



## **WESTERN FRONT ASSOCIATION**

### **SCHOOLS' AUTUMN COMPETITION 2023**

#### **SELL, SELL, SELL – ADVERTISING IN THE FIRST WORLD WAR**

**A project with prizes. Open to students 12-14 years old.  
Closing date – 3 November 2023**

Manufacturers were as keen to sell their products a hundred years ago as they are today and advertisements from that time can tell us a lot about how people lived and about what the war made them think they wanted or needed.

To enter this competition, you first need to look at the examples of advertisements that appeared as posters or in newspapers and magazines between 1914 and 1918. Think about:

- **WHAT** sort of things are being advertised?
- **WHY** might these things be considered important in wartime?
- **WHO** do the advertisers want to get to buy these things?
- **HOW** do they try to persuade people to buy them?

You should then create your own wartime advertisement in words (you may have noticed that some of these advertisements have A LOT of words) or pictures or a combination of both. They can be in colour or black and white.

Entries must fit on one A4 sheet (or digital equivalent). Make sure your name, age and school are clearly visible.

Entries should be submitted by a teacher and should be in Jpeg or Word format with no expiration date. By entering consent is given to students' work being shared on the Western Front Association website, social media and publications. They should be sent to [education@westernfrontassociation.com](mailto:education@westernfrontassociation.com) by 5 November.

Winners will receive a book and certificate, runners up will receive certificates. Winner's schools will be invited to take part in a ballot for an invitation to the Western Front Association's Service of Remembrance at the Cenotaph on Armistice Day, 11 November.

## NOTES FOR TEACHERS:

It is envisaged that this project will take one lesson and one homework.

Please download the PowerPoint from the WFA website 'Sell, Sell, Sell' promotional page . if you wish, and select the images you'd like your students to discuss, as a class or in groups, in preparation for creating their own advertisements.

*N.B. One slide features cigarette adverts. It has been included as an interesting example of how attitudes change – in this period they were even prescribed by doctors for “nerves” and for chest congestion. However, if you do not think this topic is appropriate for your students, please remove it.*

Short articles offering further reading about this topic are here:

<https://www.bbc.co.uk/news/magazine-30115533>

<https://gm1914.wordpress.com/2016/10/20/exploring-newspaper-advertisements-from-wwi-manchester-evening-news-1917/>

Pocketbook Patriotism: Advertising and the  
First World War | LSU Libraries News & Notes  
lib.lsu.edu

<https://www.bl.uk/world-war-one/articles/commercial-advertising-as-propaganda>