**What’s for Sale: Advertisements from the 1950s**

List the major elements (important images and text) of each advertisement and describe what each ad is selling.

|  |  |  |
| --- | --- | --- |
| Advertisement #1 | Advertisement #2 | Advertisement #3 |
| Elements:Product: | Elements:Product: | Elements:Product: |
| Advertisement #4 | Advertisement #5 | Advertisement #6 |
| Elements:Product: | Elements:Product: | Elements:Product: |

**Which advertisement did you find to be the most interesting? Why?**

**Groups**: Discuss each advertisement and answer the questions below.

**“Hoover”:**

1. How might a vacuum cleaner make someone’s life easier, or “happier”?
2. Who is the intended audience of this advertisement?

**“Motorola”:**

1. How does this imply that TV will benefit children?

1. What assumptions are being made children?

“**Telegram”:**

1. Why might girls be given these types of toys?

1. What types of toys would be advertised towards boys?

**“Levittowner”:**

1. Do the Houses look very different from each other?

1. Why would Americans want to buy or mortgage these homes?
2. What 1950s cultural trend does this advertisement highlight?

**“Ford”**

1. What types of activities are people using cars for in this advertisement?
2. Does that imply anything about social life in the 1950s?

**“Go Johnny Go”**

1. What type of music is being promoted?
2. According to the ad, who is the King of Rock ‘n’ Roll?
3. Who is this advertisement’s intended audience?

**Post Activity Paragraph:**

On a separate sheet of paper respond to the prompt: **Based on what you have learned today, do you think you would have liked to live in the 1950s?**

Be sure to provide a CLAIM (your opinion), EVIDENCE (your two supporting facts) and REASONING (your explanation) and a COUNTERARGUMENT (opposing view).