

Then look at the wonderful message, without a single word of print, that is conveyed by the poster on page 10. What shirker could long endure the scrutiny of his sister or sweetheart face to face with the thought of that picture before him? This poster, with its story, and its biting, acid testing of every beholder, is credited with having saved many thousands from being conscripts.

Arthur Brisbane, one of the most vivid editorial writers of his day, has said that an expressive picture will convey more meaning than 10,000 words. As a demonstration of the truth of this remark, turn to the poster entitled "Lend your five shillings to your country and crush the Germans," on page 8, and to the one "Turn your silver into bullets," on page 14. You can see in these two examples the instant power of the poster to arrest attention and drive home a message.

It is because color and form always make the deepest and most permanent mental impressions that Mr. Le Bas chose picture posters as the backbone of his campaign for achieving quick and nation-wide results. These expressive pictures ensured swift and definite understanding, but he was not content with flashing a maximum of soul-stirring appeal in one great broadside of publicity. He kept the big guns of poster advertising pounding away incessantly until there was not a soul in the country who had not been shaken out of indifference.

On the hoardings of Great Britain myriads of posters were displayed. People could not go anywhere without being met, many times each day, with vivid pictures exhorting them to national duties, because "Your King and Country Need You."

Prejudice was battered down, the mentality of the