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1. Is this a primary or a secondary source? Justify your answer.

*This is a primary source. It is a page of advertising from the New York Times. It has not been altered from its original publication date.*

2. What is this source? When was it produced?

- a. This is a page of advertising from the New York Times newspaper.*
- b. It was published on Sunday, December 10, 1916.*

3. There are two items here dealing with children. List the items and the headline that accompanies each.

- a. The first is an advertisement for an electric range. The headline reads, "The Greatest Toy of the Year – This little electric range."*
- b. The second is an advertisement for building blocks. The headline reads, "For that boy of yours."*

4. Are the items you listed in #3 gender-specific? Explain your answer using text from the page.

- a. The electric range is gender specific. It is meant to appeal only to girls.*
  - 1. "Here's just the gift for that little girl of yours."*
  - 2. "... where is the little girl that doesn't like to cook?"*
  - 3. Only girls are shown in the advertisement.*
- b. The Anchor Blocks advertisement is less gender-specific. The advertiser attempts to include girls as well as boys.*
  - 1. "For that boy of your... And that girl, too!"*
  - 2. Refers to users as "children" and "them."*

*"... long stormy nights when the children have nothing to do!"*
- c. BUT: the Anchor Blocks advertisement is pointed toward boys*
  - 1. "Maybe it will start your boy on a splendid, useful career. What he builds today in miniature he may build tomorrow in the world of men..."*
  - 2. "Or, if you haven't a boy of your own, there is some other wistful little chap..."*

5. What guarantees does the "Greatest Toy of the Year" promise? List those guarantees and evaluate them for their truthfulness.

- a. Guarantees:*



1. *When other toys have lost their usefulness, ... will continue as a source of joy.*
2. *The Junior Range cooks real food.*
3. *"... is practical and safe; no smoke, no flame."*
4. *It is simple to operate, "... attach it to an electric socket, turn the switch, and right away the cooking can begin"*
- b. *Evaluation:*
  1. *"Continued source of joy..." no real reason to believe that is "newness" will last.*
  2. *"It will cook real food." OK. No problem with this claim.*
  3. *"Practical and safe..." There is no smoke or flame, but "safe"? There are still hot surfaces that burn the user easily.*
  4. *"Practical and safe..." It may be simple to start, but not necessarily to cook.*
6. In 1916, society accepted the Doctrine of Two Spheres, which said that there was a man's world and a separate woman's world. Based on the information from these two advertisements, define the Sphere (World) of Women and the Sphere (World) of Men.
  - a. *The Woman's World is found in the home.*
    1. *"Where is the little girl who doesn't like to cook?"*
    2. *"... children will be learning to cook while they play."*
    3. *"... source of joy and education throughout the year."*
  - b. *The Man's World is found outside the home.*
    1. *"... start your boy on a splendid, useful career."*
    2. *"... he may build tomorrow in the world of men, as a famous architect."*
    3. *"... models...for little chaps and big chaps."*
7. In what ways do these two advertisements appeal to buyers in the same manner? List examples from both advertisements.
  - a. *Both claim that their products "... will last."*
    1. *(Electric Range) "When other products have lost their newness, the little electric stove will continue..."*
    2. *(Blocks) "They last for years, and will furnish fun as long as they last."*
  - b. *Both attempt to sell their items as "educational."*
    1. *(Electric Range) "... with this range the children will be learning to cook..."*  
*(Electric Range) "...continue as a source of joy and education..."*



2. (Blocks) *"What he builds today in miniature he may build tomorrow..."*

(Blocks) *"... start on a splendid career..."*

8. If these same advertisements appeared today, how do you think they might be different? Explain your answers.
- a. *The gender-bias would probably not appear, or would be more subtle.*
    - 1. *Both boys and girls like to cook. There are men and women architects.*
    - 2. *Society no longer divides the world into two separate spheres.*
  - b. *The boys and girls would probably be dressed more casually.*
    - 1. *We are much less formal today than in 1916.*
  - c. *the advertisements would probably be in color not in black and white.*

#### EXTENDED EXERCISE:

Choose your favorite game or toy and create an advertisement for your choice that could appear on this page of the *New York Times* in 1916. It must use the same appeals to the buyers that you identified in questions "3," "4," "5," and "6."

Your advertisement must include the following:

- 1. Descriptions of the toy
- 2. Guarantees of its appeal
- 3. People shown using the toy/game