stand looking at this (Il.) Lond. 1915. 102 x 127 (Parl. recr. comm. 73) Strong BFA1701

Poster. Forward...to victory. (Il.) Lond. 1915. 115 x 96 (Parl. recr. comm. 132) Strong BFA1674

Poster. Go! It's your duty my lad (Il.) Lond. 1915. 102 x 127 (Parl. recr. comm. 109) Strong BFA1711

Poster. Halt who goes there (Il.) Lond. 1915. 110 x 61 (Parl. recr. comm. 60) Strong BFA1846

Poster. In Belgium (Il. L. Raemakers) Lond. n.d. 98 x 61.5 (Nat. comm. for relief in Belg.) Garrett BFA1984

Poster. It's our flag (Il. G. Lipacomb) Lond. n.d. 150 x 98 (Parl. recr. comm. 107) Garrett BFA1987

Poster. King Marko returns...Serbia's flag day (Il.) Lond. n.d. 101 x 75. Garrett BFA1967

Poster. Line up, boys (Il.) Lond. 1915. 75 x 50 (Parl. recr. comm. 51) Garrett BFA1986

Poster. Lord Kitchener says (Il.) Lond. 1915. 51 x 75 (Parl. recr. comm. 113) Garrett BFA1912

Poster. The only road for an Englishman (Il.) Lond. n.d. 102 x 76. Strong BFA1913

Poster. Polish victims relief fund (Il. F. Verp-illevy) Lond. 1915. 76 x 48.5. Garrett BFA1965

Poster. Remember Scarborough (Il. Kemp-Welch) L. 1915. 150 x 98 (Parl. recr. comm. 41) Strong BFA1702

Poster. Soldier, beckoning (Il.) Lond. 1915. 99 x 63 (Parl. recr. comm. 129) Strong BFA1713

Poster. Take up the sword (Il.) Lond. 1915. 152 x 101 (Parl. recr. comm. 106) Garrett BFA1995

Poster. Think. (Il. H. L. Oakley) Lond. n.d. 101 x 127 (Parl. recr. comm. 37) Strong BFA1971

Poster. The Uhlan's raid (Il. G. Spencer-Pryse) n.p. n.d. 57 x 76. Strong BFA1884

Poster. The watchers of the seas (Il. L. Raven-Hill) Lond. n.d. 102 x 63.5. Garrett BFA1959

Poster. We're both needed (Il.) Lond. n.d. 203 x 304 (Parl. recr. comm. 85A) Garrett BFA1380

Poster. Ypres tower...tobacco fund (Il. F. Bran-gwyn) Lond. n.d. 75.5 x 50.5. Garrett BFA1950

Canadian

Poster./Here's your chance(11.)/Toronto, n.d./96 x 63.5(Cen. recr. comm., 2 mil. div. 3)/StrongBFC1895

Poster. Your chums(11.) Toronto, n.d. 96 x 63.5 (Cen. recr. comm., no. 2 mil. div. 2) StrongBFC1895

French

Poster. Association...aidez-nous a soigner(11. L. Jonas) Par. n.d. 120 x 79.5. Garrett BFF873

Poster. Donnez tous à l'oeuvre du souvenir(11. Simon) Par. n.d. 140 x 99.5. Garrett BFF869

Poster./Emprunt...eux aussi(11. J. Adler)/Par. n.d./120 x 80(Union des soc. de tir)/Garrett BFF871

Poster./Emprunt...N'oubliez pas de souscrire(11. Poulbot)/Par. 1915./104 x 79./Garrett BFF877

Poster./Et si i gele cette nuit(11. Poulbot)/n.p. n.d./56.5 x 48.5./Strong BFF1605

Poster. Pais attention à tes cartes(11. Poulbot) n.p. 1915. 56.5 x 38. StrongBFF1608

Poster./Guerre des nations...map(11. G. Doriyal)/Par. n.d./120 x 160./Garrett BFF994

Poster./Heureusement que mon paletot est trop Grand(11. Poulbot)/n.p. n.d./56 x 38.5./StrongBFF1606

Poster. Journée...avec ça, il sera pas enrhumé(11. Poulbot) P. 1916. 114 x 79. GarrettBFF1001

Poster./Journée de l'oeuvre hivernale des mutilés(11. M. Neumont)/Par. 1915./120 x 80./GarrettBFF1002

Poster./Journée de l'orphelinat des orphelins(11.)/Par. 1915./120 x 161./Garrett BFF998

Poster./Journée de Paris(11.)/Par. 1915./120 x 79.5./Garrett BFF872

Poster./Journée du poilu(11. M. Neumont)/Par. 1915./120 x 80./Garrett BFF885

Poster./Journée du poilu(11. Steinlen)/Par. 1915./120.5 x 80./Garrett BFF882

Poster. La journée du poilu...avec vous(11. L. Jonas) Par. n.d. 120 x 80. StrongBFF1818

Poster./Journée du poilu. Enfin seuls(11. L. A. Willette)/Par. 1915./119.5 x 80./Garrett BFF884

Poster. Message du Prés. Wilson lu au Congrès. Par. 1917. 100 x 69. MacBFF2095

Poster./1680 = Comédie...Pour Metz(11. L. E. Fournier)/Par. n.d./140 x 110./Garrett BFF1004

Poster./Pour la France(11. A. Faivre)/Par. n.d./120 x 80(Soc. des amis des artistes)/GarrettBFF1951

Poster./Salle du Trocadéro...honneur de Bismarckers(11. M. Neumont)/Par. 1916./118 x 88./Garrett BFF946

Poster./Le secours de guerre(11. M. Ramberg)/Par. 1917./121.5 x 92./Garrett BFF1365

Poster./Ton seau C'est ton seau(11. Poulbot)/n.p. 1915./56.5 x 38./Strong BFF1607

Irish

Poster./The Huns have desecrated(11.)/Dub. n.d./76.5 x 50./Strong BFF1579

Italian

Poster./...per il nostro interesse...Prestito nazionale(11. Mazzol)/n.p. n.d./141.5 x 102/GarrettBFF1879

Poster./Prestito nazionale(11. Mazzol)/n.p. n.d./140 x 100./Garrett BFF1880

Poster./E 1/2 % voennu zaem./n.p. n.d./97 x 67./Wright BFF1486

Russian

Poster./E 1/2 % voennu zaem(11.)/n.p. n.d./60 x 50./Wright BFF1493

Poster./Kto podishetsians(11.)/n.p. 1916./101 x 58./Wright BFF1488

Poster./Mashy ulroya(11.)/n.p. 1916./76 x 100./Wright BFF1483

Poster./Podpisivaites na(11.)/n.p. n.d./101 x 68.5./Wright BFF1490

Poster./Eip'shite kupit(11.)/n.p. n.d./72 x 50./Wright BFF1492

Poster./Voennu 5 1/2 % zaem(11.)/n.p. 1916./58 x 96./Wright BFF1482

Poster./Voennu 5 1/2 % zaem(11.)/n.p. 1916./102 x 76./Wright BFF1484

Poster./Voennu zaem(11.)/n.p. 1916./97 x 67./Wright BFF1489

Poster./Vse dlia volni(11.)/n.p. n.d./98 x 71./Wright BFF1487

Poster./Vse dlia pol'di(11.)/n.p. 1916./99 x 70./Wright BFF1485

Poster./Vato dolzhni(11.)/n.p. n.d./60.5 x 46./Wright BFF1491

Poster./Zaem" svobody(11.)/n.p. 1917./101 x 70./Wright BFF1480

Poster./Zaem" svobolui(11.)/n.p. 1917./101 x 69./Wright BFF1481

World War I Posters

1. ? United States Navy—Help Your Country! Strong BFA-Br1864
2. Preserve
3. ✓ This Device on Hat or Helmet Means U.S. Marine Misc BFA2276 / Taber BFA2197
4. ✓ Gee, I Wish I Were A Man Misc BFA1217
5. Your Navy Calls for 2000 Firemen
6. ✓ Enlist in the Navy to Arms Misc BFA1216
7. Britons and Canadians—Fight Under Your Own Flag
8. Preserve—Cooperation
9. For Home and Country—Victory Liberty Loan
10. ✓ U.S. Marine—Be a Sea Soldier Taber BFA222 (101x70); Taber BFA2595 (102x76)
11. ✓ U.S. Marine—Soldiers of the Sea (3 w/different illustrations in center) Misc BFA1262 (102x77)
12. ✓ U.S. Marine—Active Service on Land and Sea Taber BFA1231 Misc BFA1261 (102x77)
13. Sure! We'll Finish the Job (Victory Liberty Loan) Taber BFA2598 (102x77)
Taber BFA2599 (102x77)
14. ? The Navy Needs You—Don't Read History—Make It! Strong BFA1553
15. ✓ The Sword is Drawn—The Navy Upholds It (2) Misc BFA1216 / Strong BFA1555
16. Britons and Canadians—Show Your Loyalty to the Land You're Living In
17. ✓ Spirit of 1917—Join the U.S. Marines Taber BFA1225
18. 20,000 Apprentice Seamen Needed Immediately
19. British Blood Calls British Blood
20. ✓ America Calls—Enlist in the Navy Strong BFA1997
21. ✓ U.S. Navy—"Here He Is, Sir"—"We Need Him—and You too!" Misc BFA1219 / Strong BFA1552
22. ✓ Help Deliver the Goods (US Navy) Strong BFA1525
23. ✓ You, Wireless Fans, Help the Navy Get the Hun Submarine (3) Taber BFA2082
24. ✓ Speed Means Safety... (3) Taber BFA2084
25. ✓ Halt! Who Goes There? (USMC) Taber BFA1228 / 1229
26. ✓ Food will win the war—Official pictures of the US Food Administration are shown at this theater Taber BFA2120