

**RUSTY  
ACTIVITY!**

## RUSTY'S TIME TRAVELLING ADVENTURES



### ALFRED LEETE'S WW1 POSTER

Rusty the Dog has been travelling in time and you can explore with him through one of his activities or learning packs. You can also read stories of his adventures on the Weston Museum website.

Alfred Leete was an artist and illustrator who grew up in Weston and is buried in the Milton Road Cemetery. He designed the artwork for a World War One recruitment poster in 1914, which has gone on to become iconic and been adapted and repurposed many times. Would you like to explore this poster and then create your own version?

#### AN ICONIC IMAGE

The poster design shows Field Marshal Lord Kitchener encouraging the viewer to join the army and fight for King and country.

North Somerset's collections contain many works by Alfred Leete, but the original copy of the poster is owned by the Imperial War Museum.  
© IWM (Art.IWM PST 2734)  
<https://www.iwm.org.uk/learning/resources/first-world-war-recruitment-posters>



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### MORE AND MORE COPIES

This poster became well known for its striking image. Lord Kitchener is pointing and looking directly at the person viewing the poster, which really grabs their attention.

This style has been copied and adapted many times for a mixture of different purposes. It was used in World War 1 for other British posters and by the US with Lord Kitchener being replaced by 'Uncle Sam'.

The style has also been used more recently by the British Army and there have been many funny versions for advertising posters.



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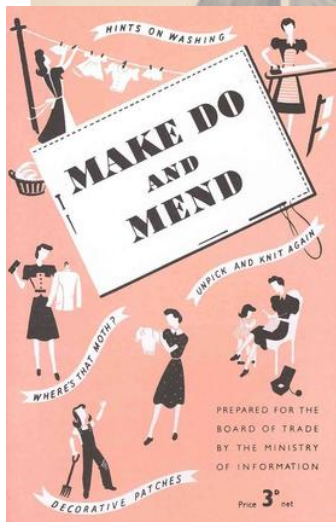
## ALFRED LEETE'S WW1 POSTER

### PROPAGANDA POSTERS

Alfred Leete's poster design was meant to encourage people to do a particular thing; this poster was meant to get people to join the army.

Posters that are designed to get people to do something or think in a particular way are often called 'Propaganda' posters. These have been used lots in past wars to encourage people to fight, to help the war effort in other ways or even to hate their enemies.

There are lots of interesting examples of World War Two posters that were used to encourage the general public to help with the war effort in different ways.



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## ALFRED IEELE'S WW1 POSTER

### CREATE YOUR OWN PROPAGANDA POSTER

Posters can be used to encourage others to do lots of positive things, from recycling and clearing away their litter to fighting for peace and justice for all.

There have also been lots of funny versions of recruitment posters too, designed for armies like the Star Wars Empire.

Why not create your own propaganda poster? It could be designed to encourage people to do something good like protecting wildlife, to campaign for a good cause like peace or to protest against something bad like racism.



### SHOW US YOUR WORK!

Send us a picture of your work on social media, find us on Facebook, Twitter or Instagram @westonmuseum  
Include the hashtag #westonmuseumrusty



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