

# War Loan Poster: “Through Work to Victory! Through Victory to Peace!” (1918)

## Abstract

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This poster, designed by Alexander Cay, was part of a war-loan campaign to raise money, but was also a piece of government-sponsored propaganda. It depicts a front-line soldier, wearing a steel helmet, shaking hands with a worker in the munitions industry.

On the poster, the word “peace” [*Frieden*] captures the eye of a passerby with its stark white text. The rest of the poster then explains how to get to this (alluring) peace:

Peace comes through victory, and victory comes through work.

The poster can therefore be recognized as a desperate attempt to ease worker unrest and forestall strikes, which became ever more severe in early 1918, and which increasingly had peace negotiations as their demand.

## Source

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Source: War loan poster, artist: Alexander Cay, 1918. Landesarchiv Baden-Württemberg, Hauptstaatsarchiv Stuttgart <http://www.landesarhiv-bw.de/plink/?f=1-108120-1>

Landesarchiv Baden-Württemberg

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