

Using the War as a Selling Point: Discovering a Local Community during the Civil War through Ads and Artifacts (Grades 3-5)

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Summer Fellowship 2009

Lesson 2

As a whole group, students examine a Civil War era advertisement from a national primary source: Harpers Weekly. In partnerships, students examine advertisements found in local newspapers that used the Civil War as a selling point to discover what life was like on the home front.

For this lesson, students should be seated in table groups of 4 students.

Procedures

- Using LCD projector, Smart board, or computer lab, show class examples of advertisements from the Civil War era from Harpers; a nationally distributed weekly newspaper established in 1850. If technology is not readily available, the ads can be Xeroxed and distributed to the class.
<http://www.sonofthesouth.net/leefoundation/civil-war/1861/december/civil-war-ads.htm>

Although the teacher can choose to use any ad on the page, the ad entitled: Cloaks! Cloaks! BRODIE, found in the upper right hand corner of the page is similar to those from the local primary sources.

- As a whole group, fill out the following document analysis.
http://www.learnnc.org/lp/media/misc/2007/nara/written_document_analysis_worksheet.pdf
- In partnerships (or groups of 3 if necessary) examine an ad found in a local Champaign County newspaper which used the Civil War as a selling point.
 - [Local Ad 1](#)
 - [Local Ad 2](#)
 - [Local Ad 3](#)
 - [Local Ad 4](#)
 - [Local Ad 5](#)
 - [Local Ad 6](#)
 - [Local Ad 7](#)
- In same partnerships, students fill out the document analysis sheet based on their Civil War ad

http://www.learnnc.org/lp/media/misc/2007/nara/written_document_analysis_worksheet.pdf

- Each partnership presents their document analysis to other partnership in table group.

Ties to National Primary Source

Tie to a national primary source: Harpers Weekly.

<http://snyderahcfeellowshipsummer2009.shutterfly.com/49>