

Lights, Camera, Media, Literacy!

Old Time Advertising Cards

Part One:

- 1) The 24 ads in this collection were created between 1900-1920. Based on the information you have received about the eight stages of print advertising, guess which of the eight stages might be represented by these ads.

- 2) Now look through the 24 ads. Did your guess in #1 hold true? _____

If not, what stage do you now think all 24 ads represent?

- 3) A few of the ads might be considered more progressive for their time, because they not only show the stage represented by all of the other ads, but they also show a stage associated with future advertising.

Name one ad that represents more than one stage:

What are the stages the ad represents?

STOP!

Do not continue until receiving information about advertising techniques.

Part Two:

Use the twenty-four ads to answer...

1) What 3 advertising techniques are used more often than any others?

2) What eight techniques are not used in any of these ads?

3) Which ad uses all three of the "Positive Appeal," "Attractive Setting," and "Snob Appeal" techniques?

4) Which ad conveyed its message the fastest? _____

5) Which ad made you think the most about its meaning? _____

6) Of the two ads you used for answers in #4 and #5, which ad do you like more? _____

Why? _____

7) Of the two ads you used for answers in #4 and #5, which ad do you feel is most effective? _____

Why? _____

8) Advertisers now determine that the more time a customer spends looking at an ad, the more they might remember the product.

Based on this information, would you change your answer to # 7?

Why or why not?
