

## Participant Lesson Plan

**Title:** Women in Advertising, Past and Present

**Grade Level:** 3

**Time Frame:** 40 Minute Class Period

**Subject:** Social Studies

**Historical Era:** Era 8: a half-century of crisis and achievement, 1900-1945

(<http://nchs.ucla.edu/standards/dev-5-12e.html>)

**Primary Source Format(s):** Images from the 1900's and today

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**Date:** 2/14/2019

**School District:** Central Greene School District, Substitute Teacher

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

Era 8: a half-century of crisis and achievement, 1900-1945

(<http://nchs.ucla.edu/standards/dev-5-12e.html>)

### **Pennsylvania Academic Standards:**

8.1.3 A, B, C

### **Objectives:**

Develop an understanding of historical sources

Develop an understanding of how continuity and change have influenced history

Understand chronological thinking

Distinguish between past and present

**Materials:** Two primary source images printed from the Library of Congress website:

<http://memory.loc.gov/cgi-bin/ampage?collId=amrlgs&fileName=hm1page.db&recNum=1>

[http://memory.loc.gov/cgi-bin/query/r?ammem/ea:@field\(DOCID+@lit\(eaa000501\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/ea:@field(DOCID+@lit(eaa000501)))  
Advertisements from current periodicals featuring women and children

## Learning Activities:

**Focus Activity:** Build upon background knowledge of the 1900's from a previous reading and/or history lesson, being careful to discuss the time period or era.

Present small groups of students with the following primary sources:

<http://memory.loc.gov/cgi-bin/ampage?collId=amrlgs&fileName=hm1page.db&recNum=1>

[http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field\(DOCID+@lit\(eaa000501\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID+@lit(eaa000501)))

Conduct a close looking activity in which the students use analytical thinking skills to derive what the artist or advertisement is/was trying to portray to his or her audience when they created these images.

What colors do you see?

What is the image focused on? Meaning what is the image trying to say?

What time period does this image represent?

**Inquiry Activity:** Once the group has had time to discuss their initial opinions and come to their own conclusions, pose a few questions to the groups for them to consider:

- Was the artist a male or female?
- Who do you think was supposed to view these advertisements and why?
- Why do you feel that they used children in their advertisements?
- How do you feel about the titles or words that you see in the advertisements?
- If the roles were reversed and these were little boys in the advertisements, would you feel the same way or have the same opinions?
- How are images different from advertisements you would see today?

**Application Activity:** Have the class come back together as a whole group. Lead a group discussion of opinions and comments. Give each student an advertisement featuring women and children from a recent periodical. Have the students compare and contrast the two advertisements to check for understanding. Once the students are finished, they will create a Venn diagram listing the differences and similarities between the past images and present images and also list what is similar in both images.

## Assessment:

Teacher Observation \_\_\_/10

Group Participation \_\_\_/10

Venn diagram \_\_\_/20

## Bibliographic Organizer

**Name of Lesson:** Women in Advertising, Past and Present

**Created by:** Shauna Tretinik

**Date:** February 18<sup>th</sup>, 2009

**Thumbnail Image**



**Document Title,  
Author/Creator, Date**

Rawleigh's Good Health Guide and Cook Book

Still image, "Her First Lesson"CREATED/PUBLISHED c1928. SUMMARY: Emergence of Advertising in America: 1850-1920. The cover of a 19<sup>th</sup> century magazine depicting a mother and daughter baking apple pie together in the kitchen. It is the cover of the Rawleigh's 40<sup>th</sup> Anniversary Good Health Guide and Cook Book.REPOSITORY: Rare Book, Manuscript, and Special Collections Library, Duke University.

Prosperity and Thrift: The Coolidge Era and the Consumer Economy, 1921-1929

The household magazine : selected issue from 1926. CREATED/PUBLISHED Topeka, Kansas Arthur Capper 1926 SUMMARY

Addresses the needs and interests of rural consumers. Includes materials pertaining to women's work in the household. Some full-page ads but many quite small, black and white, with several printed on a single page. Capper, a Republican senator from Kansas, supported McNary-Haugen farm legislation and sponsored a "truth-in-fabric" bill.

NOTES

Vol. 26, No. 2: 1-50 (Feb)

**Library of Congress URL**

[http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field\(DOCID+@lit\(eaa000501\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID+@lit(eaa000501)))

Magazine Bibliographic Page

[http://memory.loc.gov/cgi-bin/query/r?ammem/coolbib:@field\(NUMBER+@band\(amrfgs+hm1\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/coolbib:@field(NUMBER+@band(amrfgs+hm1)))

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hm1](http://hdl.loc.gov/loc.gdc/amrlgs.hm1) RELATED DIGITAL ITEMS  
(Butterick Publishing Company)  
(The Thrift Movement)