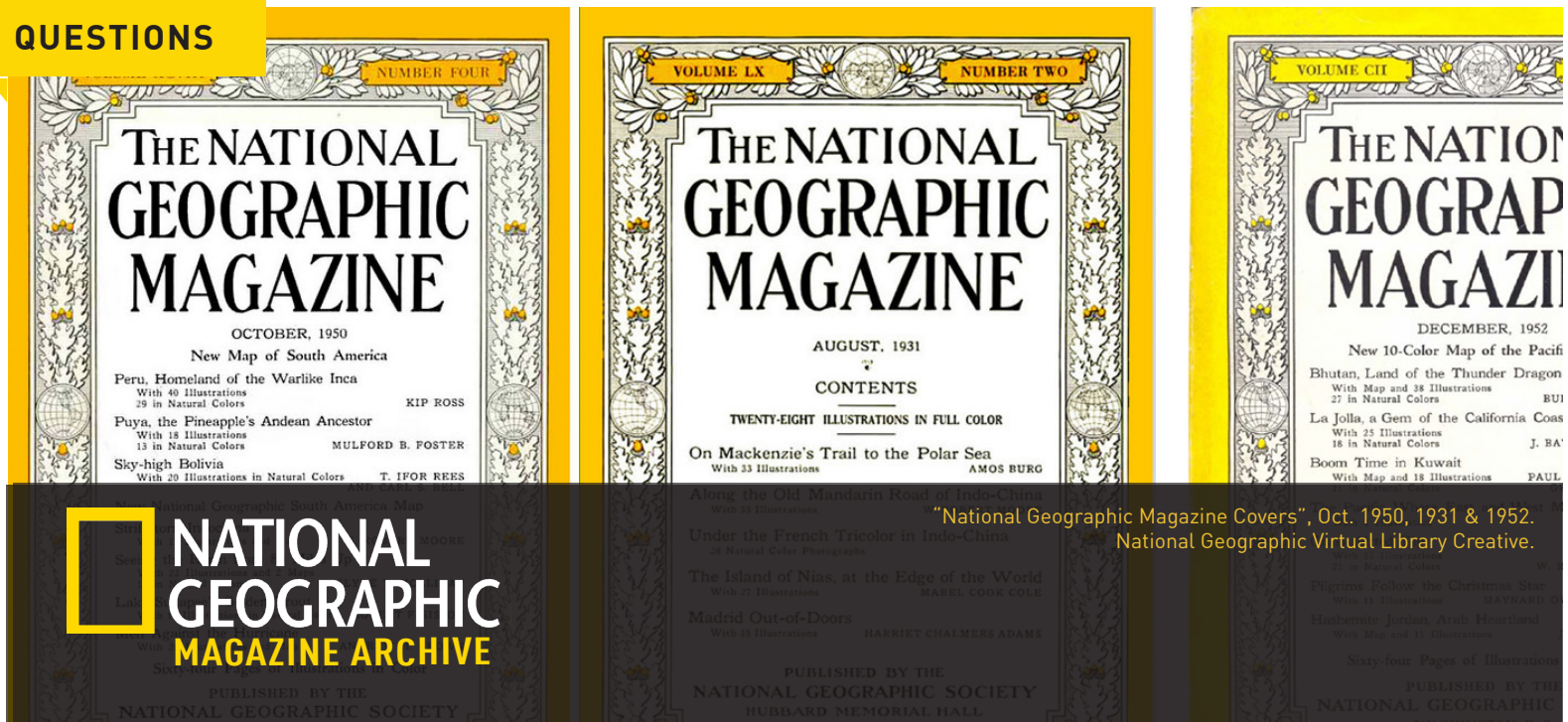


QUESTIONS



"National Geographic Magazine Covers", Oct. 1950, 1931 & 1952.
National Geographic Virtual Library Creative.

Directions: Select a magazine from the early 1910s and one from the 1940s. Browse through the ads in the back of the magazines and compare them to ads you see today.

01 What is different about ads from each period? What is similar? How has advertising changed over the years?

04 Use the Table of Contents to find an advertiser who had products in the 1910s and are still around today?

02 Are there any goods or services advertised that surprised you; and if so, why?

05 What can you deduce about the people reading the magazine based on the products advertised within in – gender, age, income level?

03 What can you infer about the times the magazine was published in based on the products?