Handout D

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

A delicious salad oil economical shortening & wholesome frying fat
Pierce-Arrow, 1911
Cream of Wheat, 1917
Waterman Fountain Pen, 1909
Coca-Cola, 1910
Sargent Hardware, 1911

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.