

# Unit 10

Name:

Date:

## 10-3 Catalogue Comparison



### Inquiry

#### Focus on this question:

- 1 How do the catalogues or advertisements reflect a developing consumer (buyer) identity?

1. Look at various catalogues or advertisements between 1920 to 2017.
2. Choose **three** categories from the following: **tools, toys, household appliances, hobbies, entertainment, furniture, toys, weapons.**
3. Look at the items available in the catalogues and current advertisements on the Internet from **three different time periods.**
4. Choose one item in the category for comparison. For example, under tools you might compare watches from 1920 to watches in 1950 to watches in 2017.
5. Study the items in the catalogues to see how quality of life has changed.

Compare:

- Differences in what was available (What items are no longer for sale or what new items appear?)
- Why the items are different (Are there changes in the materials from which items were made, improvements in technology, new needs and wants?)
- Changes to item costs (What do price changes tell us about the people who are buying?)

1. Category 1 (tools, toys, appliances, hobbies, entertainment, furniture, toys, weapons): I chose \_\_\_\_\_. I am going to compare this item in these three time periods \_\_\_\_\_. Write a paragraph comparing the item below. Answer the bullet points in your response. (/6 marks)

2. Category 2 (tools, toys, appliances, hobbies, entertainment, furniture, toys, weapons): I chose \_\_\_\_\_. I am going to compare this item in these three time periods \_\_\_\_\_. Write a paragraph comparing the item below. Answer the bullet points in your response. (/6 marks)

3. Category 3: (tools, toys, appliances, hobbies, entertainment, furniture, toys, weapons): I chose \_\_\_\_\_. I am going to compare this item in these three time periods \_\_\_\_\_. Write a paragraph comparing the item below. Answer the bullet points in your response. (/6 marks)

4. Do we buy now more or did we buy more in the past. Why has Canada's identity changed? (/2 marks)

5. From the lesson, identify two other ways Canada's identity changed during the period between 1930-1960. (/2 marks)

**Overall Total: /22 marks**



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