

Student Worksheet 4-A Look at Wanamaker's Advertising

Ad 1: The "Tie-on" Blouse

1. What key words are used to market the "Tie-on" Blouse? Provide some examples?
2. How would you generally describe the "Tie-on" Blouse?
3. How does the image of the models in the "Tie-on" Blouse help sell the product?

Ad 2: Not Irish to the Backbone But to the Last Thread

1. What traits are associated with Irishmen and Scotsmen?
2. How does the ad hope to convince people to shop at Wanamaker's?
3. What purpose could John Wanamaker's signature at the bottom of the ad serve?

Ad 3: She Had Lost \$10

1. How did the lady in the ad lose \$10?
2. What two lessons does John Wanamaker want the reader to learn from this ad?
3. How does Wanamaker suggest in the ad that his store carries quality, high-end goods?

Ad 4: Of Certain Wanamaker's Specialties, The Wanamaker-Wellington Typewriter

1. In the ad, Wanamaker claims that it took him three years to decide on this typewriter. Why did it take so long? What does this say about Wanamaker's store?
2. Based upon the ad, in what ways would the Wanamaker-Wellington Typewriter help make writers lives easier?