

Teacher's Guide to Student Worksheet 4-A Look at Wanamaker's Advertising

Ad 1: The "Tie-on" Blouse

1. What key words help market the "Tie-on" Blouse? Provide some examples?

Some key words include "newest," "smartest," "satisfaction," "sensible," and "popularity".

2. How would you generally describe the "Tie-on" Blouse?

Most students should describe it as a new style of clothing that is easily put on and can also "be worn in girdle effect."

3. How does the image of the models in the "Tie-on" Blouse help sell the product?

They show the variety of the blouses' designs and how well they fit the figures of the models.

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

1. What traits are associated with Irishmen and Scotsmen?

"Integrity in his goods," "fidelity," and "probity."

2. How does the ad hope to convince people to shop at Wanamaker's?

The ad suggests that, like the Irishman or Scotchman, Wanamaker's takes great pride and confidence in the quality of his clothing sold.

3. What purpose could John Wanamaker's signature at the bottom of the ad serve?

The signature suggests that John Wanamaker personally approved, and as he often did, or even wrote the advertisement; both of these also mean that the goods and their quality are personally certified by Wanamaker.

Ad 3: She Had Lost \$10

1. How did the lady in the ad lose \$10?

She overpaid for a coat by paying \$35 at "an exclusive Fifth Avenue shop" instead of picking it up at Wanamaker's for \$25.

2. What two lessons does John Wanamaker want the reader to learn from this ad?

1 - "It is worth while reading the advertisements on this page"

2 - "It is not wise to make purchases before making comparisons"

3. How does Wanamaker suggest that his store carries quality, high-end goods?

The coat in the store is described as “a Paris importation” and similar to a coat from an “exclusive Fifth Avenue shop.”

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?

It took Wanamaker three years to find “a machine to which we are willing to attach our own name, and one which we are glad to call ‘our own.’” Since these typewriters were “subjected to the rigid tests of use and abuse” and were “considered by experts to possess the largest number of good points,” Wanamaker’s selection of them reflects his emphasis on quality and reliability.

2. Based upon the ad, in what ways would the Wanamaker-Wellington Typewriter help make writers lives easier?

It is well constructed, prints clearly, has “permanent alignment,” and “no interference of types.” It also has soft touch keys and is simple to use.

Source: All advertisements courtesy of the Historical Society of Pennsylvania, 1300 Locust Street, Philadelphia, PA 19107.