Design Your Own Advertisement

Noah Webster wrote the <u>American Spelling Book,</u> also known as the "Blue-backed Speller," in 1783. Check out an ad Noah Webster put in the newspaper in 1789 for his book. The ad might look funny to you, but the style was very popular in the 1700s. Flip through a magazine and find some ads from the present day. Then, design your own ad for Noah Webster's "Blue-backed Speller"! How can you advertise it a way that will make people want to buy it?

Name _____ **Date** _____

Advertisement for Noah Webster's American Spelling Book, 1789.

Webster's Spelling Book.

Just published,

A new and Correct Edition of
THE

American Spelling Book:

CONTAINING an easy STANDARD of PRONUNCIA-
TION. Being the FIRST PART of a GRAMMATICAL INSTITUTE of
the ENGLISH LANGUAGE.

BY NOAH WEBSTER, JUN. ESQUIRE.

Author of "DISSERTATIONS on the ENGLISH LANGUAGE."

Printed at BOSTON, by ISAIAH THOMAS & EBENEZER T. ANDREWS.
Sold, Wholesale and Retail, at their BOOKSTORE, No. 45, *Newbury Street,* and by said
THOMAS, at his BOOKSTORE in *Worcester.*

[A PREFERENCE being given by many approved Judges, and experienced Teachers
of the English Language, to the American Spelling Book, or First Part of Mr. WEB-
STER's Grammatical Institute, *has induced us to comply with the wishes of many School-
masters and others, to supply them with correct and good copies.* In order to effect this im-
portant purpose, we have, at a great expense, purchased the Copyright of the Author, for
Ten Years, with his sole privilege of printing, publishing and vending said work, during
that time, in the States of Massachusetts, Newhampshire and Rhodeisland. This Edi-
tion has been corrected by the Author, and we have had engraved a new Frontispiece and
Plates for the Fables, and doubt not, that on examination, it will be found superior to
any other now extant.

Many Schoolmasters who have heretofore used PERRY's Only Sure Guide, have lately
been induced to substitute the American Spelling Book, as it is allowed on all hands that
it is in every particular equal to that, and in some respects better; this being the case, a
preference ought to be given to this American production, especially as there are now circu-
lating many very incorrect copies of PERRY's Spelling Book, printed in Boston, and bad-
ly copied from the correct Worcester Edition; which incorrect books operate not only as an
injury to that work, but to the purchasers of it.

Booksellers, Schoolmasters and others, may be constantly supplied with correct and well
printed copies of the American Spelling Book, either by wholesale or retail; and care will
be taken to make all our future editions exactly page for page with this, in order that they
may be used together in a class.——Purchasers will please to inquire for Thomas &
Andrews's FIRST EDITION. We are the Publick's humble Servants,

ISAIAH THOMAS,
EBENEZER T. ANDREWS.]

I HEREBY certify, That I have sold to Messrs. *Isaiah Thomas* and *Company,* for
a valuable consideration, the exclusive right of printing, publishing and vending the
American Spelling Book, or *First Part* of my *Grammatical Institute* of the *English Lan-
guage,* in that part of the State of Massachusetts East of Connecticut river, and in the
States of Newhampshire and Rhodeisland, for the term of *Ten Years.*

NOAH WEBSTER, jun.

Hartford, July, 1789.

NEW MUSICK.

Just published, price 1s. 6d. single, and 1s. 2d. by the dozen,

DIVINE SONGS, extracted from Mr. J. HART's Hymns,
and set to MUSICK in THREE and FOUR PARTS.

By ABRAHAM WOOD.

Suitable to be sung in CHURCHES, immediately before or after Divine Worship.
Printed at BOSTON, Typographically, by THOMAS and ANDREWS, and sold at
their Bookstore, No. 45, Newbury Street, and at said THOMAS's Bookstore in WORCESTER.

WANTED, as APPRENTICES to the PRINTING
BUSINESS, one or two likely LADS, from 14 to 15 years of age. None
need apply but those who can read, write and spell, and have some knowl-
edge of English Grammar. Inquire of *Thomas & Andrews.*