



Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard
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We Need You

Stock#: 98192
Map Maker: Sterner
Date: 1918
Place: New York
Color: Uncolored
Condition: VG
Size: 28 x 37 inches
Price: \$ 575.00



Description:

1918 Red Cross Recruitment Poster by Famed British-American Artist Albert Sterner

This compelling World War I medical recruitment poster, entitled "We Need You", features the evocative artwork of Albert Edward Sterner. The poster portrays a poignant scene orchestrated with the masterful use of light and shadow, typical of Sterner's renowned draftsmanship. A Red Cross nurse, depicted with a beam of light accentuating her Red Cross uniform, earnestly appeals to a civilian young lady, symbolizing the urgent call for support during the war crisis. This nurse's outstretched arm directs the viewer's attention to the background where another nurse diligently tends to a wounded soldier, whose injuries are wrapped in bandages, illustrating the immediate impact of the war on human lives.

This artwork was created during a time when the American Red Cross, founded in 1881 by Clara Barton, was deeply involved in providing medical care and support services during World War I. The poster not only served as a recruitment tool but also as a public appeal for civilian involvement in the war effort. The



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Red Cross during this era was a critical organization, enrolling over 29,000 professional nurses, with 20,000 of these serving directly with military forces. The depiction in the poster reflects the dire circumstances of wartime medical care and the heroic efforts of nurses who operated under often primitive conditions to save lives.

Sterner's work captures the essence of the Red Cross's mission and the vital role of nurses during the war, emblematic of the broader humanitarian spirit that pervaded the American home front. The artwork is imbued with emotional depth, illustrating not just the physical demands placed on these women but also the moral and emotional appeal to the public's conscience. The poster's design and its effective use of visual narrative helped galvanize support and recruit thousands of volunteers for the Red Cross, contributing significantly to the home front efforts during the global conflict.

The imagery used by Sterner in this poster remains a powerful reminder of the sacrifices and contributions of medical personnel in times of war. It reflects the critical role of visual arts in wartime propaganda and recruitment, serving as both a historical document and a piece of art that communicates the universal themes of duty, sacrifice, and compassion. This poster, therefore, not only captures a moment in history but also exemplifies how art can move public sentiment and mobilize communities for a common cause.

Detailed Condition:

Laid down on archival linen.