



**Barry Lawrence Ruderman
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(WWI rising sun poster) to-day buy that liberty bond

Stock#: 100195
Map Maker: Anonymous
Date: 1918
Place: n.p.
Color: Color
Condition: VG+
Size: 21 x 27 inches
Price: \$ 475.00



Description:

"To-Day—Buy That Liberty Bond" is a visually striking American propaganda poster from the fall of 1918, deployed to promote the Fourth Liberty Loan during World War I. Employing a minimalist palette and a compelling sunrise motif, the poster symbolizes a new dawn ushered in by patriotic financial support.

In the final stages of World War I, the United States government intensified its efforts to fund the military campaign through public loans, known as Liberty Bonds. This poster is part of the broader Fourth Liberty Loan campaign, aimed at bolstering financial contributions from American civilians. Created under the auspices of the New England Liberty Loan Committee, it represents a critical moment in the domestic front's mobilization efforts to financially support the war.

The poster stands out for its simplicity and effective use of color—deep blue, rich orange, and stark white—crafting a stylized depiction of a sunrise behind mountains. This sunrise, anthropomorphized with eyes that meet the viewer's gaze, symbolizes hope and renewal, suggesting that the purchase of Liberty



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Bonds is linked directly to the promise of a new beginning after the war. The call to action, "To-Day—Buy That Liberty Bond," rendered in bold white lettering against the dark blue background, creates a sense of immediacy and urgency.

Detailed Condition:

Repaired tears. A few areas of loss in mid- and upper-left, expertly filled in. Mounted on archival poster linen