

“Reading *Die Woche* Is Reading World History” (November 1914)

Abstract

This poster promoting a popular German weekly newspaper, *Die Woche*, shows three soldiers poring over the “War Year 1914” edition of the paper. Two are regular infantrymen, while the third is of the *Jäger*, or mountain troops. The advertising illustration speaks to the desperate hunger for the latest news and events, not just by civilians back home but by soldiers at the front as well. The poster was reproduced in the graphic design periodical *Das Plakat* as an example of an effective way that businesses could tie their goods or services more firmly to the war effort.

Source



Source: *Das Plakat*, Vol. 5 No. 6 (November 1914), p. 246.

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