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Grade level: 5

Primary Source Citation: Advertisement, *Dayton Daily News*, April 13, 1944.

Allow students, in groups or individually, to examine the advertisement while answering the questions below in order. The questions are designed to guide students into a deeper analysis of the source and sharpen associated cognitive skills.

Level I: Description

1. What do you see in this advertisement?
2. What type of store is being advertised?
3. What do you notice about the prices of the items?

Level II: Interpretation

1. Are the prices higher or lower than what they are today?
2. Do you recognize any of the products?
3. What is a shorter name for an advertisement?

Level III: Analysis

1. What else would the advertisement have to tell us so we could shop there?
2. Are any of the products items we still use today?
3. Can you explain what tooth powder is and what do we use today for the same purpose?

<p>60¢ MURINE For Your Eyes 49¢</p>	<p>KREML SHAMPOO 49¢</p>	<p>PAN-CAKE \$1.50</p>  <p>PERMANENT WAVE KITS 59¢</p>	<p>100 FOR 29¢</p>		
<p>POND'S 55¢ CREAM WITH 10¢ FACE POWDER 39¢</p>	<p>TANGEE LIPSTICK 89¢</p>	<p>CAMPANA BALM 50¢ SIZE 39¢</p>	<p>Box 54 KOTEX Sanitary Napkins 89¢</p>	<p>L.B. EPSOM SALTS HEAVY 8¢</p>	
<p>DURATION LEG MAKEUP 49¢</p>	<p>LADY ESTHER 55¢ JAR CREAM 39¢</p>	<p>WRITE THAT BOY OVERSEAS TODAY USE V-MAIL 20 SHEETS 9¢</p> 	<p>TINTZ SHAMPOO 50¢</p>	<p>ABSORBINE JR. \$1.25 87¢</p>	<p>PINKHAM'S COMPOUND \$1.35 93¢</p>
<p>CUTEX NAIL POLISH 10¢</p>	<p>ADMIRACION SHAMPOO 50¢ BOTTLE 39¢</p>	<p>FAVORITE TOOTH POWDERS</p>			
<p>Caldwell's SYRUP OF PEPSIN 50¢ SIZE 47¢</p>	<p>30¢ EDWARD'S OLIVE TABLETS 18¢</p>	<p>40¢ COLGATE 37¢</p>	<p>50¢ IODENT 37¢</p>	<p>25¢ CALOX TOOTH POWDER 21¢</p>	
<p>MILK OF MAGNESIA PHILLIP'S 75¢ Size 59¢</p>	<p>50¢ LYON'S TOOTH POWDER 33¢</p>	<p>40¢ LISTERINE 33¢</p>	<p>50¢ PEBECO 25¢</p>	<p>50¢ PEPSODENT 39¢</p>	
<p>Very Special TEK TOOTH BRUSHES 2 for 51¢</p>	<p>\$1.00 SIZE NORFORM CONES 89¢</p>	<p>25¢ SIZE MENNEN'S BORATED TALC 19¢</p>	<p>50¢ SIZE PHENOLAX WAFERS 43¢</p>		
<p>-- BUY MORE WAR BONDS --</p>					
<p>Castell's CUT RATE DRUGS "WHERE YOU BUY MORE FOR LESS"</p>					