

Advertising, Yesterday and Today Emergence of Advertising in America 1850-1920



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Repository

Rare Book, Manuscript, and Special Collections Library, Duke University.

Students will be introduced to the advertisements of yesteryear and learn to analyze them for their content and prospective audience. Using this information; students will pick a product of their choice, as well as an audience, and design an advertisement for today's consumer.

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Overview		Back to Navigation Bar
Objectives	Students will: <ul style="list-style-type: none"> • Locate and evaluate primary sources from the Library of Congress. • Analyze advertisements for their purpose and intended audience. • Design an advertisement for today's consumer with an intended of audience. 	
Recommended time frame	Five 55 minute classes	
Grade level	10-12	
Curriculum fit	Visual Arts/History	
Materials	Handouts, posters, paper, pencils, erasers, ink pens, ink, colored pencils, markers, rulers,	
Michigan State Learning Standards		Back to Navigation Bar
	Social Studies Knowledge, Processes and Skills: P1.2 Analyze point of view, context, and bias to interpret primary and secondary source documents. P1.4 Communicate clearly and coherently in writing, speaking, and visually expressing ideas pertaining to social science.	

	<p>Visual Arts: ART.VA.II.HS.3 Apply organizational principles and methods to create innovative works of art and design products. ART.VA.III.HS.1 Analyze and describe the formal characteristics of a work of art or design.</p>
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<p>Procedures</p>	<p>Back to Navigation Bar</p>
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	<p>Day One:</p> <ul style="list-style-type: none"> • Students will be introduced to the evolution of advertisements in America through a brief historical description. • Students will be shown several different early advertisements (1850-1920). • Students will be led through visual thinking strategies to analyze the different advertisements. This will start off slowly but gain momentum as students begin to share ideas. • Students will discuss notable differences between early product advertisements and modern advertisements. (Create a 2 column chart for this activity on the board or easel.) • Students will be given a brief overview of the remainder of the lesson that will continue throughout the week. <p>Day Two:</p> <ul style="list-style-type: none"> • Computer lab/Resource room day • Students will spend today accessing the lesson plan on MOODLE and viewing the different advertisements linked to the Library of Congress website from the resource table. • Students will use the attached Advertisement Analysis Worksheet to analyze 3 different advertisements from the LOC website. • Students may begin sketching out ideas for their advertisement design on sketch paper. <p>Day Three:</p> <ul style="list-style-type: none"> • Students will begin sketching out ideas for their advertisement design on sketch paper if not already started. • Students may begin working on their final advertisement design on good paper when ready. <p>Day Four:</p> <ul style="list-style-type: none"> • Work day.
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	<ul style="list-style-type: none"> • Students will continue working on their advertisement design. <p>Day Five:</p> <ul style="list-style-type: none"> • Final work day. • Last day for students to work on their advertisement design. • If design cannot be completed by the end of the class period students will be required to finish at home and turn in completed on Monday (or following class day.)
<p>Evaluation Back to Navigation Bar</p>	
	<p>Students will be graded on the following: Craftsmanship, Concept, Originality, Behavior, and Effort. *See detailed grading rubric below.</p>
<p>Extension Back to Navigation Bar</p>	
	<p>View different Hershey’s advertisements throughout the years here: http://www.google.com/search?q=hershey's+advertisements&hl=en&prmd=imvns&tbm=isch&tbo=u&source=univ&sa=X&ei=goQRUOiMHZONqQGfnoG4Cg&sqi=2&ved=0CE4QsAQ&biw=1280&bih=585</p> <p>View different washing machine advertisements throughout the years here: http://www.google.com/search?q=washing+machine+advertisements&hl=en&prmd=imvns&tbm=isch&tbo=u&source=univ&sa=X&ei=9IURUJv1G4qlrQG1-IHADA&ved=0CHEQsAQ&biw=1280&bih=585</p> <p>View food product advertisements throughout the years here: http://www.google.com/search?hl=en&q=food+product+advertisements&bav=on.2,or.r_gc.r_pw.r_qf..cf.osb&biw=1280&bih=585&wrapid=tlif134332611610210&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=5IcRULvuOojmqgGRmYH4Bg</p>

Historical Background

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Advertising is not an easy term to define, usually advertising attempts to persuade its audience to purchase a good or a service. In United States history, advertising has responded to changing business demands, media technologies, and cultural contexts.

In the early and mid- nineteenth-century there were few companies mass producing branded consumer products. Patent medicine ads proved an exception to this pattern. In an era when conventional medicine rarely provided cures, manufacturers of potions and pills vied for consumer attention with large, often outrageous, promises and colorful, dramatic advertisements.


In the 1880s, industries ranging from soap to canned food to cigarettes introduced new production techniques, created standardized products in unheard-of quantities, and sought to find and persuade buyers. National advertising of branded goods emerged in this period in response to profound changes in the business environment. Along with the manufacturers, other businesses also turned to advertising. Large department stores in rapidly-growing cities, such as Wanamaker's in Philadelphia and New York, Macy's in New York, and Marshall Field's in Chicago, also pioneered new advertising styles. For rural markets, the Sears Roebuck and Montgomery Ward mail-order catalogues offered everything from buttons to kits with designs and materials for building homes to Americans who lived in the countryside. The estimated total advertising volume in the United States grew from about \$200 million in 1880 to nearly \$3 billion in 1920.




In the 1920's America experienced an advertising spike. Consumer spending—which was fueled in part by the increased availability of consumer credit—on automobiles, radios, household appliances, and leisure time activities like spectator sports and movie going coincided with the generally prosperous 1920s. Advertising promoted these different products and services. The rise of mass circulation magazines, radio broadcasting and to a lesser extent motion pictures provided new media for advertisements to reach consumers.

Primary Resources from the Library of Congress

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Image	Description	Citation	URL
	<p>Item Title Hershey's Sweet Milk Chocolate</p> <p>Created/Published n.d.</p> <p>Notes Wrapper - the wrapper is black with silver letters</p> <p>Number of Images: 1 Company: Hershey Chocolate Product: Hershey's Milk Chocolate</p>	<p>Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID)+@lit(eaa000843))</p>
	<p>Item Title The Famous Specific Orange Blossom: A Positive Cure for all Female Diseases</p> <p>Created/Published n.d.</p> <p>Notes Number of Images: 5 Company: J. A. McGill M.D. & Co. Product: Orange Blossom</p>	<p>Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID)+@lit(eaa000959))</p>
	<p>Item Title Horsford's Acid Phosphate</p> <p>Created/Published 1891</p> <p>Notes Number of Images: 3 Company: Rumford Chemical Works Product: Horsford's Acid Phosphate</p>	<p>Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID)+@lit(eaa000935))</p>

	<p>Item Title Wright's Indian Vegetable Pills</p> <p>Created/Published n.d.</p> <p>Notes Number of Images: 1 Company: William Wright Product: Wright's Indian Vegetable Pills</p>	<p>Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID)+@lit(eaa000976)</p>
	<p>Item Title Yankee Doodle Corn Salve</p> <p>Created/Published n.d.</p> <p>Notes Cures corns and used by "our army and navy men" Number of Images: 2 Company: Yankee Doodle Corn Salve Product: Corn salve</p>	<p>Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID)+@lit(eaa000977)</p>
	<p>Item Title Ask for the "Nora" Hair Net Made of Real Human Hair</p> <p>Created/Published n.d.</p> <p>Notes Number of Images: 1 Company: Wm. R. Strehl Product: Hair Net - "Nora"</p>	<p>Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID)+@lit(eaa000891)</p>
	<p>Item Title No Dinner?</p> <p>Created/Published n.d.</p> <p>Notes Number of Images: 3 Company: Morse Bros. Product: Rising Sun Polish</p>	<p>Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID)+@lit(eaa000984)</p>

	<p>Item Title The Allen Fountain Brush and Bath Appliances for Scientific Bathing</p> <p>Created/Published n.d.</p> <p>Notes Number of Images: 2 Company: Allen Mfg. Co. Product: Allen Fountain Brush</p>	<p>Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID)+@lit(eaa001018))</p>
	<p>Item Title Description, Testimonials and Directions of the Celebrated Home Washer</p> <p>Created/Published [ca. 1869]</p> <p>Notes Product: washing machines Number of Images: 10 Company: Home Mfg. Co. Product: Celebrated Home Washer</p>	<p>Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID)+@lit(eaa001004))</p>
	<p>Item Title Something for Momma</p> <p>Created/Published 1893</p> <p>Notes Number of Images: 2 Company: Hecker-Jones-Jewell Milling Co. Product: Hecker's Famous Preparations</p>	<p>Repository Rare Book, Manuscript, and Special Collections Library, Duke University.</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eea:@field(DOCID)+@lit(eaa001075))</p>

Rubric

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	Superior	Good	Average	Fair	Needs Improvement
Craftsmanship Are lines clean, Advertisement clear And to the point. Are Colors bright and Attractive to pull the Viewer in.	5	4	3	2	1
Concept Did the advertisement Appropriately convey The intended message To the intended party. Did the student complete 3 analysis worksheets on Primary sources.	5	4	3	2	1
Originality Did the student design And create their own Innovative advertisement For a specific product.	5	4	3	2	1
Behavior Did the student treat Others with respect and Demonstrate good behavior Throughout the lesson.	5	4	3	2	1
Effort Did the student use their Time appropriately and Show care and perseverance In their work.	5	4	3	2	1

Handouts

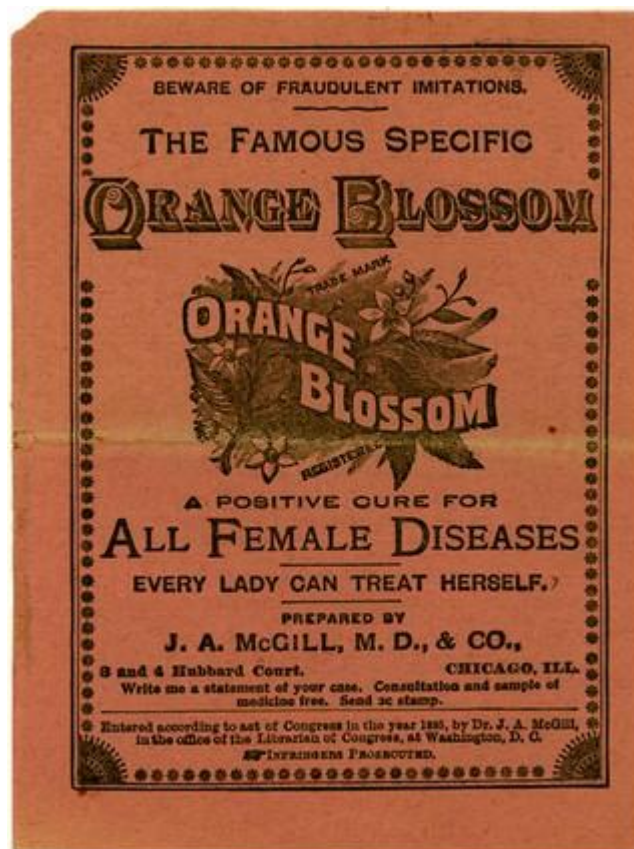
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Definitions:

Horsford's Acid Phosphate - This tonic concentrate was patented on March 10, 1868 and was continually manufactured until the early 1940's. When a teaspoon of the product was mixed with a glass of cold water and sugar, the result was a "... delicious and refreshing drink" similar to the present day lemon-lime drinks. This 'tonic' was taken to relieve mental and nervous exhaustion and 'cured' other ailments.

Orange Blossom – Florida State Flower

Wright's Indian Vegetable Pills - Wright's made various patent medicines that were reportedly effective in treating nearly every ailment known. The laundry list of complaints included such standards as colds and coughs, fever and ague, and yellow fever. Alongside these stood more creative and ambitious claims: blotches on the skin, boils, dropsy, freckles, flatulency, gravel, neuralgia, pimples, and tumors.





YANKEE DOODLE CORN SALVE.

The Great National Corn Cure,

USED BY OUR ARMY AND NAVY MEN.

Comfort and Happiness Assured—You Can't Beat it.

Yankee Doodle came to town,
Riding on a pony,
Because his feet were full of corns,
And the road was rough and stony.

Yankee Doodle bought some salve
He found it very handy,
To cure his corns and bunions too,
And make himself a dandy.

Old Spain, she tried to whip our boys,
But only succeeded in making a noise,
For their perfect feet meant her defeat,
And made Cuba shout "Old Glory."

At five and twenty cents a box,
You should keep our Corn Salve handy.
To cure your corns and bunions too
And make yourself a dandy.

Yankee Doodle Corn Salve, Price 25 Cents a Box.

**Agents Supplied at MANUFACTURER'S SUPPLY DEPARTMENT,
No. 65 Fifth Ave., New York City.**

Advertisement Analysis Worksheet

1. What are the main colors used in the advertisement?

2. What symbols (if any) are used in the advertisement?

3. If a symbol is used, is it
1. clear (easy to interpret)? _____
2. memorable? _____
3. dramatic? _____

4. Are the messages in the advertisement primarily visual, verbal, or both?

5. Who do you think is the intended audience for the advertisement?

6. What does the advertiser hope the audience will do?

7. What advertising purpose(s) is served by the advertisement?

8. The most effective advertisements use symbols that are unusual, simple, and direct. Is this an effective advertisement?

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