

**Fox Valley Turning Points**  
**Polio**  
**Activity #4: Prange's Delivers Fun**

Study the H.C. Prange Co. advertisement from the August 19, 1955 Post-Crescent newspaper.

- 1) Who was the intended audience for this advertisement? Cite evidence from the advertisement to support your conclusion.
  
- 2) What particular service is the advertisement promoting?
  
- 3) Does the advertisement mention polio? What clue(s) in the advertisement would lead historians to believe that the advertisement was printed in response to the 1955 polio epidemic?
  
- 4) If you did not know the date of the advertisement, what information given would help you to determine when it was created?
  
- 5) If you were a mother with three children, ages 10, 6, and 3, and you had \$6 to spend on toys, what would you buy for each child? (You should assume the lowest cost in the range given. You do not have to spend all of the money, but you should spend approximately the same amount on each child)
  
- 6) How much would it cost to purchase a set of wooden building blocks, two coloring books, a box of crayons, and three puzzles for a 2 year old?

7) What if a three per cent sales tax was charged on the above purchase? How much would the tax be and what would the new total be?

8) If you were quarantined at home and a toy store was to offer the same service now, what toys do you think might be advertised for your age category?