

How to look at an advertisement - Working Together

An advertisement is a way to try to sell something. Today, commercials on television try to persuade you to buy things. Even before television was invented, advertisements were found in newspapers or as posters. The purpose of advertisements is the same regardless of when they were published: to persuade people to buy a product or pay for a service. When you look at an advertisement:

First: Ask yourself, "What is being sold?"

Next: Who is selling it and does the seller list a price?

Then: Find out what makes the product or service special.

Look at the advertisement below from a bakery in Massachusetts in 1859.

CONFECTIONER'S
Cake and Pastry
BAKERY.

No. 55 HARVARD STREET,
CHARLESTOWN, MASS.

The subscriber having added the above to his Confectionery business, is now ready to furnish to order, the richest and choicest articles of

CAKE AND PASTRY,

Baked daily, and from the best materials,
From 10 to 25 per ct. less than Boston Prices.

Among the list of Fancy Cakes, may be found

FROSTED SHEET,	SPONGE CAKE,	WEDDING CAKE,
CURRENT "	CREAM CAKE,	MERINGE CAKE,
ALMOND "	KISSES,	WASHINGTON PIE,
LADY "	QUEEN'S CAKE,	VANITIES,
CITRON "	JUMBLES,	JELLY ROLLS,
DIAMOND "	N. Y. SEED CAKES,	CRANBERRY PIES,
MAGDELINE "	SPICE CAKE,	MEAT PIES,
GINGER "	COACONUT "	APPLE PIES,
SPICE "	MACCARONIS,	LEMON PIES, &c.

ICE CREAM.

Of the choicest flavors, by the quart or gallon, delivered free of expense, carefully packed in moulds or pyramids.

Having in his employ experienced workmen, who for years have made the above business their study, in addition to his own life experience, enables him to surpass all in variety and quality of goods.

Trusting that this community will sustain him in this undertaking, he will always endeavor to successfully cater to their satisfaction.

GEO. H. CARTER.

CHARLESTOWN, JUNE 1, 1859.

C. Rand & Co., Prs., 48 Main Street.

First: What is being sold?

Next: Who is selling it? What is the selling price?

Then: What makes it special?

Question: How is this advertisement different from the advertisements you know?
How is it the same?



How to look at an advertisement - On Your Own

First: Ask yourself, "What is being sold?"

Next: Who is selling it and does the seller list a price?

Then: What makes it special?

Look at the advertisement on the right for a Kodak camera.

First: What is being sold?

Next: Who is selling it? What is the selling price?

Then: What makes it special?

\$20.00

Every feature that the expert requires in a hand camera—that simplicity which means so much to the beginner—these are in perfect combination in

**The No. 3 A Folding
POCKET KODAK**

Broader in its scope than anything heretofore attained in pocket photography. Makes pictures 2 1/2 x 3 1/2 inches, yet will go in an ordinary top-coat pocket. Loads in daylight with film cartridges for ten exposures; has a Double Construction Rapid Rectilinear lens of 6 1/2 inch focus and a speed of $f/8$, and the F. P. K. Automatic shutter for time, "half" or instantaneous exposures and fitted with iris diaphragm stops Nos. 4 to 19 inclusive. Rising, falling and sliding front, brilliant reversible flyder, two tripod sockets and automatic focusing lock. Made of stainless steel and covered with the finest seal grain leather. Perfect in every detail, and subjected to the most rigid inspection. Price, \$20.00.

EASTMAN KODAK CO.
ROCHESTER, N. Y., The Kodak City.

Question: Would you buy this product? Explain why or why not.

How to look at a firsthand account - Working Together

A firsthand account is when someone who lives in a particular time writes about his or her own experience of an event. Some examples of firsthand accounts are diaries, telegrams, and letters. Remember that many people can see the same event, but their retelling of the event may be different. Listening to or reading about the same event from different sources helps us to understand history more fully.

When reading a firsthand account:

First: Find out who is writing the account.

Next: What is the time period during which it was written?

Then: Read the account and ask yourself, "What happened?"

Below is a small section of an account by Richard Blinn, who kept a diary of his travels in Kansas from Fort Hays to Fort Dodge in 1868. He wrote about two occasions when he met up with Native Americans.

The Diary of Richard Blinn. (Kansas State Historical Society)

April, Wednesday 8, 1868

Big Timber Creek. Left Hays this morning at 7 o'clock drove 16 miles had a big scare today. Saw our first Indians today. They were about four miles off. They did not notice us at all but went about their business what ever it was. We are traveling with a Mexican train. They are camped about a mile back.

April, Saturday 11, 1868

Fort Dodge. Started out of the camp this morning at 3 o'clock and drove 12 miles and stopped at this place to go to a dance tonight at some of Jack's friends. Found lots of Indians here but they were friendly and do not offer to hurt anyone.

First: Who wrote these diary entries?

Next: When did he write these diary entries?

Then: What happened?

Question: What did Mr. Blinn observe about the Native Americans? Was he surprised? Why? How does this account change your view of history?

How to look at a firsthand account - On Your Own

First: Find out who is writing the account.

Next: What is the time period during which it was written?

Then: Read the account and ask yourself, "What happened?"

Below is a **telegram** from 1903. At that time, **telegrams** were used as a way of sending information quickly. Few people then had telephones, and no one had e-mail! This particular telegram was sent by Orville Wright to his father, Bishop Milton Wright. Orville Wright and his brother, Wilbur Wright, invented and successfully flew the first airplane.

Form No. 168.

THE WESTERN UNION TELEGRAPH COMPANY.
INCORPORATED
23,000 OFFICES IN AMERICA. CABLE SERVICE TO ALL THE WORLD.

This Company TRANSMITS and DELIVERS messages only on conditions limiting its liability, which have been assented to by the sender of the following message. Errors can be guarded against only by repeating a message back to the sending station for comparison, and the Company will not hold itself liable for errors or delays in transmission or delivery of Unrepeated Messages, beyond the amount of tolls paid thereon, nor in any case where the claim is not presented in writing within sixty days after the message is filed with the Company for transmission.
This is an UNREPEATED MESSAGE, and is delivered by request of the sender, under the conditions named above.
ROBERT C. CLOWRY, President and General Manager.

RECEIVED at Dayton, Ohio

176 C KA CS 33 Paid. Via Norfolk Va

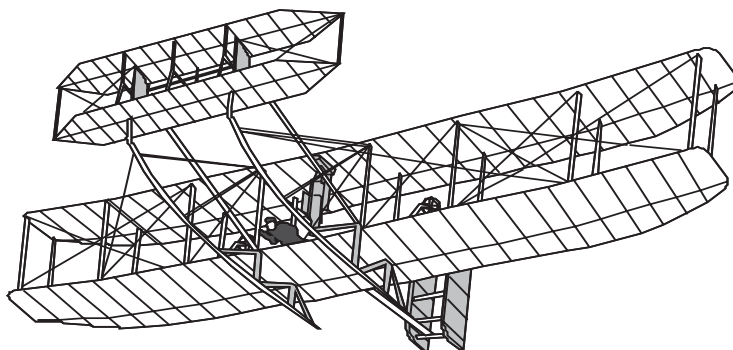
Kitty Hawk N C Dec 17

Bishop M Wright

7 Hawthorne St

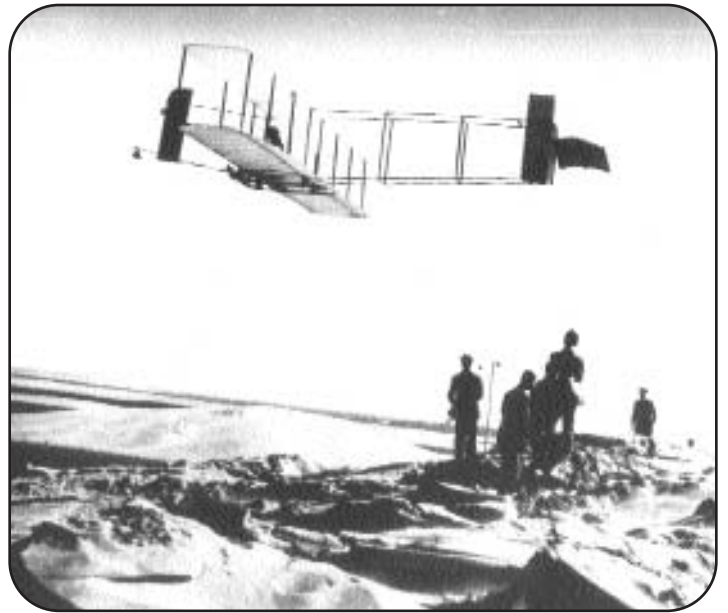
Success four flights thursday morning all against twenty one mile
wind started from Level with engine power alone average speed
through air thirty one miles longest 57 seconds inform Press
home ~~press~~ Christmas . Orevelle Wright 525P

170



First: Who wrote this account?

Next: When did he write this account?



Then: What happened?

Question: How do you think Orville Wright felt? Why?

Question: What important historical information about life in America in 1903 can we learn from looking at this telegram?

How to look at a song - Working Together

People have always written songs to show how they feel. Many songs from the United States let us know how people felt about this country or an important event such as winning our independence. When you look at the lyrics, or words of a song, it is like reading a poem. Remember that the ideas may be written in language that looks and sounds different from the way we express ourselves today.

When we look at a song from the past we are looking to see how the song helps us better understand the past. There are some steps to take when looking at a song. Let's go over the steps together.

When you look at a song:

First: Find out the title of the song.

Next: Read the lyrics of the song and put them in your own words.

Then: Ask yourself, "What is the big idea?" and "Why was this song written?"

This song was written in 1832 by the Reverend Samuel Francis Smith when he discovered the tune to the British song "God Save the Queen" in a German music book. Reverend Smith decided to write a patriotic song about the United States using the same tune.

My Country, 'Tis of Thee (or America)

*My country, 'tis of thee,
Sweet land of liberty,*

Of thee I sing:

*Land where my fathers died,
Land of the pilgrim's pride,
From every mountain side,
Let freedom ring.*

*My native country, thee,
Land of the noble, free—*

Thy name I love:

*I love thy rocks and rills,
Thy woods and templed hills;
My heart with rapture thrills
Like that above.*

*Let music swell the breeze,
And ring from all the trees,*

Sweet freedom's song:

*Let mortal tongues awake,
Let all that breathe partake,
Let rocks their silence break,
The sound prolong.*

*Our Father's God, to thee,
Author of liberty,*

To thee I sing:

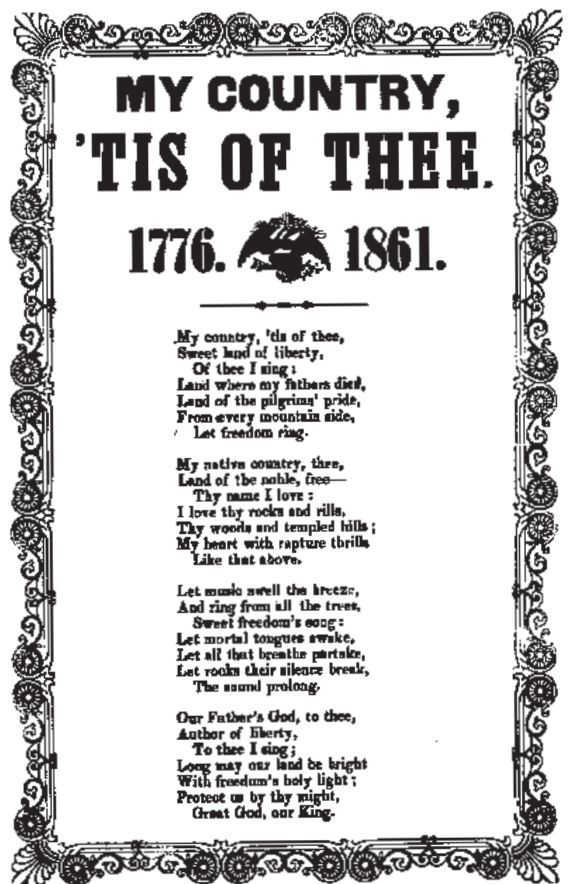
*Long may our land be bright
With freedom's holy light;
Protect us by thy might,
Great God, our King.*

First: What is the title?

Next: Put the song in your own words.

Then: What is the big idea? Why was this song written?

Question: What song does this song remind you of? Why?



How to look at a song - On Your Own

First: Find out the title of the song.

Next: Read the lyrics of the song and put them in your own words.

Then: Ask yourself, "What is the big idea?" and "Why was this song written?"

Look at the song below. It is the first verse of "The Star Spangled Banner," which is our national anthem. This song was written by Francis Scott Key during the War of 1812. In 1814 Key witnessed one particularly fierce battle at sea. The Americans and British fought into the night. He was so happy to see the American flag still standing after the battle that he wrote this song.

The Star Spangled Banner

*Oh, say can you see, by the dawn's early light,
What so proudly we hailed at the twilight's last gleaming?
Whose broad stripes and bright stars, through the perilous fight,
O'er the ramparts we watched, were so gallantly streaming?
And the rocket's red glare, the bombs bursting in air,
Gave proof through the night that our flag was still there.
O say, does that star-spangled banner yet wave
O'er the land of the free and the home of the brave?*



First: What is the title?

Next: Put the song in your own words.

Then: What is the big idea?

Question: Why do you think this song was picked as our national anthem? Explain.
