

Lights, Camera, Media, Literacy!
Old Time Advertising Cards
ANSWER KEY

Part One:

1) The twenty-four ads in this book 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. **ASSOCIATION STAGE**

2) Now look through the twenty-four ads.

Did your guess in #1 hold true? _____

If not, what stage do you now think all twenty-four 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?

Product-Benefit Stage... (some literal/some inferred)

Ads # 3, 5, 6, 9, 14, 18, 20

Possible answer....Entertainment Stage... (humor to entertain)

Ads # 4, 6, 17, 20, 22, 23

Part Two:

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

POSITIVE APPEAL
SLOGAN/JINGLE
ATTENTION-GETTING HEADLINE

2) What eight techniques are not used in any of these ads?
(There are actually NINE techniques not used...)

FLATTERY	STATISTICS & NUMBERS
CELEBRITY ENDORSEMENT	ANNOYANCE
FEAR OF BEING LEFT OUT	REPETITION
CONTRADICTION	TESTIMONIALS
INFORMATION FROM EXPERTS	

3) Which ad uses all three of the "Positive Appeal," "Attractive Setting," and "Snob Appeal" techniques? # 21 F.A. Whitney Carriage Co.

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 came to 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? _____