Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period\_\_\_\_\_\_\_\_\_\_\_\_\_

With your group, look at the following ads and answer the questions on this sheet.

1. Go to the website <http://www.vintageadbrowser.com/>, click on a topic and look at the assigned ads (1800-1899 only) Now, choose ONE ad to find out the following info. Cut and paste it here.
2. Who is featured in your ad (gender, race, age, class, etc...)?
3. Describe the product in the ad. Is it a service or a product? Do you think it worked? Why or why not?
4. Research the company. Is it still around today? Why or why not?
5. Who is the intended audience of your ad? Support with evidence from the ad.
6. Why do you think this brand emerged at this particular time? What are some of the values, attitudes, and new lifestyle choices that are promoted by this advertisement? On what basis do you draw these conclusions?
7. How does the product depend on new developments in technology, science, and transportation? Urbanization? Education? Changes in the way people were earning a living?
8. What does the ad imply about:

Gender roles-

Children-

The home-

Race-

Class/Status-

1. Would you see an ad like this today? Why or why not?
2. Overall, what does this ad tell you about the period we are studying?
3. Now, look at ads in other categories. Cut and paste the best and or worst ads you can find here.
4. Now, go to an illustrated Bloomingdales’ catalogue from 1886 and look at some of the fashions from the Gilded Age. What do you think about the looks on page 22? <https://books.google.com/books?id=Pf7DAgAAQBAJ&printsec=frontcover&dq=bloomingdales+illustrated+1886+catalog&hl=en&sa=X&ved=0ahUKEwjp5NXoo_DfAhXhY98KHTtEDI8Q6AEIJzAA#v=onepage&q&f=false>

1. Check out these prices! <https://mclib.info/reference/local-history-genealogy/historic-prices/1900-2/> Using the price list, how much would a person spend living one day in 1900?