

## Lesson Plan

**Title:** The Many Faces of Advertising

**Grade Level:** 9-12

**Time Frame:** 5 class periods

**Subject:** U.S. History

**Primary Source Format(s):** Images and historical documents

**Teacher Name:** Mary Sielski

**Email Address:** sie4199@wayneburg.edu

**Date:** 4/20/2009

**School District:** Waynesburg University

---

### **National Center for History in the Schools Historic Era:**

Era 7: The Emergence of Modern America (1890-1930)

### **Pennsylvania Academic Standards:**

8.3.12.C: Evaluate how continuity and change has influenced United States History from 1890 to Present

### **Objectives:**

1. Examine primary sources to understand how gender roles are represented in advertisements during the Modern age.
2. Be able to work with a cooperative learning group to assess vintage ads.
3. Discuss the use of advertisements to portray women's role in society.
4. Compare and contrast vintage ads with ads from the present.
5. Analyze the effects of advertising on Modern America.

### **Learning Activities:**

#### **Focus Activity: Day 1**

1. The teacher will show images of two types of breakfast foods to the class. The first picture will be an image of the hot cereal known as Cream of Wheat. This image is from the Library of Congress website found in the bibliographic organizer.

2. The second picture will be an image of Aunt Jemima. An icon from pancake mixes and syrup. Images and information about the product are available from the following sites: <http://www.prmuseum.com/kendrix/jemimas.html>, <http://adage.com/century/icon07.html>
3. Ask the students if they are familiar with these products. Give background information on the products. Explain when the images first appeared on the boxes.
4. Explain to students that the time period represented by these product labels was one of rapid growth for American industries. There was growth of mass production and new ways of selling products. The growth of cities and railroads made it possible to move goods across the United States.
5. Ask the students the following question, "What is the purpose of Advertising?" List responses on the board and discuss. Also, ask the students if they can think of an ad that has influenced them to buy a product.
6. Provide the students with a list of advertisements from the 1921 hand book featured in the Bibliographic Organizer. Excerpts from this book can be obtained from the Library of Congress website. This book has package designs, posters, and layouts for advertising pages in newspapers and magazines. Many advertisements are for products still available today.
7. Introduce excerpts from "The Buying Habits of Small-Town Women," also featured on the Bibliographic Organizer. These excerpts are available from the Library of Congress website. Explain that a survey was used back then to determine products bought by women and the influences of advertising. Ask students if they have ever participated in a survey discussing the foods they eat, products they buy, or interests they have.
8. Explain to the class that next four days will be spent examining advertisements. The students will be placed in groups and analyze images from 1890-1930.

### **Inquiry Activity: Days 2 and 3**

1. Students will be assigned to groups on day two. There will be five groups consisting of at least four students in each group.
2. Each group will be given two advertisements to analyze using the analysis worksheet located at the end of the Bibliographic Organizer. Individuals in the group will be assigned a section of the worksheet to complete. Students will examine the images closely and record their answers. This assignment will be completed in class on day 2.
3. Day three will be spent discussing group findings. Each group will present its image and describe their analysis of it. After each group discusses the results of analyzing the advertisements, have the groups use role reversal to examine gender representation and racial stereotyping in the ads.
  - a. To complete the role reversal activity, students will consider the subjects of an image as though they have switched places (i.e. ask the students to switch the genders of those pictured)
    - i. What do you notice?
    - ii. Who is being represented in the image?

- iii. What point of view is being represented?
- iv. When do you think this image was created?
- v. What was it intended to convey to the viewer?
- vi. What are they selling?
- vii. Does changing their role change the message or advertisement? How?

4. Explain to students that the next part of this project will be completed individually and on days four and five. The students will go to the computer lab to complete the last assignment.

**Application Activity: Days 4 and 5**

1. Explain to students that they will be going to the computer lab to research advertisements from the Library of Congress website. Each student will need to find an ad from the time period 1890-1930, and an ad for a similar product from present day. Remind them of the Aunt Jemima images examined during the day one activity.
2. Each student will be given a Venn diagram to complete for homework. This diagram is located at the bottom of the Bibliographic Organizer. The diagram will be used to compare and contrast a vintage ad with its present day counterpart.
3. Day five will be spent with the students presenting their Venn diagrams. After students present diagrams ask the following questions: What was the most obvious change in the advertisement? Did anything stay the same? What does this comparison tell us about advertisements through the years?

**Assessment:** Students will be graded on group assignment and Venn diagrams.

**Assessment Tool(s):**


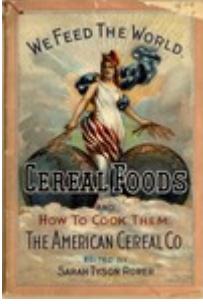

**Group Project Grading Criteria:**





Group collaboration	___/15
Group presentation	___/25
Worksheet complete	___/10




**Venn Diagram:**




Images to accompany diagram	___/5
Complete information on diagram	___/25
Presentation of diagrams to class	___/15
Contributions to class discussion	___/5


The Many Faces of Advertising

Thumbnail Image	Document Title, Author/Creator, Date	Library of Congress URL
	<p>Item Title The Breakfast Bell</p> <p>Created/Published n.d.</p> <p>Language English Part of J. Walter Thompson Company ArchivesRepository</p> <p>Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p><a href="http://hdl.loc.gov/loc.award/ncdeaa.J0006">http://hdl.loc.gov/loc.award/ncdeaa.J0006</a></p>
	<p>Cereal Foods and How to Cook Them</p> <p>Created/Published 1899 Language English Part of Nicole Di Bona Peterson Collection of Advertising Cookbooks</p> <p>Repository: Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p><a href="http://hdl.loc.gov/loc.award/ncdeaa.CK0006">http://hdl.loc.gov/loc.award/ncdeaa.CK0006</a></p>
	<p>The evolution of woman, by H.W. McVickar, Harper &amp; Bro's., Publishers / H. McVickar.</p> <p>CALL NUMBER: POS - US .M28, no. 3 (B size) [P&amp;P] REPRODUCTION NUMBER: LC-DIG-ppmsca-08399 (digital file from original) LC-USZ62-51885 (b&amp;w film copy neg.) RIGHTS INFORMATION: Publication may be restricted. For information see "Artist Posters Rights and Restrictions Information" (<a href="http://www.loc.gov/rr/print/res/426_arti.html">http://www.loc.gov/rr/print/res/426_arti.html</a>)SUMMARY: Advertisement poster for the artist's book shows a woman dressed for golfing in a blazer, bloomers, and cap with a silhouette of a windmill in the background. MEDIUM: 1 print (poster) : lithograph, color.CREATED/PUBLISHED: [ca. 1896]</p>	<p><a href="http://hdl.loc.gov/loc.pnp/ppmsca.08399">http://hdl.loc.gov/loc.pnp/ppmsca.08399</a></p> <p>SMALL</p>

	<p>Wrigley's Double Mint Gum: Be refreshed . . . chew Doublemint Gum / Shepard.</p> <p>CALL NUMBER: POS - US .S468, no. 4 (C size) [P&amp;P] REPRODUCTION NUMBER: LC-DIG-ppmsca-12397 (digital file from original) LC-USZC4-13909 (color film copy transparency) RIGHTS INFORMATION: Rights status not evaluated. For general information see "Copyright and Other Restrictions...", (http://www.loc.gov/rr/print/195_copr.html) SUMMARY: Bus poster showing heads of two women wearing plaid hats and large pack of gum. MEDIUM: 1 print (poster) : lithograph, color. CREATED/PUBLISHED: [between 1930 and 1940]</p>	<p><a href="http://hdl.loc.gov/loc.pnp/ppmsca.12397">http://hdl.loc.gov/loc.pnp/ppmsca.12397</a></p> <p>SMALL</p>
	<p>The Advertising Handbook</p> <p>Created/Published 1921 McGraw-Hill Book Company Language English Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p><a href="http://hdl.loc.gov/loc.award/ncdeaa.Q0047">http://hdl.loc.gov/loc.award/ncdeaa.Q0047</a></p>
	<p>Ivory soap--99 44/100% pure</p> <p>CALL NUMBER: Illus. in AP2.S2 [General Collections] REPRODUCTION NUMBER: LC-USZ62-99983 (b&amp;w film copy neg.) SUMMARY: Advertisement for Ivory soap showing Spirit of Cleanliness standing on bar of soap floating on body of water. MEDIUM: 1 photomechanical print : halftone. CREATED/PUBLISHED: 1913.</p>	<p><a href="http://hdl.loc.gov/loc.pnp/cph.3b45987">http://hdl.loc.gov/loc.pnp/cph.3b45987</a></p> <p>SMALL</p>
	<p>The new Sterling did it. Sterling ranges</p> <p>CALL NUMBER: Unprocessed in PAGA 7, no. 75 (AA size) [P&amp;P] REPRODUCTION NUMBER: LC-DIG-ppmsca-09464 (digital file from original print) RIGHTS INFORMATION: No known restrictions on publication. No renewal in Copyright office. SUMMARY: Advertisement for Sterling cast-iron ranges, showing two women, one African American, proudly</p>	<p><a href="http://hdl.loc.gov/loc.pnp/ppmsca.09464">http://hdl.loc.gov/loc.pnp/ppmsca.09464</a></p>

	<p>displaying an enormous pyramid of loaves of bread and the iron stove that made it possible. MEDIUM: 1 print : lithograph, color.          CREATED/PUBLISHED: c1896</p>	
	<p>No dinner?</p> <p>CALL NUMBER: LOT 10250 &lt;item&gt; [P&amp;P] Check for an online group record (may link to related items)          REPRODUCTION NUMBER: LC-USZC4-5384 (color film copy transparency)          SUMMARY: Advertisement for The Rising Sun stove polish showing African American woman and man in kitchen.MEDIUM: 1 print : lithograph, color.CREATED/PUBLISHED: [between 1850 and 1900]</p>	<p><a href="http://hdl.loc.gov/loc.pnp/cph.3g05384">http://hdl.loc.gov/loc.pnp/cph.3g05384</a></p> <p>SMALL</p>
	<p>Title: Poster Advertisements</p> <p>Author: G. H. E. Hawkins          Year: 1910          Number of Pages in Book: 88 p.          Notes: Full color examples of advertisements. Children very prominent. Some companies represented more than once; E q#1635. Images of selected pages from this item are available.          Searchable text is only available for the title page, index, and/or contents pages.          Item Number: Q0039</p>	<p><a href="http://library.duke.edu/digitalcollections/ea/Q0039/">http://library.duke.edu/digitalcollections/ea/Q0039/</a></p> <p><a href="http://library.duke.edu/digitalcollections/ea/Q0039/pg.19/">http://library.duke.edu/digitalcollections/ea/Q0039/pg.19/</a></p>
	<p>Have a cup of Yale Coffee with me. Louisiana Purchase Exposition, St. Louis, 1904</p> <p>CALL NUMBER: LOT 3712 [item] [P&amp;P]          REPRODUCTION NUMBER: LC-USZ62-83910 (b&amp;w film copy neg.)RIGHTS INFORMATION: Rights status not evaluated. For general information see "Copyright and Other Restrictions..."          (http://lcweb.loc.gov/rr/print/195_copr.html).SUMMARY: Advertisement card showing woman drinking a cup of coffee.MEDIUM: 1 print : lithograph,color.          CREATED/PUBLISHED: [ca. 1900]</p>	<p><a href="http://hdl.loc.gov/loc.pnp/cph.3b30485">http://hdl.loc.gov/loc.pnp/cph.3b30485</a></p> <p>SMALL</p>

	<p>Swift's American girl calendar</p> <p>TITLE: Swift's American girl calendar  CALL NUMBER: Illus. in AP2.S4  [General Collections]  REPRODUCTION NUMBER: LC-USZ62-86351 (b&amp;w film copy neg.)  RIGHTS INFORMATION: Rights status not evaluated. For general information see "Copyright and Other Restrictions..."  (http://lcweb.loc.gov/rr/print/195_copr.html).SUMMARY: Advertisement illustrated with an Indian girl, a Puritan maid, a Colonial maid and an American girl. MEDIUM: 1 photomechanical print : halftone.  CREATED/PUBLISHED: 1900.</p>	<p><a href="http://hdl.loc.gov/loc.pnp/cph.3b32849">http://hdl.loc.gov/loc.pnp/cph.3b32849</a></p> <p>SMALL</p>
	<p>You need only one soap--Ivory soap / the Strobridge Lith. Co., Cin'ti &amp; New York.</p> <p>CALL NUMBER: POS - ADV 19th c. - Soaps and Starches .S778, no. 14 (C size) [P&amp;P] REPRODUCTION NUMBER: LC-DIG-ppmsca-05944 (digital file from original print) RIGHTS INFORMATION: No known restrictions on publication. SUMMARY: Poster shows a pioneer washing with Ivory soap at his campsite. MEDIUM: 1 print (poster) : chromolithograph ; 113 x 77 cm.  CREATED/PUBLISHED: Cin[cinna]ti ; New York : The Strobridge Lith. Co., c1898.</p>	<p><a href="http://hdl.loc.gov/loc.pnp/ppmsca.05944">http://hdl.loc.gov/loc.pnp/ppmsca.05944</a></p>
	<p>The buying habits of small-town women; a survey compiled and analyzed by Mary E. Hoffman, director of research, Ferry-Hanly advertising company.</p> <p>Ferry-Hanly advertising company.</p>	<p><a href="http://hdl.loc.gov/loc.gdc/amrlg.lg06">http://hdl.loc.gov/loc.gdc/amrlg.lg06</a></p>

	<p>Drink Coca-Cola 5 cents</p> <p>CALL NUMBER: PGA - Coca-Cola--  Drink Coca-Cola (B size) [P&amp;P]  REPRODUCTION NUMBER: LC-USZC4-12222 (color film copy transparency)  LC-USZ62-39705 (b&amp;w film copy neg.)  RIGHTS INFORMATION: No known restrictions on publication.  SUMMARY: Print shows a well dressed young woman, wearing hat, white gloves, and pearls, holding up a glass of Coca-Cola, seated at a table on which is a vase of roses, the "Drink Coca-Cola" sign, and a paper giving the location of the "Home Office [of the] Coca-Cola Co." as well as branch locations. MEDIUM: 1 print : chromolithograph.  CREATED/PUBLISHED: [189-]</p>	<p><a href="http://hdl.loc.gov/loc.pnp/cph.3g12222">http://hdl.loc.gov/loc.pnp/cph.3g12222</a></p>
<p><b>The Changes Faces of Advertising</b></p>	<p>Venn Diagram</p>	<p><a href="#">The Changes Faces of Advertising</a></p>
<p><b>Analyzing Advertisements Chart (Worksheet)</b></p>	<p>Advertisement Attributes Chart</p>	



