



SCHENECTADY MUSEUM

On-line Lessons

“I’ll Buy That”

Inventions &
Innovations
Grades 4-8

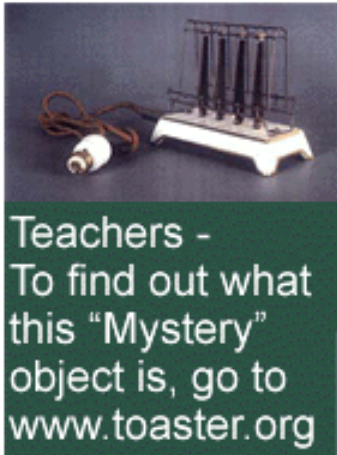
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Question: Do people buy the product, or how you sell the product? Is it the meat, or do you sell the sizzle?

Try This:

Take a look at this picture of this actual product form the early 1900's and, using the blank poster, create an advertisement telling the consumer:

- What it is
- What it does
- Why the consumer should buy it
- Why the consumer absolutely NEEDS this product
- How much it costs (Remember, YOU have to make a PROFIT)
- What it is called
- Where they can buy it
- Anything else you need to include to sell it:
 - Testimonials
 - Pictures
 - Famous people using it



Teachers -
To find out what
this “Mystery”
object is, go to
www.toaster.org

More to Explore:

Check out "The Hall of Electrical History," some of the artifacts, and how they were advertised.

Things to Think About

The Electrical Companies often sold refrigerators, vacuum cleaners, and other appliances and "conveniently" allowed you to pay it off month by month. The more appliances, the more electricity you used, the more electricity you used, the more you relied on electricity!

Fun Facts

M&M candies were originally developed for soldiers during World War II because they didn't melt, and advertised later to the public as "A fighting man's food."

People:

In 1741, Benjamin Franklin's General Magazine ran the first know magazine ad.

What's This All About?

Consumer Education, Advertising, Inventions, Design, Math, History, Research

Other Activities

Try doing a video or commercial for the product. What would Benjamin Franklin's magazine ad have been like as a 30 second ad?

Web Links for More Information:

www.eisnermuseum.org

[NYS Learning Standards](#)

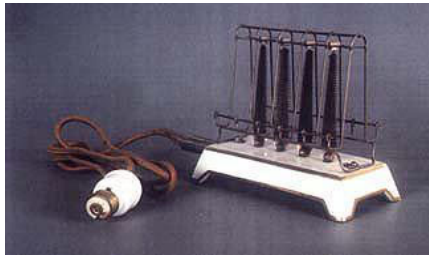
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**It's New!
It's Exciting!
You've Got to Get One!**



Try This: Take a look at this product from the early 1900's and, using the blank poster, create an advertisement.

Here's an example of an advertisement of an electric cooker. How do they phrase words to sell this product?

