Guide to the Chinese propaganda poster collection Mss 360

Posters processed and described by Sarah Veeck, 2018; finding aid prepared by Sarah Veeck and Zachary Liebhaber, 2018.

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Title: Chinese propaganda poster collection
Identifier/Call Number: Mss 360
Contributing Institution: UC Santa Barbara Library, Department of Special Research Collections
Language of Material: Chinese
Physical Description: 8 linear feet (2 map cabinet drawers)
Date (inclusive): 1958-1987
Date (bulk): 1970s
Abstract: Chinese propaganda posters on a variety of subjects and themes, ranging from the 1950s through the early 1980s.
Physical Location: Special Research Collections, UC Santa Barbara Library
Access Restrictions
The collection is open for research.
Use Restrictions
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Acquisition Information
Library purchase, 2018.
Preferred Citation
[Identification of Item], Chinese propaganda poster collection, Mss 360. Department of Special Research Collections, UC Santa Barbara Library, University of California, Santa Barbara.
Historical Note
These posters reflect the shifting priorities of the Chinese government from the 1960s through the 1980s, including the promotion of Cultural Revolution-era political movements, agricultural modernization, efforts to raise the social standing of women, the relative opening of society under Deng Xiaoping, and the cult of personality around Party leadership. Some of them are fairly straightforward didactic tools, while others represent sophisticated efforts to express ideological points through artwork that was sufficiently appealing to be displayed willingly in people’s residences.
Scope and Content
Chinese propaganda posters on a variety of subjects and themes, including military themes, agriculture, the arts, leaders, sanitation, patriotism, and women workers. Posters range from the late 1950s through the early 1980s.
Arrangement
These posters have been arranged by subject and have been divided into the following series: Agriculture and Industry, Film and Performing Arts, Leaders, Heroes, and Martyrs, Military, New Year’s and Decorative Posters, Patriotism and Political Campaigns, Sanitation and Disease Control, and Women Workers.
Subjects and Indexing Terms
Political posters, Chinese
Propaganda, Chinese
China -- History -- Cultural Revolution, 1966-1976 -- Posters
Political posters

oversize-folder 1-2 Agriculture and Industry
"Mai kai da bu xue Daqing, zhi nong zheng zuo xin gongxian" 迈开大步学大庆支农争作新贡献 [Take great strides towards "Learning from Daqing." Strive to make a new contribution towards raising up the peasants.] 1977 April

Additional Information
Artist: Mo Shuzi 莫树滋
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House]
Printer: Shanghai shi yinzhi shiyi chang 上海市印制十一厂 [Shanghai City No. 1 Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: A smiling man drives a tractor past an array of other equipment

Associated campaigns: "Learn from Dazhai in Industry" 工业学大庆

"Yangqi Changjiang shui, guangain wanqing tian" 扬起长江水,灌溉万顷田 [Raise up the waters of the Yangze, irrigate a vast area of land] 1976 July

Additional Information
Artist: Li Huaying 李华英
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House]
Printer: Shanghai shi yinzhi er chang 上海市印制二厂 [Shanghai No. 2 Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: A young woman manipulates a control panel. A dam can be seen through the window behind her.

"Nao huai hong taiyang, kunnan jiaoxia cai" 脑怀红太阳,困难脚下踩 [Cherishing the Red Sun in our thoughts, difficulty is trampled underfoot] 1971 January

Additional Information
Created by: Qishuyan tielu gongchang ge wei hui zhenggong zu 戚墅堰铁路工厂革委会政工组 [Qishuyan Railroad Factory Revolutionary Political Working Group]
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House]
Description: Two men wield a sledgehammer on a scaffolding above a river, near a bridge construction site.

"Dagan kuai bian, jiasu shixian dazhai xian" 大干快变,加速实现大寨县 [Work energetically for rapid change. Accelerate implementation of the Dazhai model.] 1975 December

Additional Information
Created by: Xia xian xuanchuan hua xuexi ban 夏县宣传画学习班 [Xia County Propoganda Art Study Group]
Publisher: Liaoning renmin chubanshe 辽宁人民出版社 [Liaoning People’s Publishing House]
Printer: Liaoning meishu yinshua chang 辽宁美术印刷厂 [Liaoning Fine Art Print Factory]
Distributor: Liaoning sheng xinhua shudian 辽宁省新华书店 [Liaoning Province Xinhua Bookstore]
Description: A man and a woman struggle to lift a large stone block. A large construction site and a waterway with boats sailing past are visible in the background.
Associated campaigns: "Learn from Dazhai in Agriculture" 农业学大寨
"Nongye jishuyuan" 农业技术员 [An agricultural technician] 1979 July

Additional Information
- Artist: Zhao Shuping 赵淑萍
- Created with: Qin An Shi Zhan 秦安师专 [Qinan Normal]
- Publisher: Shandong renmin chuban she 山东人民出版社 [Shandong People's Publishing House]
- Printer: Shandong renmin yinshua chang 山东人民印刷厂 [Shandong People's Print Factory]
- Image description: Next to a child sleeping on a bed, a young woman holds a leaf and a book. A microscope and plants growing in labeled plots are placed nearby.
- Themes: Agricultural modernization, women workers

"Jianzho taozhong liang mian shuang feng shou" 间作套种粮棉双丰收 [Interplant grain and cotton for a double bumper harvest] 1974 April

Additional Information
- Artists: Li Hongji 李洪基 and Zhang Chengsan 张成三
- Publisher: Hebei renmin chuban she 河北人民出版社 [Hebei People's Publishing House]
- Printer: Hebei renmin meishu yinshuachang 河北人民美术印刷厂 [Hebei People's Fine Arts Print Factory]
- Distributor: Hebei sheng Xinhua shudian 河北省新华书店 [Hebei Province Xinhua Bookstore]
- Description: A woman in a field with interplanted crops harvests an ear of corn. Other farmworkers are visible in the background.

"Gong nong xieshou xiang qian jin" 工农携手向前进 [Workers and farmers join hands and advance] 1977 August

Additional Information
- Created by Guangzhou meishu gongzuoshi 广州美术工作室 [Guangzhou Fine Arts Workshop]
- Publisher: Renmin meishu chubanshe 人民美术出版社 [People's Fine Arts Publishing House]
- Printer: Zhongguo qingnian chuban she yinshuachang 中国青年出版社印刷厂 [China Youth Publishing House Print Factory]
- Distributor: Liaoning sheng Xinhua shudian 辽宁省新华书店 [Liaoning Province Xinhua Bookstore]
- Image description: In the foreground, woman standing in front of a truck and a woman standing in front of a tractor clasp hands. The background consists of a street lined with trees with autumn leaves, passing cyclists, and a banner that reads “工业学大庆, 农业学大” (Gongye xue Daqing, Nongye xue Dazhai; “In industry, learn from Daqing, in agriculture, learn from Dazhai”).
- Associated Campaign: Gongye xue Daqing, Nongye xue Dazhai 工业学大庆,农业学大 [Learn from Daqing in Industry, Learn from Dazhai in Agriculture]

"Duochu huafei, zhiyuan nongye" 多出化肥，支援农业 [Use more fertilizer to give agriculture a boost]

Additional Information
- Created by Tianjin shi huagong ju meishu chuangzuo xuexiban 天津市化工局美术创作学习班 [Tianjin City Chemical Industry Office Fine Art and Creative Work Study Group]
- Publisher: Tianjin renmin meishu chubanshe 天津人民美术出版社 [Tianjin People's Fine Arts Publishing House]
- Distributor: Tianjin Xinhua shudian 天津新华书店 [Tianjin Xinhua Bookstore]
- Image description: In the foreground, a woman holds a bag labeled “化肥” (huafei, fertilizer). In the background, workers load bags into trucks in front of a chemical plant. Signs in the background read, “工业学大庆” (Gongye xue Daqing, [In Industry, learn from Daqing]) and “抓革命，促生产” ([Grasp hold of revolution, speed up production]).
- Campaign: Gongye xue Daqing, Nongye xue Daqing [Learn from Daqing in Industry]
"Duli zizhu zili geng sheng ba wo guo jianshe chengwei de shehui zhuyi guojia"
独立自主自立更生把我国建设成为强大的社会主义国家  [Independence, autonomy, and self-reliance build my country into a stronger socialist nation] 1977 March

Additional information
Created by: Xinjin xia nongmin xuanchuan hua chuangzuo xuexi ban
新金县农民宣传画创作学习班 [Xinjin County Peasant Propaganda Poster Creation Study Group]
Publisher: Tianjin remin meishu chubanshe Tianjin People's Fine Arts Publishing House
Printer: Tianjin shi jian xin yinshuachang Tianjin City Jianxin Print Factory
Image description: In the foreground, a woman waves a red flag. The background shows a jetty pipeline, pier with two ships docked, and a few waving workers.

"Quan dang dong yuan da ban nongye wei puji Dazhai xian er fengdou"
全党动员大办农业为普及大寨县而奋斗  [Mobilize the whole party in the struggle to widely implement the Dazhai County [model] of agriculture] 1976 December

General
Created by: Shanxi sheng shuili ju 山西省水利局 [Shanxi Province Irrigation Bureau]
Publisher: Shanxi remin chuban she 山西省人民出版社 [Shanxi People's Publishing House]
Printer: Wu si san chang 五四三厂 [Factory 543]
Shanxi sheng Xinhua shudian 山西省新华书店 [Shanxi Province Xinhua Bookstore]
Image Description: A woman standing at a podium addresses a group of cheering workers holding shovels and pickaxes. Terraced fields are visible in the background.
Campaign: Nongyue xue Dazhai 农业学大寨 [Learn from Dazhai in Agriculture]

"Tigao zhiliang, chuang youzhi chanpin" 提高质量，创优质产品  [Raise quality, create excellent products]

Additional information
Artist: Wang Tao 王涛
Agency: An gang zhiliang yue gong wu 鞍钢质量月办公室 [An Steel "Quality Month" Office]
Printer: Dandong yinshua chang 丹东印刷厂 [Dandong Print Factory]
Description: An image of medal reading “优质” (Excellent quality) is superimposed on an image of two men. A factory scene and trucks is superimposed on the lower part of the image.

"Xue Daqing gan kai Luan" 学大庆赶开滦  [Learn from Daqing, Catch up with Kailuan] 1977 June

Additional information
Artist: Chen Chengqi 陈承齐
Publisher: Hebei renmin meishu chuban she 河北人民美术出版社 [Hebei People's Fine Arts Publishing House]
Printer: Hebei sheng Xinhua shudian 河北省新华书店 [Hebei Province Xinhua Bookstore]
Description: In a railway yard, a worker holds a red flag.
“Zhi nong yao zhi nong” 支农要知农 [To raise up farmers, you have to know farming]

General
Artists: Zhang Renyong 张人勇, Cao Siming 曹寺明, Zang Songgeng 隘松耕

Created in collaboration with the Shanghai dian hua chang 上海电化厂 [Shanghai Electrochemical Plant]

Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House]
Printer: Shanghai shi yinzhi er chang 上海市印制二厂 [Shanghai No. 2 Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]

Image description: In the center of the image, two smiling men stand in a wheat field, consulting with a pair of farm workers. One of the men writes in the notebook as a farmer holds up a magnifying glass to the head of a wheat plant. In the foreground, two women prepare chemicals, which one of the women is poised to pour into a backpack-style pressure sprayer. In the background, a group of farm workers spray the field.

“Ren ren zheng dang jishu gemen de biaobing” 人人争当技术革命的标兵 [Everyone strive to be a role model in the technological revolution!] 1979 March

Additional information
Artists: Long Liming 庞黎明 and Xiong Zhaozhi 能照志
Printer: Beijing jiaoyin erchang 北京胶印二厂 [Beijing No. 2 Offset Print Factory]
Distributor: Xinhua shudian Beijing faxing suo 新华书店北京发行所 [Xinhua Bookstore Beijing Distribution Agency]

Description: A smiling woman factory worker stands in front of machinery, holding a book titled Innovative Plans (《革新方案》, Gexing Fangan) and a blueprint wrapped in a red ribbon.

“Chang xiao zhiqi gao, zheng zuo da gongxian” 厂小志气高,争做大贡献 [Small factory, tall ambitions. Strive to make a big contribution.] 1973

Additional information
Artist: Hu Boya 胡博亚
Publisher: Jiangsu renmin chubanshe 江苏人民出版社 [Jiangsu People’s Publishing House]

Image description: In the foreground, a group of workers examine a blueprint. In the background, more workers build cars and trucks.

“Xiang pinxiazhongnong suo xiang, ji pingxiazhongnong suo ji” 想贫下中农所想,急贫下中农所急 [Keep those who are thinking about 'poor and lower middle peasants' in your thoughts. Be concerned on behalf of those who are concerned for 'poor and lower middle peasants.'] 1971 September

Additional information
Published and distributed by Liaoning sheng Xinhua shudian 辽宁省新华书店 [Liaoning Province Xinhua Bookstore]

Two smiling men wearing Zhongshan suits walk together; one walks a bicycle with a car or truck tire balanced on the seat while the other carries a coil of wire. In the background, people work in a field; a sign reads “农业学大寨” (Nongye xue Dazhai, [In agriculture learn from Dazhai]).

Campaigns: Nongye xue Dazhai 农业学大寨 [Learn from Dazhai in Agriculture]

“Wei niuzhuan bei mei nan yun fendou” 为扭转北煤南运斗争 [Struggle to turn around the situation of "northern coal being transported south"]
"Dadi you wo qiao anpai" 大地由我巧安排 [The whole world is for me to plan] 1971 May

Additional Information
Created by: Jingan xian Mao Zedong sixiang xuanchuan zhan [Jingan County Mao Zedong Thought Propoganda Center]
Publisher: Jiangxi sheng renmin chuban she 江西省人民出版社 [Jiangxi Province People's Publishing House]
Description: A group of people stand in front of mountainside covered in terraced fields. A bridge and powerlines are being constructed in the background.

"Xuexi hao jingyan, jianshe xin shanqu" 学习好经验, 建设新山区 [Learn from successful practices, build a new mountain region] 1974 September
"Wei shixian nongye xiandaihua gongxian liliang" 为实现农业现代化贡献力量 [To realize agricultural modernization, contribute your strength] 1965 July

oversize-folder 3 Film and Performing Arts

"Geming xiandai wuju bai mao nü" 革命现代舞剧 《白毛女》 [A revolutionary modern ballet: White Haired Girl] 1972 January

General
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People's Publishing House]
Image description: A white-haired ballet dancer leaps in the air with fists raised, while two men cower in the lower right hand corner of the stage. A caption reads: "See enemies go up in flames. As lighting flashes and thunder rolls, and wind and rain storms converge, Xier encounters the fleeing Huang Shier and Mu Renzhi. See enemies go up in flames! Xier leaps from an alter, fiercely throwing herself upon her enemies."

"Dong fang hong" 东方红 [The East is Red] 1974

Additional information
Distributed by Zhongguo wenhua bu 中國文化部 [Chinese Ministry of Culture]
Description: Promotional poster for the film version of the musical The East is Red, featuring various stills from the production

Geming xiandai wuju bai mao nü 革命现代舞剧 《白毛女》 [A revolutionary modern ballet: White Haired Girl] 1972 June
"Xiang pin xia zhong nong xuexi, wei pin xia zhong nong fuwu" 向贫下中农学习, 为贫下中农服务 [Learn from "poor and middle peasants," Serve "poor and middle peasants"] 1975 July
"Yan geming xi, zuo geming ren" 演革命戏 作革命人 [Perform revolutionary plays, be a revolutionary person] 1963
"Yanchu zhi hou" 演出之后 [after the performance] 1974 September

oversize-folder 4-5 Leaders, Heroes, and Martyrs

"Makesi" 马克思 [Marx] 1992 April

Additional information
Publisher: Renmin meishu chubanshe 人民美术出版社 [People's Fine Arts Publishing House]
Printer: Tianjin jian xin yinshua chang 天津建新印刷厂 [Tianjin Jian Xin Print Factory]
Distributor: Xinhua shudian zongdian Beijing faxing suo 新华书店总店北京发行所 [Xinhua Bookstore Main Office Beijing Distribution Agency]
Description: Portrait of Marx
“Zhou Enlai Tongzhi” 周恩来同志 [Comrade Zhou Enlai] 1992 August
Additional information
Publisher: Renmin meishu chubanshe 人民美术出版社 [People’s Fine Arts Publishing House]
Printer: Tianjin jian xin yinshua chang 天津建新印刷厂 [Tianjin Jian Xin Print Factory]
Distributor: Xinhua shudian zongdian Beijing faxing suo 新华书店总店北京发行所 [Xinhua Bookstore Main Office Beijing Distribution Agency]
Description: Portrait of Zhou Enlai

“Mao Zedong Tongzhi” 毛泽东同志 [Comrade Mao Zedong] 1991 June
Additional information
Publisher: Renmin meishu chubanshe 人民美术出版社 [People’s Fine Arts Publishing House]
Printer: Tianjin jian xin yinshua chang 天津建新印刷厂 [Tianjin Jian Xin Print Factory]
Distributor: Xinhua shudian zongdian Beijing faxing suo 新华书店总店北京发行所 [Xinhua Bookstore Main Office Beijing Distribution Agency]
Description: Portrait of Mao Zedong

“Qunyinghui de hao zimei” 群英会上的好姐妹 [The good sisters of the “Assembly of Heroes”] 1964 October
Additional information
Artists: Li Mubai 李募白 and Jin Xuechen 金雪尘
Publisher: Shanghai renmin meishu chubanshe 上海人民美术出版社 [Shanghai People’s Fine Arts Publishing House]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: A woman wearing two medals on her jacket talks to a group of three younger women in front of the Great Hall of the People.

“Gao zhan yuan zhu” 高瞻远瞩 [Look out from up high to see far] 1986 June
Additional information
Artist: Wu Huamin 邬华敏
Publisher: Sichuan meishu chubanshe 四川美术出版社 [Sichuan Fine Arts Publishing House]
Printer: Sichuan Xinhua cai yin chang 四川新华彩印厂 [Sichuan Xinhua Color Print Factory]
Distributor: Sichuan sheng Xinhua shudian 四川省新华书店 [Sichuan Province Xinhua Bookstore]
Artist: Portrait of Deng Xiaoping standing in a relaxed pose, one hand in his pocket and the other holding a cigarette, in front of a misty mountain top view

“Yingxiong Xiang Xiuli” 英雄向秀丽 [Hero Xiang Xiuli] 1952 January
Additional information
Artist: Wu Zhefu 吴哲夫
Publisher: Shanghai renmin meishu chubanshe 上海人民美术出版社 [Shanghai People’s Fine Arts Publishing House]
Printer: Zhonghua shuju Shanghai yinshua chang 中华书局上海印刷厂 [Zhonghua Book Company Shanghai Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: Two children holding flowers look up at the bust of Xiang Xiuli, a revolutionary hero who died while trying to control a factory in a chemical plant.
"Deng Xiaoping Tongzhi" 邓小平同志 [Comrade Deng Xiaoping] 1981 June

Additional information
Publisher: Renmin meishu chubanshe 人民美术出版社 [People’s Fine Arts Publishing House]
Printer: Tianjin jian xin yinshua chang 天津建新印刷厂 [Tianjin Jian Xin Print Factory]
Distributor: Xinhua shudian zongdian Beijing faxing suo 新华书店总店北京发行所 [Xinhua Bookstore Main Office Beijing Distribution Agency]
Description: Portrait of an elderly Deng Xiaoping

"Liening" 列宁 [Lenin] 1992 April

Additional information
Publisher: Renmin meishu chubanshe 人民美术出版社 [People’s Fine Arts Publishing House]
Printer: Tianjin jian xin yinshua chang 天津建新印刷厂 [Tianjin Jian Xin Print Factory]
Distributor: Xinhua shudian zongdian Beijing faxing suo 新华书店总店北京发行所 [Xinhua Bookstore Main Office Beijing Distribution Agency]
Description: Portrait of Lenin

"Xiang Jin Xunhua tongzhi xuexi" 向金训华同志学习 [Learn from Comrade Jin Xunhua] 1973 September

Additional information
Artist: Xie Mulian 谢慕莲
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House]
Printer: Shanghai shi meishu yinshua chang 上海市美术印刷厂 [Shanghai Fine Arts Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: Two girls with serious expressions stand in the foreground; both are wearing red scarves and “Hong Xiaobing” (Little Red Soldier) nametags; one holds a book and the other raises a lightly closed fist. In the background, a young woman, presumably a teacher, gestures towards a poster depicting sent down youth and revolutionary martyr/model Jin Xunhua surrounded by floodwater. Her hand rests lightly on the shoulder of one of two children who are looking up at the posters. The wall of the exhibit room is labeled “毛主席的红卫兵” (Chairman Mao’s Red Guards)


Additional information
Artists: Liu Guangxu 刘光旭 and Liu Guangcan 刘光灿
Publisher: Sichuan meishu chubanshe 四川美术出版社 [Sichuan Fine Arts Publishing House]
Printer: Sichuan Xinhua yinshuachang 四川新华印刷厂 [Sichuan Xinhua Print Factory]
Distributor: Sichuan sheng Xinhua shudian 四川省新华书店 [Sichuan Province Xinhua Bookstore]
Description: Zhou Enlai smiles and claps in front of a railway tunnel, with smiling workers in the background.

Additional information
Artist: Kou Guorong 寇国荣
Publisher: Tianjin yangliu qing hua she 天津杨柳青画社 [Tianjin Yangliuqing Fine Arts Press]
Printer: Tianjin jian xin yinshua chang 天津建新印刷厂 [Tianjin Jian Xin Print Factory]
Distributor: Xinhua shudian Tianjin faxingsuo 新华书店天津发行所 [Xinhua Bookstore Tianjin Distribution Agency]
Description: A smiling Zhou Enlai walks through a meadow, surrounded pine trees and mountain scenery.

"Jingai de Xiaoping Tongzi–Gangtie changcheng" 敬爱的小平同志–钢铁长城 [Beloved Comrade Xiaoping–A Great Wall of Steel] 1994 September

General
Artist: He Duohou 何多后
Publisher: Sichuan meishu chubanshe 四川美术出版社 [Sichuan Fine Arts Publishing House]
Printer: Sichuan Xingbao caiye zhuan yinshua xian gongsi 四川星宝彩色制版印刷有限公司 [Sichuan Xingbao Color Platemaking and Printing Company, Ltd.]
Distributor: Sichuan sheng Xinhua shudian 四川省新华书店 [Sichuan Province Xinhua Bookstore]
Description: Portrait of Deng Xiaoping with his arm raised. In the background, mobile artillery fire surrounded by flames and clouds of smoke. Planes and helicopters fly overhead. The vapor trails of the planes follow the arc of Deng’s raised right hand.
Additional themes: Military

"Xiang Lei Feng tongzhi xuexi–Mao Zedong" 向雷锋同志学习–毛泽东 [Learn from Comrade Lei Feng–Mao Zedong] 1973 February

Additional information
Publisher: Hunan Renmin chubanshe 湖南人民出版社 [Hunan People’s Publishing House]
Printer: Hunan sheng Xinhua yinshua chang 湖南省新华印刷厂 [Hunan Province Xinhua Print Factory]
Distributor: Hunan sheng Xinhua shudian 湖南省新华书店 [Hunan Province Xinhua Bookstore]
Description: The left side of the poster contains a portrait of Lei Feng wearing a fur cap. The right side is the text "向雷锋同志学习–毛泽东" (Learn from Comrade Lei Feng, Mao Zedong), printed in red in Mao’s handwriting.

"Xiang Lei Feng tongzhi xuexi" 向雷锋同志学习 [Learn from Comrade Lei Feng] 1983 August

Additional information
Artist: Wu Huamin 邬华敏
Publisher: Sichuan renmin chubanshe 四川人民出版社 [Sichuan People’s Publishing House]
Printer: Sichuan Xinhua yinshua chang 四川新华印刷厂 [Sichuan Xinhua Print Factory]
Description: Portrait of Lei Feng wearing his signature earflap hat and carries a rifle. Peonies fill the lower part of the poster. In the upper right hand corner, “向雷锋同志学习–毛泽东” (Learn from Comrade Lei Feng, Mao Zedong) is printed in gold in Mao’s handwriting.
"Lei Feng he shao xianduiyuan men" 雷锋和少先队员们 [Lei Feng and the Young Pioneers] 1965 March
Additional information
Description: Zhang Jun 张峻
Publisher: Liaoning meishu chubanshe 辽宁美术出版社 [Liaoning Fine Arts Publishing House]
Printer: Shenyang xinhua yinshua chang 沈阳新华印刷印刷厂 [Shenyang Xinhua Print Factory]
Description: Lei Feng hands a portrait of Mao to a boy, while other children look on

"Di san ci jianye wenhua geming dajun" 第三次检阅文化革命大军 [The third inspection of the great army of the Cultural Revolution] 1966 December
Additional information
Publisher: Renmin meishu chubanshe 人民美术出版社 [People's Fine Arts Publishing House]
Printer: Liaoning renmin meishu chubanshe chongyin, Dalian yinshua yichang yinzhi 辽宁人民美术出版社重印，大连印刷一厂印制 [Reprinted by Liaoning People's Arts Publishing House, Printed by Daliang Print Factory No. 1]
Description: A smiling Mao raises one hand and holds a cigarette in the other

"Xin zhong de taiyang yong bu luo" 心中的太阳永不落 [The sun in our hearts never sets] 1977 April
Additional information
Artist: Liu Chunhua 刘春华
Publisher: Beijing renmin chubanshe 北京人民出版社 [Beijing People's Publishing House]
Distributor: Beijing shi Xinhua shudian 北京市新华书店 [Beijing City Xinhua Bookstore]
Description: Portrait of Mao fading into a pink and yellow sunset, framed by sunflowers and a waterfall

"Jiang shan duoqiao" 江山多娇 [Jiangshan is so lovely] 1984 August
Additional Information
Artists: Chen Jiwu 陈继武, Chen Erlong 陈二龙

"Zhongnanhai zhi chun" 中南海之春 [Spring at Zhongnanhai]
Additional Information
Description: Portrait of Zhu De, Mao Zedong, Liu Xiaoqi, and Zhou Enlai on a red carpet outside of Zhongnanhai

"Engesi" 恩格斯 [Engels] 1992 April
Additional Information
Publisher: Renmin meishu chubanshe 人民美术出版社 [People's Fine Arts Publishing House]
Printer: Tianjin jian xin yinshua chang 天津建新印刷厂 [Tianjin Jian Xin Print Factory]
Distributor: Xinhua shudian zongdian Beijing faxing suo 新华书店总店北京发行所 [Xinhua Bookstore Main Office Beijing Distribution Agency]
Description: Portrait of Engels

"Engesi" 恩格斯 [Engels] 1992 April
General
Publisher: Renmin meishu chubanshe 人民美术出版社 [People's Fine Arts Publishing House]
Printer: Tianjin jian xin yinshua chang 天津建新印刷厂 [Tianjin Jian Xin Print Factory]
Distributor: Xinhua shudian zongdian Beijing faxing suo 新华书店总店北京发行所 [Xinhua Bookstore Main Office Beijing Distribution Agency]
Description: Portrait of Engels
"Tigao wenhua, xianxiandaihua, zhengguihua guofangjun qianjin!" [Towards a more civilized, modern and orderly national defense force--advance!] 1952 August

Additional Information

Artist: 虚德麟 Lu Delin Publisher: Jiefang jun huabao she 解放军画报社 [People’s Liberation Army Illustrated] Printer: Beijing meishu yinshua chang 北京美术印刷厂 [Beijing Fine Art Print Factory] Description: In the upper portion of the image, two men in PLA uniforms read books in front of a flag. The bottom portion of the poster is filled with images of army, navy, and airforce personnel and equipment.

"Gei diren yi huimiexing daji" 给敌人以毁灭性打击 [Deal the enemy a crushing blow] 1958 October

Additional Information

Editor/Publisher: Jiefang huabao she 解放画报社 [People’s Liberation Army Illustrated] Distributor: Xinhua shudian 新华书店 [Xinhua Bookstore] Description: Soldier with three mobile artillery vehicles

"Xi sha nü min bing" 西沙女民兵 [Paracel Islands women’s militia] 1975 April

General

Artist: 裴建华 Pei Jianhua Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House] Printer: Shanghai shi meishu yinshua chang 上海市美术印刷厂 [Shanghai Fine Art Print Factory] Distributor: Xinhua shudian 新华书店 [Xinhua Bookstore] Description: A woman carrying binoculars and rifle stands at a lookout point gazing out at the ocean, surrounded by seagulls

"Fenghuo tongnian" 烽火童年 [Beacon fire youth] 1977 July

General

Artist: 秦大虎 Qin Dahu Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House] Distributor: Xinhua shudian 新华书店 [Xinhua Bookstore] Description: In the foreground, two soldiers sit instructing a group of children. Two boys are holding small chalkboards, while a girl has scratched “carry out revolution” (革命到底, geming daodi) on the ground with a stick. In the background, more soldiers walk through a corn field.

"Laoji xue lei chou, jinwo shou zhong qiang" 牢记血泪仇, 紧握手中抢 [Always remember the blood, tears, and hate. Keep a tight grip on your gun] 1970 July

General

Creator: Nanjing dianying geming weiyuanhui 南京电影机械厂革命委员会 [Nanjing Film Equipment Factory Revolutionary Association] Publisher: Jiangsu sheng geming weiyuanhui chuban fazheng ju 江苏省革命委员会出版发行局 [Jiangsu Province Revolutionary Association Publishing and Distribution Office] Description: A man with a fierce expression holds a rifle in one fist and a jacket in the other. The background is a monochromatic image of civilians with improvised weapons overtaking two cowering men.

"Yuan chuan gui lai" 远航归来 [A ship returns from far away] 1975 August

General

Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House] Printer: Shanghai shi meishu yinshua chang 上海市美术印刷厂 [Shanghai Fine Art Print Factory] Distributor: Xinhua shudian 新华书店 [Xinhua Bookstore] Created by the publisher’s Nianhua Study Group (年画学习班) Description: A group of men wave from the deck of a ship
"Fengxue tie qi" 风雪铁骑 [Iron riders in a snowstorm] 1964 December
General
Artist: Zhang Biwu (consulting Comrade Namujile's photograph of the same name) 张碧梧作
(参考纳吉勒同志同名摄影作品) Publisher: Shanghai renmin meishu chubanshe
上海人民美术出版社 [Shanghai People's Fine Arts Publishing House] Printer: Zhonghua shuju
上海人民美术印刷局 [Zhonghua Book Company Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore
Shanghai Distribution Agency] Description: Image of two soldiers on horseback under a
snowy pine tree.

"Ku lian ying gongfu, zheng dang shen qiangshou" 苦练硬功夫，争当神枪手 [Train hard in martial
arts, strive to become an excellent shot] 1965 August
General
Artists: Chen Zhengming 陈政明, Chen Zhengzhi 陈政趾 Publisher: Shanghai renmin meishu
chubanshe 上海人民美术出版社 [Shanghai People's Fine Arts Publishing House] Description: A
group of men and women, mostly in civilian clothing, walk down a beach. Several are
wearing ammunition belts, carrying rifles, and have red ribbons pinned to their chests. Two
of the men are carrying targets and one holds a clipboard.

"Zhongguo renmin you zhiqi" 中國人民有志气 [The Chinese people are resolute] 1970 June
Additional Information
Created by: Shanghai di san yinshua chang ge wei hui zhenggong zu
上海第三印刷厂革委会政工组 [Shanghai No. 3 Print Factory Revolutionary Committee Political
Working Group]
Publisher: Shanghai shi chuban geming zuhui 上海市出版革命组会 [Shanghai City Publishers
Revolutionary Association]
Image description: A worker with a determined expression holds a blueprint. In the
background, uniformed workers carry banners.

"Zui keai de ren" 最可爱的人 [The most lovable person] 1988 August
Additional Information
Artist: Liu Xi 刘熹 Publisher: Renmin meishu chubanshe 人民美术出版社 [People's Fine Arts Publishing House]
Printer: Beijing jiaoyin er chang 北京胶印二厂 [Beijing No. 2 Offset Printing Factory]
Distributor: Xinhua shudian Beijing faxingsuo 新华书店北京发行所 [Xinhua Bookstore Beijing
Distribution Agency]
Image description: A man wearing a PLA uniform salutes with one hand and carries a bouquet
in the other, surrounded by doves and falling pink confetti. In the background, a flag
flies over a skyscraper.

"Xian hua song yingxiong" 鲜花送英雄 [Giving a hero fresh flowers] 1986 June
Additional Information
Artist: Qin Dahu 秦大虎 Publisher: Xiling Yinshe 西泠印社 [Xiling Engraver's Society]
Printer: Hangzhou Xinzhong caiyin chang 杭州新中彩印厂 [Hangzhou Xinzhong Color Print
Factory]
Distributor: Zhejiang sheng Xinhua shudian 浙江省新华书店 [Zhejiang Province Xinhua
Bookstore]
Image description: Two children are pictured with a man in a PLA uniform holding a handful
of blossoms in his right hand. Colorful balloons fall from the sky. In the background, boats pass on a canal.
Military Guide to the Chinese propaganda poster collection Mss 360

"Paohong Nüer jing" [Blasting Apart the Classic for Girls] 1975 August

Additional Information
Artist: Feng Youkang 冯有康
Publisher: Shanghai renmin meishu chubanshe 上海人民美术出版社 [Shanghai People's Fine Arts Publishing House]
Printer: Shanghai shi yinshua yi chang 上海市印刷一厂 [Shanghai Print Factory No. 1]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Image description: A group of women stand around a chalkboard, which is propped in front of a mobile artillery vehicle. The women wear ammunition belts and have vegetation (i.e. as is worn by soldiers for camouflage) on their heads, and two of the women are holding artillery shells. One woman is holding a flag and a piece of paper, another a notebook and pen, and one is writing on a chalkboard. The chalkboard reads 'Military training for strengthening the dictatorship of the proletariat' (为巩固无产阶级专政练兵) and "Blowing up The Classic for Girls" (A Confucian text that offers moral instructions for young women; 炮轰《女儿经》). In the background, sailboats float in a harbor, and another group of seated soldiers is visible.

"Suishi zhunbei ba diren maizang zai haiyang" [Always be ready to bury the enemy at sea] 1958 October

Additional Information
Publisher: Jiefang jun huabao she 解放军画报社 [PLA Illustrated]
Distributor: Xinhua shudian 新华书店 [Xinhua Bookstore]
Image description: A sailor stands in front of a gun turret, holding a rifle

"Suishi zhunbei jianmei ren qin zhi di" [Always be ready to annihilate invading enemies of the people] 1970

General
Artists: Xie Linghu 谢令虎 and Qin Tianjian 秦天建
Created as a collaboration between Xian guoying hongqi jijie chang jun xuan dui ge wei hui 西安国营红旗机械工厂军宣队革委会 [Xian National Hongqi Machine Factory Military Propaganda Team and Revolutionary Association] and Xi'an meishu xueyuan 西安美术学院 [Xi'an Fine Arts Academy]
Publisher: Shanxi renmin chuban she 陕西人民出版社 [Shaanxi People's Publishing House]
Image: Two soldiers hold rifles, superimposed on a panoramic background of workers and PLA soldiers

"Geming junren gege yao laoji san da ji" 革命军人个个要牢记 三大纪律八项注意 [Each revolutionary soldier should keep the “Three rules of discipline and eight points of attention” firmly in mind] 1972

Additional Information
Created by the Shanxi jichuang chang ge wei hui 陕西机床厂革委会 [Shaanxi Machine Tools Plant Revolutionary Committee]
Publisher: Shanxi renmin chuban she 陕西人民出版社 [Shaanxi People's Publishing House]
Description: A soldier gestures in front of a red background (which is filled with a monocromatic image of more PLA soldiers)
"Shanshan hongxing chuan wan dai" [Pass down the shining red star through ten thousand generations] 1975 October

Additional Information
Artist: Ma Yaohua 马耀华
Publisher: Henan renmin chuban she 河南人民出版社 [Henan People’s Publishing House]
Printer: Xinyang shi yinshua chang 信阳市印刷厂 [Xinyang City Print Factory]
Distributor: Henan sheng Xinhua shudian 河南省新华书店 [Henan Province Xinhua Bookstore]
Description: A girl cuts out a star with a pair of scissors while another child looks on. A poster showing a young boy in a PLA uniform with the caption "Shining red star" (Shanshan de hongxing 闪闪的红星) can be seen hanging on the wall behind the children.

"Huangpu jiang shang yi tang ke" [A class meets on the Huangpu River] 1975 April

Additional Information
Artists: Zhou Butian 周补田 and Gan Changlin 甘长霖
Agency: Zhongguo renmin jiefang jun haijun moubu houqin bu 中国人民解放军海军某部后勤部 [PLA Navy Logistics Division]
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House]
Printer: Shanghai shi meishu yinshua chang 上海市美术印刷厂 [Shanghai Fine Art Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: On the deck of a ship, a group of sailors sit in folding chairs with intent expressions, listening to an older man who is gesturing with his index finger and looking into the distance. Three artillery shells rest on a table with a red table cloth behind the man who is lecturing.

"Wei gonggu wuchan jieji zhuanzheng zhangang fangshao" [To secure the dictatorship of the proletariat, stand guard and keep watch] 1975 November

Additional Information
Artists: Gao Quan 高泉 and Wang Fuxiang 王福祥
Agency: Tianjin shi minbing zhihuibu 天津市民兵指挥部 [Tianjin People’s Militia Headquarters]
Publisher: Tianjin renmin meishu chuban she 天津人民美术出版社 [Tianjin People’s Fine Arts Publishing House]
Printer: Tianjin renmin meishu chubanshe yinshua chang 天津人民美术出版社印刷厂 [Tianjin People’s Fine Arts Publishing House Print Factory]
Distributor: Tianjin shi xinhua shudian 天津市新华书店 [Tianjin City Xinhua Bookstore]
Description: A woman with determined expression stands on a pier, wearing a Tianjin Militia uniform and carrying a rifle.

"Yuan chuan gui lai" [A boat returns from far away] 1975 August

"Xue baba yang" [Learning to be like Dad] 1988 July

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New Year’s and Decorative Posters

"She buwan gongshe yi pian chun" [The camera can’t do justice to spring on the commune] November 1974

Additional Information
Artist: Ye Dechang 叶德昌
Publisher: Hubei renmin chubanshe 湖北人民出版社 [Hubei People’s Publishing House]
Printer: Liulingsan chang 六〇三厂 [Factory 603]
Distributor: Hubei sheng Xinhua shudian 湖北省新华书店 [Hubei Province Xinhua Bookstore]
Image description: A group of workers, one holding a camera, stand on a raised platform, surrounded by flowers and mountain scenery.
“Tan jiejie” 探姐姐 [Visiting an older sister] 1978 June

Additional information
General: Li Jianhua 李建华
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House]
Printer: Shanghai shi yinzhi jiu chang 上海市印刷九厂 [Shanghai No. 9 Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: A smiling girl stands in a rice paddy, holding bundles of rice seedlings in both hands. One of her sandals is halfway off, and a bookbag lies on the ground nearby.

“Jin se de quan” 金色的泉 [A golden stream] 1987 June

Additional information
Artist: Zhang Wancheng 张万臣
Publisher: Liaoning meishu chubanshe 辽宁美术出版社 [Liaoning Fine Arts Publishing House]
Printer: Shenyang xinhua yinshua chang 沈阳新华印刷印刷厂 [Shenyang Xinhua Print Factory]
Distributor: Liaoning sheng xinhua shudian 辽宁省新华书店 [Liaoning Province Xinhua Bookstore]
Image description: Smiling children play in a pile of corn. In the background, two women pour baskets of corn into a corn sheller, which shoots the kernals into the pile.

“Xi you shui chang gong” 喜游水晶宫 [Swimming happily to the Crystal Palace] 1981 June

Additional information
Artist: Chen Baowan 陈宝万
Publisher: Renmin meishu chubanshe 人民美术出版社 [People’s Fine Arts Publishing House]
Printer: Liulingsan chang 六〇三厂 [Factory 603]
Distributor: Xinhua shudian Beijing faxing suo 新华书店北京发行所 [Xinhua Bookstore Beijing Distribution Agency]
Description: A group of smiling children look out of an underwater vessel, surrounded by fish and other sea life.

“Mao fu dasao” 富大嫂 [Prosperous women] 1986 September

Additional Information
Artist: Zhang Dehou 张德后
Publisher: Anhui meishu chubanshe 安徽美术出版社 [Anhui Fine Arts Publishing House]
Printer: Anfei Xinhua yinshuachang 合肥新华印刷厂 [Anfei Xinhua Print Factory]
Bookstore: Anhui sheng xinhua shudian 安徽省新华书店 [Anhui Province Xinhua Bookstore]
Image description: Two smiling women stand together, framed by clusters of peaches and flying birds. One of the women holds a newspaper while the other examines some flowers.

“Kongque kaibing xingfu lai” 孔雀开屏幸福来 [The peacock spreads its tail and blessings arrive]

Additional Information
Artist: Xin Kongliang 忻孔良
Publisher: Shanghai renmin meishu chubanshe 上海人民美术出版社 [Shanghai People’s Fine Arts Publishing House]
Printer: Shanghai shi yinzhi er chang 上海市印制二厂 [Shanghai No. 2 Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Image description: A baby rides on a peacock’s back, holding a rose and surrounded by butterflies and peonies.
“Feng xue song qinren” [Seeing off relatives in a snowstorm] 1974 July
Additional Information
Artist: Cui Xiang 崔翔
Publisher: Liaoning renmin chubanshe [Liaoning People’s Publishing House]
Printer: Shenyang xinhua yinshua chang [Shenyang Xinhua Print Factory]
Distributor: Liaoning sheng xinhua shudian [Liaoning Province Xinhua Bookstore]
Description: A young woman, an old woman and a young child wearing thick winter clothing walk along a dock

“Xiaoxiao chuanmo jia” [The little model plane builder] 1987 September
Additional Information
Artist: Chen Jinwan 陈金万
Publisher: Shanghai renmin chuban she [Shanghai People’s Publishing House]
Printer: Shanghai shi yinzhi yi chang [Shanghai City No. 1 Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo [Xinhua Bookstore Shanghai Distribution Agency]
Image description: A child wearing a red hat and shorts lies on his stomach, surrounded by a model airplanes, roses, and a puppy.

“Jitihu de chuxi zhi ye” [New Year’s Eve at the cooperative household] 1977 June
Additional Information
Artist: Xia Zhenping 夏振萍
Publisher: Renmin meishu chubanshe [People’s Fine Arts Publishing House]
Printer: Beijing renmin yinshua chang [Beijing People’s Publishing House]
Distributor: Xinhua shudian Beijing faxing suo [Xinhua Bookstore Beijing Distribution Agency]
Image description: A group of smiling people stand in a room decorated with New Year’s posters and wall hangings. In the foreground, a woman writes New Year’s couplets next to a table of fruit and nuts and a steaming kettle. In the background, a woman with a medical bag comes in from the snow through a curtain covering the door.

"Feng shou mang" [Busy with a bumper harvest] General
Artist: Qin Yongqin 秦永春
Publisher: Renmin meishu chubanshe [People’s Fine Arts Publishing House, reprinted by Henan renmin chuban she [Henan People’s Publishing House]
Description: Three children stand on a pile of huge ears of corn
“Lyu tao longmen” 鲤鱼跳龙门 [A carp leaps over the Dragon’s Gate] 1988 June

Additional Information

Artist: Liu Zhongfu 柳忠福
Publisher: Hebei meishu chuban she 河北美术出版社 [Hebei Fine Arts Publishing House]
Printer: Hebei Xinhua yinshua er chang 河北省新华印刷二厂 [Hebei Xinhua No. 2 Print Factory]
Distributor: Hebei sheng Xinhua shudian 河北省新华书店 [Hebei Province Xinhua Bookstore]
Description: An enormous red carp leaps over a gate with a waterfall flowing underneath it labeled “dragon’s Gate.” In the foreground, two babies riding dragons hold a banner that reads “祝您成才” (Best wishes for your achieving success). The image refers to the myth that a carp that jumps over the Dragon’s Gate, a gate on top of a waterfall that cascades down a legendary mountain, will turn into a dragon, a metaphor for upward mobility against the odds.

“Fusi yinmen” 福寿盈门 [May happiness and longevity fill the house]

Additional Information

Artists: Jing Zhilong 景志龙  and Qiu Chen 秋晨
Publisher: Sichuan meishu chubanshe 四川美术出版社 [Sichuan Fine Arts Publishing House]
Printer: Sichuan sheng yinshua zhiban zhongxin 四川省印刷制版中心 [Sichuan Province Printing and Platemaking Center]
Distributor: Sichuan sheng Xinhua shudian 四川省新华书店 [Sichuan Province Xinhua Bookstore]
Description: Image of the god of longevity, accompanied by children, peaches, bats, and peonies

“Kuaile de huoban ” 快乐的伙伴 [Happy companions] 1982 September

Additional Information

Artist: Liang Renling 梁任岭
Publisher: Lijiang chuban she 漓江出版社 [Li River Publishing House]
Printer: Naning shi shangbiao yinshuachang 南宁市商标印刷厂 [Nanning City Trademark Print Factory]
Distributor: Guangxi xinhua shudian 广西新华书店 [Guangxi Xinhua Bookstore]
Description: A girl poses next to a large, colorful ball. Next to her, a panda rides a tricycle. A monkey wearing a yellow shirt balances on the panda’s back.

“Wawa xi (Lu hua dang)” 娃娃戏 (芦花荡) [Baby Opera (Lu hua dang)] August 1983

Additional Information

Artist: Yao Youzhang 姚佑章
Publisher: Tianjin renmin meishu chubanshe 天津人民美术出版社 [Tianjin People’s Fine Arts Publishing House]
Printer: Tianjin meishu yinshuachang 天津美术印刷厂 [Tianjin Fine Art Print Factory]
Distributor: Tianjin shi Xinhua shudian 天津市新华书店 [Tianjin City Xinhua Bookstore]
Description: Image of three toddlers dressed in opera costumes, including fake beards, headresses, and prop weapons.
“Caoyuan xiao jiaoshou” 小草原小跤手 [Little acrobats of the grassland] 1991 August

Additional Information
Artist: Zhao Sulan 赵素岚
Editor: Ma Dongyuan 马东源
Publisher: Neimenggu renmin chuban she 内蒙古人民出版社 [Inner Mongolia People’s Publishing House]
Printer: Neimenggu Xinhua yinshuachang 内蒙古新华印刷厂 [Inner Mongolia Xinhua Print Factory]
Distributor: Neimenggu Xinhua shudian 内蒙古新华书店 [Inner Mongolia Xinhua Bookstore]
Description: Two boys wearing elaborate costumes including necklaces decorated with ribbons stomp their feet. The background contains images of doves, balloons, and a building decorated with a horse statue.
Additional themes: ethnic minorities

“Gua xiang guo tian xi feng shou (yi), gua xiang guo tian xi feng shou (er)” [Part 1]
瓜香果甜丰收（一），瓜香果甜丰收（二） [The melons are fragrant and the fruit is sweet, a happy bumper harvest (one), The melons are fragrant and the fruit is sweet, a happy bumper harvest (two)]

General
Artists: Jia Shijing 贾世经, Wang De 王德
Publisher: Shanghai renmin meishu chubanshe 上海人民美术出版社 [Shanghai People’s Fine Arts Publishing House]
Printer: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: In the left panel, a woman holds a melon; other workers harvest melons in the background. In the right panel, a woman harvests peaches. Other workers sort peaches and load them into a truck.

“Gua xiang guo tian xi feng shou (san), gua xiang guo tian xi feng shou (si)” [Part 2]
瓜香果甜丰收（三），瓜香果甜丰收（四） [The melons are fragrant and the fruit is sweet, a happy bumper harvest (three), The melons are fragrant and the fruit is sweet, a happy bumper harvest (four)]

Additional Information
Artists: Jia Shijing 贾世经, Wang De 王德
Publisher: Shanghai renmin meishu chubanshe 上海人民美术出版社 [Shanghai People’s Fine Arts Publishing House]
Printer: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: In the left panel, a holds a persimmon and carries a basket of persimmons against her hip. In the right panel, a woman carries a basket of lychees on her shoulder.

“Xiaoxiao muyou xi” 小小木偶戏 [The small puppet show]

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"Dagan shehui zhuyi youli, dagan shehui zhuyi yougong, dagan shehuizhuyi guangrong" 大干社会主义有理, 大干社会主义有功, 大干社会主义光荣 [Putting socialism into action is reasonable. Putting socialism into action is effective. Putting socialism into action is glorious.] 1977 July

Additional information
Artist: Jiang Zhenli 蒋振立
Publisher: Guangxi renmin chubanshe 广西人民出版社 [Guangxi People's Publishing House]
Distributor: Guangxi xinhua shudian 广西新华书店 [Guangxi Xinhua Bookstore]
Description: In the foreground, a smiling woman stands next to a tractor. Above are images of a nurse and a metal worker.

"Wei geming keku xuexi" 为革命刻苦学习 [Study hard for the revolution]

Additional information
Artist: Wu Jian 吴建
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People's Publishing House]
Printer: Shanghai shi yinzhi qi chang 上海市印制七厂 [Shanghai No. 7 Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: A person in a factory uniform gazes into the distance, holding a copy of Lie Ning’s book Nation and Revolution and a red pencil

"Dizhen bu zu wei, renmin ding sheng tian" 地震不畏, 人民定胜天 [An earthquake cannot frighten us, the people will be victorious over fate]

Additional information
Publisher: Dizhen chuban she 地震出版社 [Earthquake Publishing House]
Description: In the foreground, a man with a determined expression and his mouth open holds one arm up, and holds a volume of selected works of Mao Zedong to his chest with the other. In the background, a group of people build a house. Another group of people carry a "double happiness" poster and a banner which says "The people will be victorious over fate" (人定胜天, ren ding sheng tian).
Themes: Earthquake preperation and disaster relief

"Shenru pi Lin pi Kong, jianding zou yu gong nong xiang jiehe de daolu" 深入批林批孔, 坚定走与工农相结合的道路 [Deeply engage in "Criticizing Lin, Criticizing Confucius," steadfastly follow the path of joining with workers and peasants] 1975 May

Additional information
Artist: Chen Tiequan 陈铁全
Publisher: Sichuan renmin chubanshe 四川人民出版社 [Sichuan People's Publishing House]
Printer: Sichuan Xinhua chubanshe yinshua chang 四川新华出版社印刷厂 [Sichuan Xinhua Print Factory]
Distributor: Sichuan sheng Xinhua shudian 四川省新华书店 [Sichuan Province Xinhua Bookstore]
Description: A young woman carrying a bookbag raises one fist and holds a newspaper her other hand. In the background, groups of protestors wave flags. Another group of people are writing and hanging posters.
Associated campaign: Pi Lin pi Kong 批林批孔 [Criticize Lin, Criticize Confucius]
“Jinxing yici sixiang he zhengzhi luxian fangmian de jiaoyu” 进行一次思想和政治路线方面的教育
[Carry out educational activities on ideology and political topics] 1972 June

Additional information
Agency: Heilongjiang Beian tielu jiwuduan [Heilongjiang Beian Railroad Locamotive Depot]
Publisher: Renmin meishu chubanshe [People’s Fine Arts Publishing House]
Description: A smiling man holds a rolled up copy of Hongqi magazine. He gestures towards the lyrics and music of the national anthem, which are displayed behind him.

“Jiaoyu geming jie shuoguo. Xin xing daxue yu xin ren”  教育革命结硕果 新型大学育新人
[Revolutionizing education has yielded great fruit. The new model of higher education produces new people.] 1976 June

Additional information
Artist: Guan Mansheng [关满生]
Agency: Lundu shajiekou xuanquan zhan [Lundu City Shahekou District Propoganda Center]
Publisher: Renmin meishu chubanshe [People’s Fine Arts Publishing House]
Printer: Zhongguo qingnian chubanshe yinshua chang [China Youth Publishing House Print Factory]
Distributor: Xinhua shudian Beijing faxing suo [Xinhua Bookstore Beijing Distribution Agency]
Description: A group of three people, two wearing hard hats, crouch on a loading dock. One points into the distance and the others gaze in the direction of his gesture.

“Wu, zunjizi zunfa, lianjie fenggong, yanhe zhixing guizhang zhidu” 五，遵纪遵法，廉洁奉公，严格执行规章制度
[Five, Respect law and order, serve the public with integrity, and strictly implement the regulatory system] 1983 January

Additional information
Artist: Tang Baoshan [唐宝山]
Publisher: Renmin meishu chubanshe [People’s Fine Arts Publishing House]
Printer: Renmin meishu chubanshe yinshua chang [People’s Fine Arts Publishing House Print Factory]
Distributor: Xinhua shudian Beijing faxing suo [Xinhua Bookstore Beijing Distribution Agency]
Description: A smiling man wearing a security guard uniform, walks his bike through a gate. He holds up his employment ID in one hand. There are a line of other people behind him, including a woman with a pink purse who is checking her watch. Cyclists ride by in the background.

“Relie huanhu ‘Si jie ren da’ shengli zhaokai” 热烈欢呼“四届人大”胜利召开 [Ardently cheer on the successful convening of the 4th National People’s Congress!] 1974 November

Additional information
Artist: Li Enhe 李恩合 and Wang Baosen 王宝森
Publisher: Hebei renmin chuban she [Hebei People’s Publishing House]
Printer: Hebei renmin meishu yinshua chang [Hebei People’s Fine Arts Printing Factory]
Distributor: Hebei sheng Xinhua shudian [Hebei Province Xinhua Bookstore]
Description: An image of a group of people smiling and waving bouquets is superimposed on an image of the Great Hall of the People.
“Zu guo de haigang” 祖国的海港 [The ports of the motherland] 1964 August
Additional information
Artist: Chen Qiang 陈强
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People's Publishing House]
Printer: Huayi yinshua chang 华一 印刷厂 [Huayi Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Description: A group of school children are led around a shipyard by a uniformed worker

“Zhi zai nong cun, songzi wu nong” 志在农村, 送子务农 [Aspire towards the village, sending a son to be a farmer]
Additional information
Description: In the left panel, a rural family holds gifts and an award plaque; on the right panel, a woman waves while a young man and girl hold luggage and gifts

“Wo ai wo de zu guo” 我爱我的祖国 [I love my ancestral country] 1986 July
Additional information
Artist: Li Shan 李善
Publisher: Chongqing chubanshe 重庆出版社 [Chongqing Publishing House]
Printer: Chongqing Xinhua yinshuachang 重庆新华印刷厂 [Chongqing Xinhua Print Factory]
Distributor: Chongqing Xinhua shudian Chongqing faxingsuo 重庆新华书店重庆发行所 [Chongqing Xinhua Bookstore Chongqing Distribution Agency]
Description: A girl ties a red scarf around her neck. In the background, a Chinese flag is superimposed on an image of the Great Wall.

“Ba qing chun xian gei zu guo ” 把青春献给祖国 [Offer your youth to your ancestral country] 1953 October
Additional information
Artist: Zhu Ruqiao 諸如樵
Description: Two women carrying survey equipment stand in a snowy mountain landscape

“Jianjue wangcheng yi jiu wu san nian de weida renwu” 坚决完成一九五三年的伟大任务 [Firmly resolve to accomplish the great tasks of 1953] 1953 April
Additional information
Artist: Li Binghong 黎冰鴻
Description: A man wearing a Zhongshan suit raises his hand. The background of the image is divided into three horizontal panels, which show soldiers throwing hand grenades, industrial machinery, and people voting.

“Xuehao benling jianshe zuguo” 学好本领建设祖国 [Learn skills to build up your ancestral country] 1953 September
Additional information
Artist: Yu Yunjie 俞雲階
Description: A young boy holds a red book and looks into the distance. In the background, a similar looking young man (i.e. his future self) holds a blueprint and stands in an industrial setting (possibly an oil rig).
"Yonghu xianfa, weihu xianfa" 擁護憲法，維護憲法 [Support the constitution, safeguard the constitution] 1954 September

Additional information
Artist: Tao Mouji 陶謀基
Description: A young man with a fierce expression holds a copy of the constitution against his chest with one hand, while aiming his other fist at a group of fleeing cartoon villains. At the bottom of the poster, text reads: “The entirety of the people and all national institutions must handle their affairs in accordance with the constitution, and furthermore struggle against all behaviors which damage or destroy the constitution.” (全體人民和一切國家機關都要按照憲法辦事，並和一切破壞或損害憲法的行爲作鬥爭。)

"Wei weida lingxiu Mao zhuxi zhengguang, wei weida shehui zhuyi zuguo zhengguang" 为伟大领袖毛主席争光，为伟大社会主義祖国争光 [Win glory for the great leader, Chairman Mao. Win glory for the great socialist homeland.]
General
Created by: Zhongyang Gongyi meishu xueyuan 中央工藝美术学院 [Central Academy of Craft Art]
Description: A metal worker holds up a red book of Mao’s selected sayings. More cheering workers are visible in the background.

"Nao hui zuguo, fangyan shijie" 脳怀祖國,放眼世界 [Keep your ancestral country in your heart, and the whole world in mind]

Additional information
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House]
Distributor: Zhongguo guoji shudian 中國國际书店 [China International Bookstore]
Description: A dock worker hoists a wooden crate. The title of the poster is printed in English, French, and German as well as Chinese.

"Relie qingzhu Ningxia Huizu zizhiqu chengli ershi zhounian" 热烈庆祝宁夏回族自治区成立二十周年 [Enthusiastically celebrating the twentieth anniversary of the establishment of the Ningxia Hui Autonomous Region] 1978 August

"Zhongguo renmin you zhiqi" 中國人民有志气 [The Chinese people are resolute] 1970 June

General
Created by: Shanghai di san yinshua chang ge wei hui zhenggong zu 上海第三印刷厂革委会政工组 [Shanghai No. 3 Print Factory Revolutionary Committee Political Working Group]
Publisher: Shanghai shi chuban geming zuhui 上海市出版革 命组会 [Shanghai City Publishers Revolutionary Association]
Description: A worker with a determined expression holds a blueprint; behind him people dressed in workers uniforms carry red banners

"Tuichu zhengzhi wu xiang yuanze" 突出政治五項原則 [Foreground the five principles of politics] 1957

Additional Information
Description: Three PLA soldiers with serious expressions stand in the foreground. In the background, soldiers wearing various kinds of international garb (e.g. a keffiyeh, a sombrero, etc.) rush over a curved grid (implying the surface of the globe)
Themes: Five Principles of Peaceful Coexistence, Internationalism
"Duli zizhu zili geng sheng ba wo guo jianshe chengwei de shehui zhuyi guojia"
独立自主自立更生把我国建设成为强大的社会主义国家 [Independence, autonomy, and self-reliance build my country into a stronger socialist nation] 1977 March

Additional Information
Created by: Xinjin xia nongmin xuanzhu hua chuanyue uexi ban
新金县农民宣传画创作学习班 [Xijin County Peasant Propaganda Poster Creation Study Group]
Publisher: Tianjin renmin meishu chubanshe 天津人民美术出版社 [Tianjin People’s Fine Arts Publishing House]
Printer: Tianjin shi jian xin yinshuachang 天津市健新印刷厂 [Tianjin City Jianxin Print Factory]
Distributor: Tianjin Xinhua shudian 天津新华书店 [Tianjin Xinhua Bookstore]

oversize-folder 13 Sanitation and Disease Control

"Gaohao yinshi weisheng yufang changdao zhanran bing" 搞好饮食卫生预防肠道传染病 [Practice good food hygiene to prevent gastrointestinal infections]

Additional information
Created by: Jinan shi aiguo weisheng yundong weiyuan hui, Jinan she weisheng fangyi zhan 济南市爱国卫生运动委员会，济南市卫生防疫站 [Jinan Patriotic Sanitation Campaign Committee, Jinan Sanitation and Disease Control Center]
Description: A woman wearing a white uniform stands behind a tray of bread, lifting one piece with a pair of tongs. The image is captioned "认真执行卫生五五制，把住病从口入关" (Earnestly practice the 'Hygiene Five Fours Plan,' keep germs from entering through the mouth). The upper portion of the poster contains four illustrated panels. The first shows a man wearing an apron, cap, and sanitary sleeve covers weighing fish while a woman and girl look on. It is captions "不买不卖腐烂变质食品" (Do not buy or sell rotten or spoiled food). The second shows a man moving ingredients onto a plate from a cutting board labeled "raw." It is captioned "生熟严格分开" (Strictly separate raw and cooked). The third panel shows a girl or young woman holding a basket of white dishes which are emitting steam. It is captioned "食具买行消毒" (Implement sterilization of tablewear). The fourth illustration shows two people standing over a wash basin; one is buttoning the jacket of a white uniform. It is captioned "搞好环境和个人卫生" (Maintain a hygienic environment and good personal hygiene).

"Jiji yufang huixi dao ganran bing" 积极预防呼吸道传染病 [Be proactive in preventing respiratory tract infections]

Additional information
Artist: Wang Huaiqi 王怀琪
Agency: Shijiazhuang shi weisheng fangyi zhan 石家庄市卫生防预站 [Shijiazhuang Sanitation and Epidemic Prevention Center]
Description: A girl wearing a purple sweater holds a basketball. Behind her, panels illustrate children demonstrating various practices for preventing respiratory infections.
"Xin lai de tuolaji shou" 新来的拖拉机手 [The newly-arrived tractor operator] 1963 September

Additional Information
Artist: Li Mubai 李慕白
Publisher: Shanghai renmin meishu chubanshe 上海美术上海人民出版社 [Shanghai People's Fine Arts Publishing House]
Printer: Shanghai shi yinzhi yi chang 上海市印制一厂 [Shanghai City No. 1 Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 [Xinhua Bookstore Shanghai Distribution Agency]
Image description: A young woman with pigtails leans against a tractor, wiping sweat from her face with a towel and fanning herself with her hat. She looks up at another young woman who is standing in the tractor.

"Nü qiao gong" 女桥工 [Women bridge builders] 1974 July

Additional information
Artist: Zheng Xinmin 郑新民
Publisher: Heilongjiang remin chubanshe 黑龙江人民出版社 [Heilongjiang People's Publishing House]
Printer: Heilongjiang xinhua yinshua chang 黑龙江新华印刷厂 [Heilongjiang Xinhua Print Factory]
Distributor: Heilongjiang sheng xinhua shudian 黑龙江省新华书店 [Heilongjiang Province Xinhua Bookstore]
Description: Two smiling women wearing boots and harnesses stand on a scaffolding over a river

"Maiyan" 海燕 [The Petrel] 1976 April

Additional information
Artist: Zhang Enjie 张恩杰
Publisher: Hebei renmin chuban she 河北人民出版社 [Hebei People's Publishing House]
Printer: Hebei renmin meishu yinshua chang 河北人民美术印刷厂 [Hebei People's Fine Art Publishing House]
Distributor: Hebei sheng xinhua shudian 河北省新华书店 [Hebei Province Xinhua Bookstore]
Image description: The all-woman crew of The Petrel, a fishing boat, waves and cries out from the deck. The deck is covered in fish.

"Qingchun hong si huo (youhua)" 青春红似火 (油画) [The youth are red like fire (Oil painting)] 1975 November

General
Artist: Liu Qing 柳青
Publisher: Renmin meishu chubanshe 人民美术出版社 [People's Fine Arts Publishing House]
Printer: Beijing jiaoyin chang 北京胶印厂 [Beijing Offset Printing Factory]
Distributor: Xinhua shudian Beijing faxing suo 新华书店北京发行所 [Xinhua Bookstore Beijing Distribution Agency]
Image description: A woman operates the controls in a foundry operations room. In the background molten metal pours out of a crucible.
"Wei ren min fu wu shi wu yuan de” 为人民服务是无限的 [Serving the people has no boundaries] 1975 September

Additional Information
Artist: Ning Shizhong 宁世忠
Agency: Shanghai haiyun Ju chang zheng lun 上海海运局局长征轮
Publisher: Shanghai renmin chuban she 上海人民出版社 [Shanghai People’s Publishing House]
Printer: Shanghai shi yinzhi wu chang 上海市印制五厂 [Shanghai No. 5 Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 Xinhua Bookstore Shanghai Distribution Agency
Description: A young woman wearing a service worker uniform stands in the sleeping quarters of a passenger ship. She is carrying a bag of magazines and is holding up a copy of Red Flag in one hand, and holding a hot water kettle in the other. Behind her, smiling passengers read magazines.

"Zhu ren wei le” 助人为乐 [To help others is happiness] 1979 January

Additional Information
Artist: Zhou Jianzhe 周建志
Agency: Lüda shi wenxue yishu guan 旅大市文学艺术馆 [Lüda City Literature and Art Office]
Publisher: Shanghai jiaoyu chubanshe 上海教育出版社 [Shanghai Education Publishing House]
Printer: Shanghai shi yinzhi jiu chang 上海市印制九厂 [Shanghai No. 9 Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 Xinhua Bookstore Shanghai Distribution Agency
Description: An elderly person and a young girl with pigtails and a red scarf stand in the foreground. In the background, a child wearing a red scarf leads a group of smaller children across the street.

"Shancun nü jiaoshi” 山村女教师 [A mountain village's woman teacher] 1973 September
"Qing kong zhan chi” 晴空展翅 [Spread your wings in the open sky] 1976 September
"Nongye jishuyuan” 农业技术员 [An agricultural technologist] 1978 November

Additional Information
Artist: Zhao Shuping 赵淑萍

"Chu chu wei sheyuan zhao xiang” 处处为社员着想 [In every way, be considerate of fellow commune members] 1978 June

Additional Information
Artists: Huo Yunqing 霍允庆 and Fu Guoqing 傅国庆
Publisher: Shanghai renmin meishu chubanshe 上海人民美术出版社 [Shanghai People’s Fine Arts Publishing House]
Printer: Shanghai shi haifeng yinshua chang 上海市海峰印刷厂 [Shanghai City Haifeng Print Factory]
Distributor: Xinhua shudian Shanghai faxing suo 新华书店上海发行所 Xinhua Bookstore Shanghai Distribution Agency
Description: Two women wearing aprons stand in a service kiosk. One of the women waves a towel above her head.