

An American saving stamps poster evoking the idea of holy war in defense of the homeland. It presents an image of Joan of Arc in shining armor, holding aloft a sword, with text that reads, "Joan of Arc Saved France. Save Your Country: Buy War Savings Stamps." The poster appeals to the desire for greatness in the common citizen through the legend of Joan, a peasant girl who believed God sent visions instructing her to fight for King Charles VII in the Hundred Years' War against English domination. The soft, warm tones of modern advertising style present Joan as an attractive and dedicated young woman to be admired and emulated. Together, the image and text communicate the idea of individual service and self sacrifice for the greater good, backed by the moral (Christian) righteousness in saving France from the invading Germans. Such concepts would normally be expected in a recruitment poster. However, it ends unexpectedly with an injunction to buy war saving stamps, using italics to emphasize the word "buy." The concept of "saving" is thus shifted from an act of military heroism to an act of frugality that will help to finance the military effort. The propaganda therefore relies on convincing the beholder that participating in this government sponsored financing program is tantamount to being on the front line and making a direct contribution to victory, with all of the recognition and accolades that ensue.