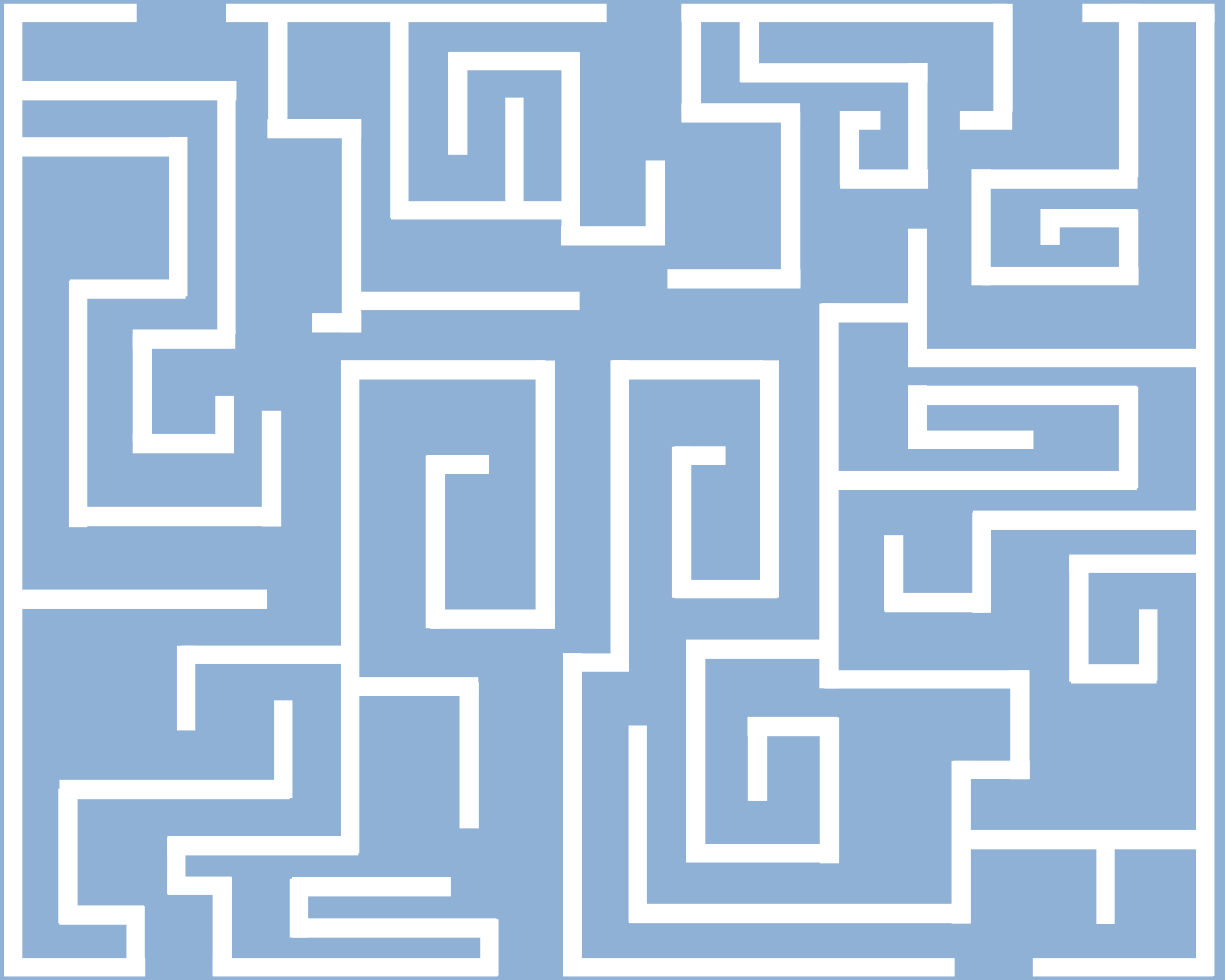


Connect the images of the paintings to the matching advertisement.



*The New Frock by Frith*



*Blue and White by Jopling*



*A Dress Rehearsal*

# William Hesketh Lever Soot and Soap

William Hesketh Lever was born in 1851 in Bolton, Lancashire. He was the son of a grocer and joined the family business at 16 years old! He founded Lever Brothers in 1886 after coming up with the idea to sell quality, pre-packaged soap. The original factory was in Warrington and then moved to Port Sunlight in 1888.

In order to advertise his nicely packaged soap, Lever collected Victorian paintings of ordinary people in their clean, cosy and cheerful homes. The name “Sunlight Soap” and images of soap packages were added to these paintings to make them into advertisements.



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This is one of Lever's advertisements, which he renamed *The Family Wash*. Find the original painting and write down the title and artist:

Title:

Artist:

Spot the 5 differences between the painting and the advertisement.

1

2

3

4

5

Complete the words below to reveal places we can now find ads for different products:

N  w s p  p  r

T  l  v i s   n

n t  r n  t

T r   n

B   l b o a  d

a g  z   e

B  s

Activity Sheet



A New Frock by Frith

Lever liked to choose paintings of children to advertise his soap to show parents how clean children would be if they used Sunlight Soap!

Some artists were angry when their painting was used for one of Lever's adverts. **Find this painting and write down the title and artist.**

Title:

Artist:

This painter was unhappy when his picture was changed. **How would you feel if Lever bought one of your masterpieces and changed it without asking?**

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Street Arabs at Play by Tennant

This painting also shows children, but they are different from the girls in *A New Frock* and *Girl With Dogs*.

List five differences between the three paintings:

- 1
- 2
- 3
- 4
- 5

**Where do you think the children are playing?**

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Rivers were very important to transport goods in Victorian times. Lever used the River Mersey to help transport his Sunlight Soap around the world, but more importantly to import the main ingredient for his soap: African palm oil.

Wedding pictures were also useful as advertisements for Sunlight Soap because they showed happy family scenes as well as bright white clothes that could be laundered with Sunlight Soap.



*The Dress Rehearsal* by Tayler

Find this painting in the gallery. What is happening in this picture?

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What are the three colours used most in this painting?

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*The Wedding Morning* by Bacon

Find this painting in the gallery. Lever replaced the clock on the mantel with a package of Sunlight Soap and the teacup on the table with a bar of Sunlight Soap.

How many people are in this painting?

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Which of the wedding pictures do you like best and why?

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