

HISTORY HUNT #3

investigating

ADVERTISING IN AUTOMOBILE IN AMERICAN LIFE

NAME(S): _____

LOCATION: HENRY FORD MUSEUM®

to do

- Find and explore the Promoting the Automobile and Selling the Dream section of the Automobile in American Life exhibit.
- View videos about automobile advertising, history and manufacturing.
- Visit the Drive-in Theatre and watch "Car Culture".

to draw or describe

Create your own advertisement. Use the back if you need more space!

to look and listen

1. What were some of the ways automobile companies introduced their new cars?

2. Automobile ads used a variety of methods to sell cars. Choose three automobile ads and the methods they used or the promises they made.

TYPE AND YEAR OF CAR:	TYPE OF AD:	PERSUASIVE METHODS USED/PROMISES MADE:
	Magazine <input type="checkbox"/> Billboard <input type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Other _____	Success <input type="checkbox"/> Modern <input type="checkbox"/> Fun <input type="checkbox"/> Youth <input type="checkbox"/> Other _____
	Magazine <input type="checkbox"/> Billboard <input type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Other _____	Success <input type="checkbox"/> Modern <input type="checkbox"/> Fun <input type="checkbox"/> Youth <input type="checkbox"/> Other _____
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3. Which auto ad do you think is the most successful? Why?

to think and talk about

What are your favorite television ads today? Why?