The British placed immense reliance, therefore, on propaganda to justify the war to the people, to help promote recruitment into the armed forces and to convince the population that their sacrifices would be rewarded. One of the most enduring images of the war - much copied and parodied since - remains the distinctive recruitment poster of Lord Kitchener's heavily mustachioed face and intimidating finger imploring the British population that "Your Country Needs YOU". See R. Griffiths, Patriotism Perverted: Captain Ramsay, the Right Club and British Anti-semitism 1939–40 (London: Constable, 1998), pp. 70–3. As Griffiths notes (p. 73), "Such divergences of attitude were to be found in all pro-Nazi circles." See the fullest treatment of the RBC available, E. H. H. Green, Ideologies of Conservatism: Conservative Political Ideas in the Twentieth Century (Oxford: Oxford University Press, 2002), chapter 5: "The Battle of the Books: Book Clubs and Conservatism in the 1930s". Ramsay, in describing the Right Club, boasted that "The main objective was to oppose and expose the activities of organised Jewry."[2]. Ramsay kept a record of those who had joined in a red leather-bound and lockable ledger (the "Red Book"). There were 135 names on the men's list and 100 on a separate ladies' list; the members of the Right Club included many known to be anti-semitic (including William Joyce and MP John Hamilton Mackie), those who were in some respects "fellow travellers" with anti-semitism, and some friends of Ramsay who may have joined...