

Business and Advertising in the Gilded Age

Directions:

For each of the following advertisements, answer the following questions:

1. What images do you see?
2. What symbolism does the artist employ?
3. What is being sold?
4. How is the advertisement trying to make a connection to some desirable attribute in order to persuade a consumer to buy the product?



Wesson Oil, 1919

Pierce-Arrow



AT THE OPERA

THE PIERCE-ARROW MOTOR CAR COMPANY, BUFFALO, N. Y.

Pierce-Arrow, 1911



Cream of Wheat, 1917

WATERMAN'S

IDEAL FOUNTAIN PEN

THE DAWN OF PEN SATISFACTION.

FOR examinations, class-room notes and home study, a good fountain pen is the source of continuous satisfaction. It is one of those necessary pocket acquisitions that is always useful and leads to better work. Waterman's Ideals are made of the best materials and on a scientific basis. The wide range of styles, sizes and pen points makes possible the purchase of a style which will be permanently satisfactory.

FROM ALL DEALERS

LOOK FOR THE GLOBE TRADE-MARK; IT IS OUR GUARANTEE

L. E. Waterman & Co., 173 Broadway, N.Y.

8 School St., Boston 209 State St., Chicago

742 Market St., San Francisco 136 St. James St., Montreal 12 Golden Lane, London 6 Rue de Hanovre Paris

Waterman Fountain Pen, 1909

Jack O'Connor

Manager of the St. Louis Americans, a cat on his feet, a glutton for work and full of aggressiveness when he was a player, and now one of the quickest thinkers and most daring and aggressive managers in the league,

DRINKS

Coca-Cola

And no wonder he likes Coca-Cola, he's like Coca-Cola—full of vim, vigor and go. You'll like it—it's

Delicious—Refreshing—Thirst-Quenching

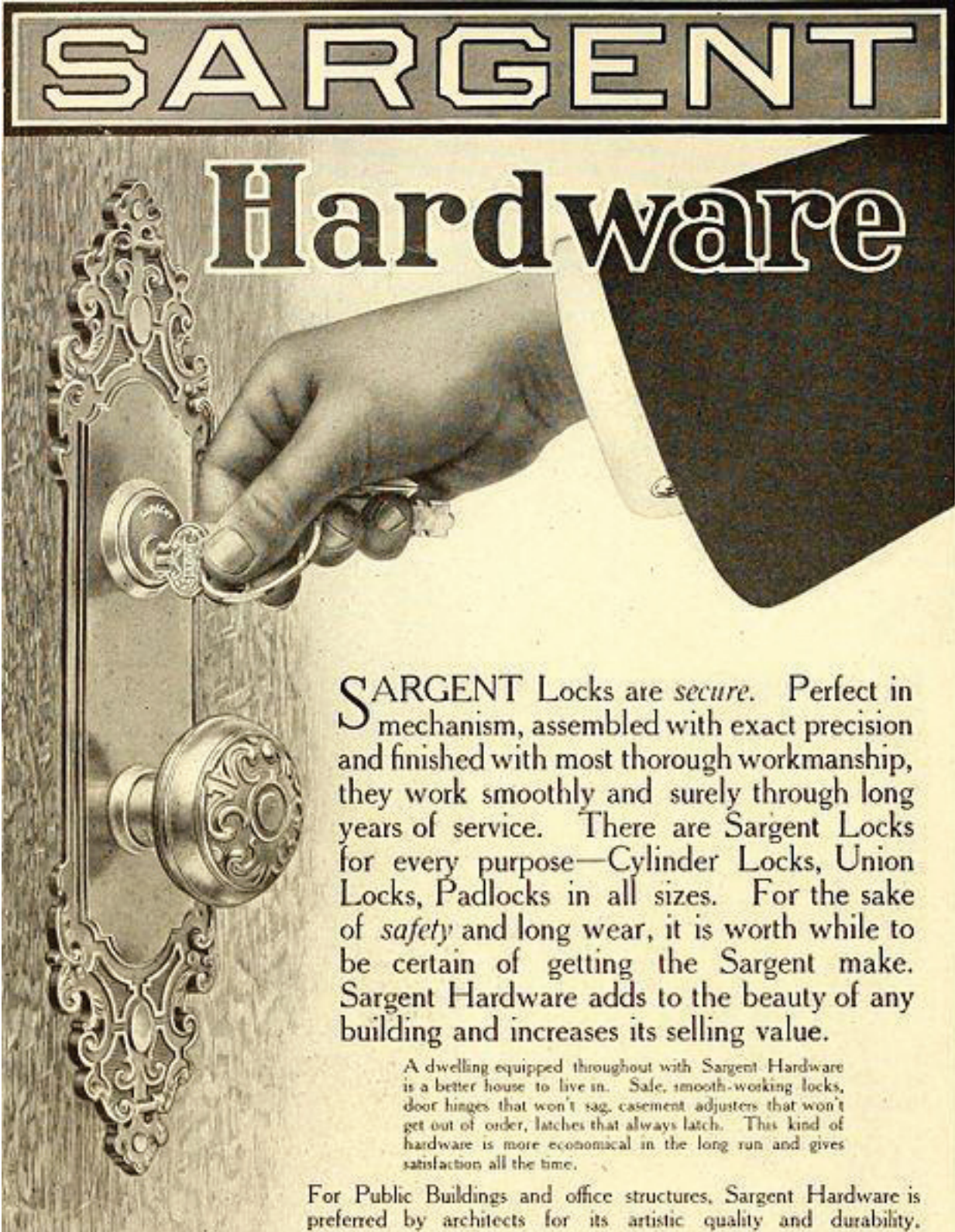
5c Everywhere

Send 2c stamp for our booklet "The Truth About Coca-Cola" and the Coca-Cola Baseball Record Book for 1910. The latter contains the famous poem "Casey at the Bat," records, schedules for both leagues and other valuable baseball information compiled by authorities.

THE COCA-COLA CO.
Atlanta, Ga.

Whenever you see an Arrow think of Coca-Cola

Coca-Cola, 1910



SARGENT

Hardware

SARGENT Locks are *secure*. Perfect in mechanism, assembled with exact precision and finished with most thorough workmanship, they work smoothly and surely through long years of service. There are Sargent Locks for every purpose—Cylinder Locks, Union Locks, Padlocks in all sizes. For the sake of *safety* and long wear, it is worth while to be certain of getting the Sargent make. Sargent Hardware adds to the beauty of any building and increases its selling value.

A dwelling equipped throughout with Sargent Hardware is a better house to live in. Safe, smooth-working locks, door hinges that won't sag, casement adjusters that won't get out of order, latches that always latch. This kind of hardware is more economical in the long run and gives satisfaction all the time.

For Public Buildings and office structures, Sargent Hardware is preferred by architects for its artistic quality and durability.

Sargent Hardware, 1911