

POSTERS IN HISTORY

Did you know that posters are used by many large companies to advertise the products they want to sell? How many times have you seen advertising on large billboards along the freeway? **A billboard is really just a large poster.** Watch for billboards next time you're out for a drive. Usually a billboard has a visual image combined with a few words just like the posters Peter and Sarah made. If a billboard is trying to sell something, the message will be catchy and clever. It might even make you laugh. Advertising companies try very hard to create a poster that will capture your attention. By doing so, they hope that you will remember the products they are advertising and eventually buy them.

Posters have been used for advertising since the 1800s, and maybe even earlier. As you know, they are still being used today. Below, and on the next page, you will see a few reproductions of notable posters appearing in Europe in the early 1900s. Since the messages on the posters are not in English, we cannot read them. Can you guess what each one might be advertising?



Cassandre 1930



Lanyi 1930