

Grade Four Online Learning Activities

Clean up your Language: Vintage Vacuum Cleaners

Curriculum Tie-In: Grade 4 Language, Reading for Meaning

Most media text uses words, graphics, sounds, and/or images, in print, oral, visual or electronic form, to communicate information and ideas to the audience.

Strand 1: Reading for Meaning

1.2 Identify a variety of purposes for reading and choose reading materials appropriate for those purposes (e.g., print or newspaper articles).

1.5 Make inferences about text using stated and implied ideas, from the text, as evidence.

Strand 2: Understanding Form and Style

2.4 Identify various elements of style – including alliteration, descriptive adjectives and adverbs, and sentences of different types, lengths and structures – and explain how they help to communicate meaning.

Students will develop critical/creative thinking skills, and media literacy skills while exploring vintage vacuum print ads that appeared in the Newmarket Era c.1903-1976.

Vintage print advertisements promised that vacuums would ease the burden of housework. Let's take a look at the styles of vacuum cleaners available on the market between c1903-c1976 and examine the words used to sell the product.



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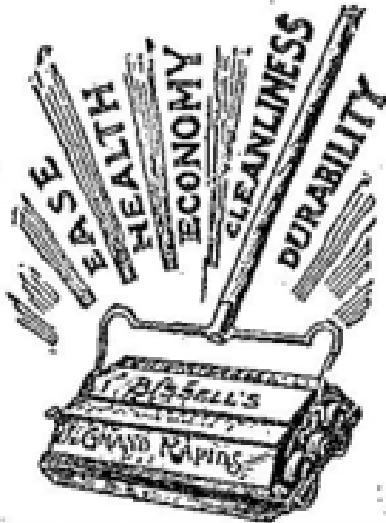
Vacuum Ads and Styles available between 1903-1976

The Bissell Carpet Sweeper, approx. cost \$2.50-\$4.00, Newmarket Era 1903.

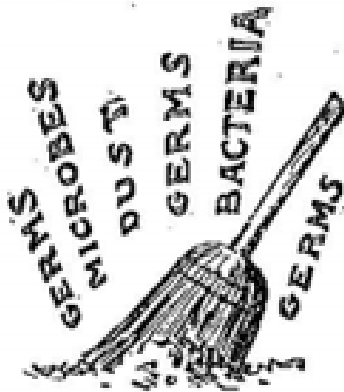
[Click here to check it out online.](#)

A FEW POINTERS

Showing why you should use
a Bissell's Sweeper.



A BISSELL'S WILL FOLLOW THE BROOM AND REMOVE MORE DIRT THAN THE BROOM DID.



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Ball Bearing Cadillac by Clements Mfg., Chicago. Save your back with a Cadillac. Newmarket Era 1924. [Click here to check it out online.](#)

FREE Offer Extraordinary FREE
FOR 10 DAYS ONLY

Just as good ten years from now—the
the **BALL BEARING Cadillac**
Master of Cleaners!



You can only be sure of such long service from an Electric Vacuum Cleaner equipped with a Ball Bearing Motor because the ball bearing motor runs with so little friction and wear that it never gets out of order and makes the cleaner last many more years than a cleaner equipped with ordinary bearings could.

You can get a CADILLAC equipped with the long lasting, non-wearing, ball bearing motor for the same purchase price as cleaners equipped with ordinary bearings!

The Cadillac Ball Bearing Vacuum Cleaner is packed with a Super 1/2 H.P. motor, a long-life, heavy-duty, flexible motor which gives you low electricity and very quiet operation and a ball bearing motor which will last many more years.

Who has an ordinary cleaner? Let us show you the Ball Bearing Cadillac is the most economical, efficient and convenient vacuum cleaner since the day of change!

SAVE YOUR BACK WITH A CADILLAC



29-PIECE NORITAKE China Tea Set
TO EVERY PURCHASER OF THE
Famous Cadillac Ball-Bearing Vacuum Cleaner.

THINK OF IT—For ten days only we are giving this beautiful 29 piece set of Noritake China (Value \$25.00) to everyone who purchases a CADILLAC VACUUM CLEANER. For as low as \$9.50 we will put a CADILLAC in your home and you can pay the balance in small monthly payments. **REMEMBER—**we have only a limited number of these sets. So get yours early.

Smith's Hardware,
See our Window Display Phone 39 for Demonstration

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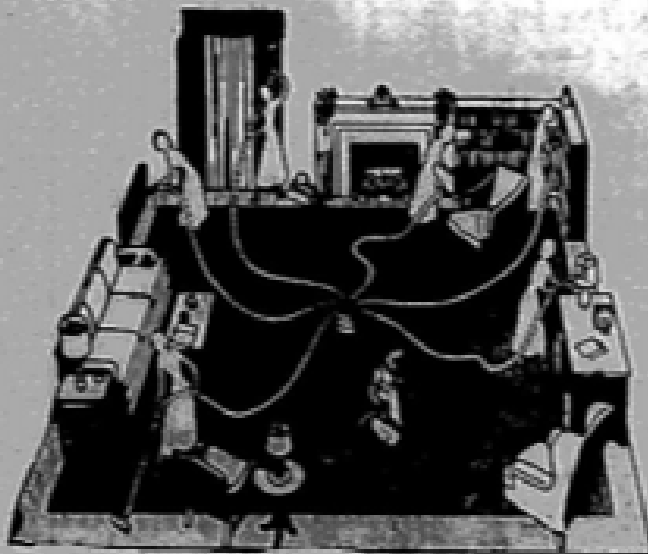
General Electric "Reach-Easy Cleaning". A wonderful new vacuum cleaner that does the complete house cleaning job with such ease and timesaving thoroughness that everything comes out with a sparkling clean "new look" even the housewife! You could put the vacuum in the middle of the room and the machine would swivel around. Newmarket Era 1954. [Click here to check it out online.](#)

Newmarket Furniture & Electric

Presents

THE GENERAL ELECTRIC cleaner that brings you "Reach-Easy Cleaning"

the amazing "Swivel Top" cleaner that lets you clean the average size living room without once moving the cleaner!



Here is a wonderful new kind of vacuum cleaner that does the complete house-cleaning job with such phenomenal ease and timesaving thoroughness that everything comes out with a fresh, sparkling-clean "new look"—even the housewife! And it's a beauty!

LOOK!

1. Clean a Whole Room Without Moving the Cleaner! Place the cleaner in the center of the room, then—since the swivel-top rotates in a complete circle—you reach every corner without the usual tug-of-war!

2. Remarkable Cleaning Ability! Test its powerful suction.... see how it cleans your rugs, and dozens of other home furnishings with an ease and perfection that will astound you!

3. You Don't Even See the Dirt! That's right—there's no bag or can to empty. Dirt is collected in a king-size disposable bag. Gather it up at the top and throw it away... dirt, bag and all! And because the "Throw-Away" bag is extra large, you replace it only a few times a year!

Only \$2.50 per week

after small down payment

PHONE 1232 FOR HOME DEMONSTRATION

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The Fillery Vacuum Cleaner claimed to climb and follow you up the stairs.
Newmarket Era 1956. [Click here to check it out online.](#)

SAVE \$35 ON THE FAMOUS "FILLERY"

A very special purchase—at an amazing low price. The "Fillery" Vacuum Cleaner follows you up the stairs.



This beautiful "design award" built cleaner has high-powered suction to get out the dirt—all the way down. Kites quiet universal motor; tip-toe control switch. Complete with Extension Wands, Dusting Brush, Crevice Tool, Upholstery Nozzle, Floor and Rug Brush, Wall Brush and Spray Gun.

44.85

NO DOWN PAYMENT
Only \$3.50 a Month

Associate Store
CANADIAN TIRE
ASSOCIATE STORE
Save Safely
J. L. SPILLETTE & SON LTD.
34-38 MAIN ST. NEWMARKET PHONE 139

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Hoover Constellation. The Vacuum cleaner that ends cleaning drudgery. This vacuum had no wheels and instead floated on its exhaust. [Click here to check it out online.](#)
[Check out this Vintage TV Commercial here.](#)

What!
A Deluxe
HOOVER
Constellation
for just
\$49.95
(during HOOVER WEEK)

RIGHT!

The **VACUUM CLEANER**
THAT ENDS CLEANING
DRUDGERY!
Floats on Air

EASY TERMS

OPEN MONDAYS
OPEN THURS. & FRI. HOURS 10:30 - 5

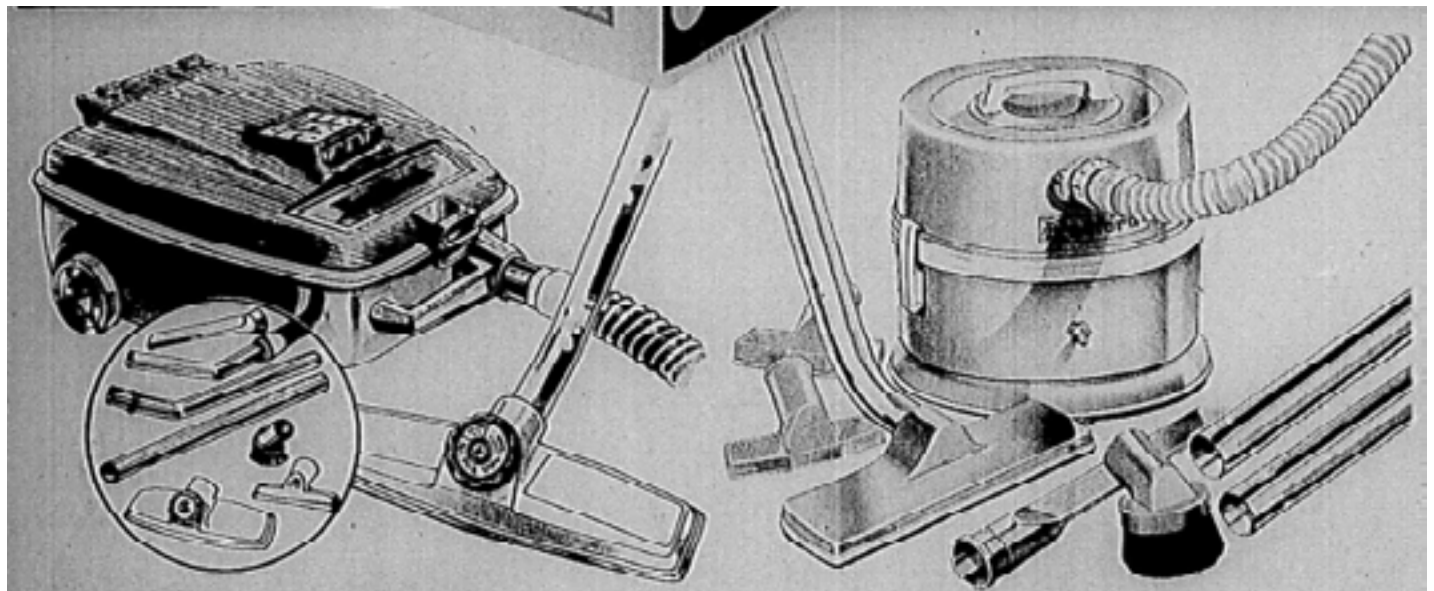
at

**CANADIAN
TIRE
ASSOCIATE STORE**

J. L. SPILLET & SON Ltd.
255 25th St., Toronto, Ont. 488-2554

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Newmarket Era 1972. [Click here to check it out online.](#)



Zeller's Exclusive **Bradford**

DELUXE VACUUM CLEANERS

Modern, push-button operated model featuring "Cyclonic" suction action, automatic cord re-wind, 7 piece accessory kit.

"CHARGE-IT"
55⁸⁸

Zeller's Own **Bradford**

CANISTER-VACUUM CLEANERS

High-power suction for any vacuuming job! Glides on 4 free wheeling casters. Toe-touch on/off switch, vinyl no-mar bumpers. PLUS: 7-piece accessory set.

"CHARGE-IT"
38⁸⁸

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Vacuum Print Advertising Activities

Unscramble the last word to complete the sentence:

Print advertising is a widely used form of **gnisitrevda**

Small words that appear at the bottom of an ad are known as the **enif tnirp**.

Q. What does the Bissell carpet cleaner ad claim to do?

Review the Ball Bearing Cadillac Vacuum ad:

Q1. What is being offered for free?

Q2. What is the price of the vacuum in the ad? (Tricky question!)

Q3. How would you find out the price of a vacuum if it wasn't listed?

Hint, there was no internet in 1924.

Q4. What is the phone number of Smith's Hardware?

Examine the General Electric "Reach-Easy Cleaning" vacuum print ad:

Q1. In addition to the house being clean, who will come out sparkling clean in this ad?

Q2. Who do you think this ad is geared towards?

Q3. How do you think this ad would make your mom or grandma feel?

Q4. How do you think your Dad or Grandpa might feel about reading this ad?

Do you think it would make them want to buy it?

Q. Do all the print ads have a title?

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Q. Do any of the print ads make you feel happy, angry or sad? Circle your answer.
Which ad makes you feel this way?

Q. Does everyone help with the vacuuming at your house?

Design your own ad with our mystery artifact!

Can you guess what it is?

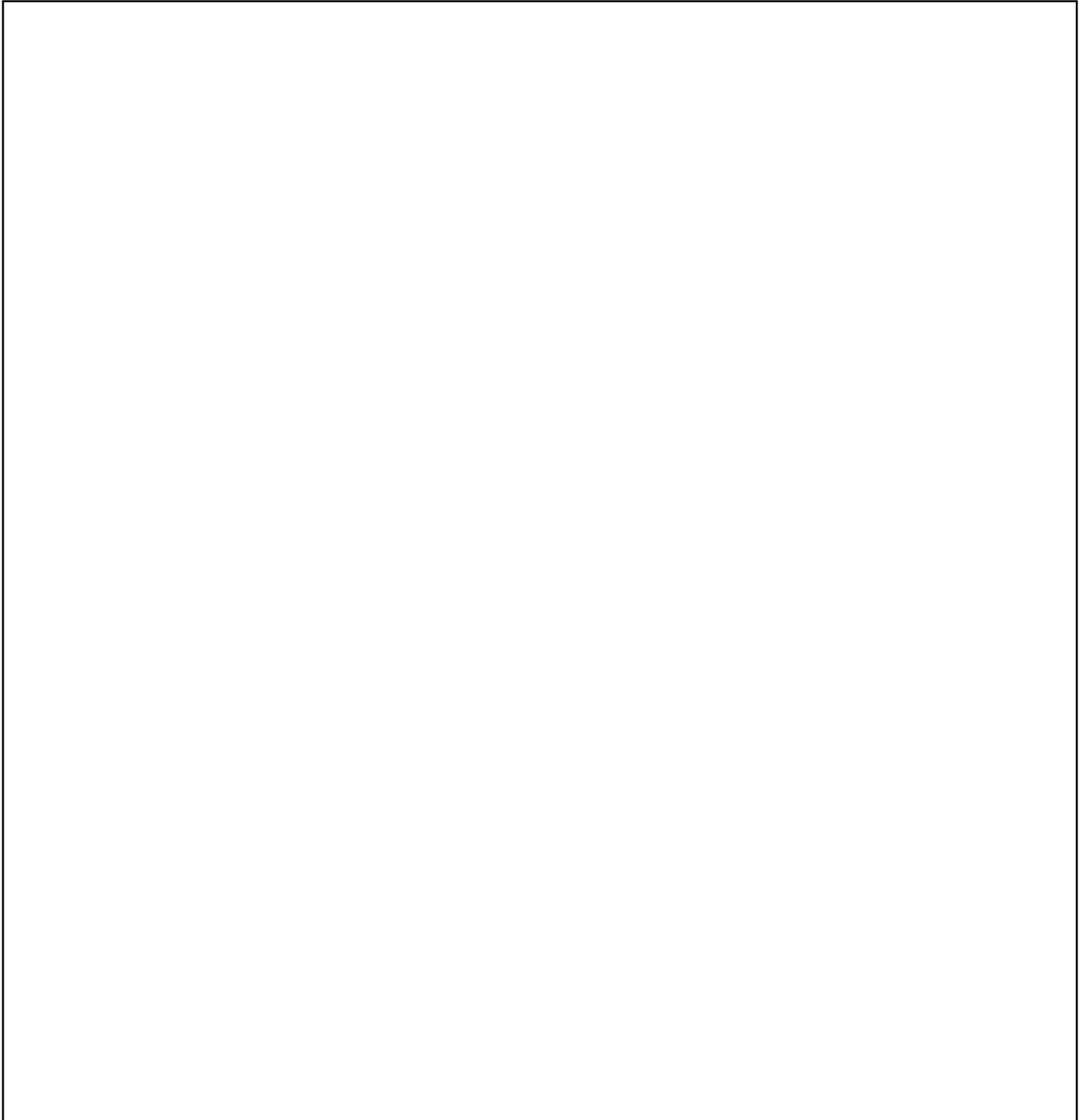


Here are some suggestions to write an awesome ad:

1. Headline or Title
2. You might need a subheading
3. Body Copy Text:
In this section you need to tell a short story. What type of object are you selling, create some great selling features, explain why your customer should buy your mystery object and think about who you want to target it to.
4. Call to Action – what should the customer do next?
5. Contact Information – how can the customer get more information?
6. Revisions - proofread your ad. Does your vacuum have a brand name? Did you mention the price? Did you check your ad for any spelling errors?

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Print this page to create your own ad!



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Unscramble the words below to find out what our mystery artifact is:

yrpats mpcrrei

