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

Abstract

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

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

Landesarchiv Baden-Württemberg

Recommended Citation: War Loan Poster: “Through Work to Victory! Through Victory to Peace!” (1918), published in: German History in Documents and Images, <https://germanhistorydocs.org/en/wilhelmine-germany-and-the-first-world-war-1890-1918/ghdi:image-5378> [September 12, 2026].