



The Huns Have Got My Gramophone!: Advertisements from the Great War

By Amanda-Jane Doran, Andrew McCarthy

The Bodleian Library. Hardback. Book Condition: new. BRAND NEW, The Huns Have Got My Gramophone!: Advertisements from the Great War, Amanda-Jane Doran, Andrew McCarthy, Fountain-Pens - The Super-Pen for Our Super-Men Ladies! Learn To Drive! Your Country Needs Women Drivers! Do you drink German water? When Britain declared war on Germany in 1914, companies wasted no time in seizing the commercial opportunities presented by the conflict. There was no radio or television. The only way in which the British public could get war news was through newspapers and magazines, many of which recorded rising readerships. Advertising became a new science of sales, growing increasingly sophisticated both in visual terms and in its psychological approach. This collection of pictorial advertisements from the Great War reveals how advertisers were given the opportunity to create new markets for their products and how advertising reflected social change during the course of the conflict. It covers a wide range of products, including trench coats, motor-cycles, gramophones, cigarettes and invalid carriages, all bringing an insight into the preoccupations, aspirations and necessities of life between 1914 and 1918. Many advertisements were aimed at women, be it for guard-dogs to protect them while their husbands were away, or...



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-- **Dr. Cordie Upton III**

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