**Joining the Navy during the First World War**

- 1914 Voluntary enlistment was introduced so that men could join the Armed Forces and take part in the War effort.

- After a relatively slow start, there was a sudden surge in recruiting in late August and early September 1914 which was aided by the production of posters by the Parliamentary Recruitment Committee.

- Declining recruiting totals led to increasing calls for compulsory military service throughout 1915. On 27 January 1916, the first Military Service Act introduced conscription for single men of military age, this being extended to married men by a second Military Service Act on 25 May 1916.

- Men from all over Ireland, England, Scotland and Wales joined the Armed Forces, including the Royal Navy, during The First World War. However, there was no conscription in Ireland.

Watch this BBC clip about recruitment posters: [http://www.bbc.co.uk/education/clips/z36h34j](http://www.bbc.co.uk/education/clips/z36h34j)

**Discussion:**

- Look at the Royal Navy recruitment posters- what techniques, methods or messages do they use to persuade men to join?

- What do the posters have in common (look at images, symbols, colours and language)?

- Which posters show the drama of warfare? Does it seem realistic?

- Look online at other examples of World War 1 recruitment posters and compare them to the Royal Navy’s:
  
  
This poster features Nelson— a British naval commander and national hero, famous for his naval victories against the French during the Napoleonic Wars.
REMEMBER!
"ENGLAND EXPECTS—"
THE NEED IS GREAT TO-DAY

ARE YOU BETWEEN 15½ AND 40
IF SO THE NAVY REQUIRES
YOU FOR ITS GLORIOUS SERVICE

JOIN TO-DAY
SKILLED ARTIFICERS AND ARTISANS
SEAMEN, STOKERS, MARINES AND BOYS
JOIN THE ROYAL MARINES
Help to man the guns of the Fleet

APPLY TO
LONDON: 7 Whitehall Place, S.W.
LONDON: 25 Tower Hill, E.C.
LONDON: 48 New Kent Road, S.E.
LONDON: 22 Goldhawk Road, Shepherd's Bush, W.
LONDON: 79 High Road, Tooting. N.
LONDON: 216 High Street, Tonning, S.W.
LONDON: 73 The Grove, Stratford, E.
LONDON: 341 Hoe St., Walthamstow
LONDON: 22 East India Dock Rd., Poplar, E.
LONDON: 1 South Avenue, Manor Park, E.
LONDON: 50 Marl Street, Hackney, N.E.
KINGSTON-ON-THAMES, 329 King's Road
CAMBRIDGE, 40 Devonshire Road
NORWICH, 54 Riverside Road
SOUTHEND-ON-SEA, 1 Clarence Street
IPSWICH, 14 Orford Street
GREAT YARMOUTH, Naval Base

OXFORD, 211 Cowley Road
AVLESBURY, 71 High Street
SLOUGH, 53 Henneul Street
BEDFORD, 49 Cashelwell Street
WATFORD, 55 Canoe Bond
69 TO ANY ROYAL MARINE BARRACKS
STOKERS REQUIRED

NO PREVIOUS EXPERIENCE NECESSARY

Age: 18 to 25 years

CONTINUOUS SERVICE
12 YEARS IN THE STRONGHOLD

SPECIAL SERVICE
5 YEARS IN THE FLEET FOLLOWED BY SERVICE IN THE RESERVE TO COMPLETE 12 YEARS FROM DATE OF ENTRY

FREE KIT AND BEDDING ON ENTRY
FREE BOARD AND LODGING

GOOD PAY; GOOD PROSPECTS 
FOR MEN DESIRING A CIVILIAN OCCUPATION OR A NAVY CAREER

EXTRA PAY FOR GOOD CONDUCT BADGES AND FOR SPECIAL DUTIES

For further particulars see special Handbook, "How to Join the Royal Navy," which can be obtained at any Post Office, or from:

Royal Naval Recruiting Office,
Naval Base, GREAT YARMOUTH.
MEN OF BRITAIN!
WILL YOU STAND THIS?

No. 2 Wykeham Street, SCARBOROUGH, after the German bombardment on Dec. 16th. It was the home of a Working Man. Four people were killed in this House including the wife, aged 38, and two children, the youngest aged 5.

78 Women & Children were killed and 228 Women & Children were wounded by the German Raiders

ENLIST NOW

Supported by
The National Lottery
through the Heritage Lottery Fund
REMEMBER THE LUSITANIA!

One mother lost all her three young children, one six years, one aged four, and the third a babe in arms, six months old. She herself lives, and held up the three of them in the water, all the time shrieking for help. When rescued by a boat party the two eldest were dead. Their room was required on the boat, and the mother was brave enough to realise it. “Give them to me,” she cried. “Give them to me, my bonnie wee things. I will bury them. They are mine to bury as they were mine to keep.”

With her hair streaming down her back and her form shaking with sorrow, she took hold of each little one from the rescuers and reverently placed it into the water again, and the people in the boat wept with her as she murmured a little sobbing prayer to the great God above.

But her cup of sorrow was not yet complete. For just as they were landing, her third and only child died in her arms.

ENLIST TO-DAY.

BERLIN, MAY 8.

Hundreds of telegrams have been sent to Admiral von Tirpitz congratulating him.

* * *

ARTICLE IN COLOGNE GAZETTE.

The news will be received by the German people with unanimous satisfaction, since it proves to England and the whole world that Germany is quite in earnest in regard to her submarine warfare.

* * *

ARTICLE IN KOLNISCHE VOLKSPROFUGTUNG.

With joyful pride we contemplate the latest deed of our Navy and it will not be the last.

* * *

NEW YORK, MAY 8.

Riotous scenes of jubilation took place last evening amongst Germans in the German clubs and restaurants. Many Germans got drunk as the result of toasting “Der Tag.”
THE WATCHERS OF THE SEAS.
THE NAVY NEEDS BOYS AND MEN FROM
15 TO 40 YEARS OF AGE.
APPLY: 7, WHITEHALL PLACE, S.W.