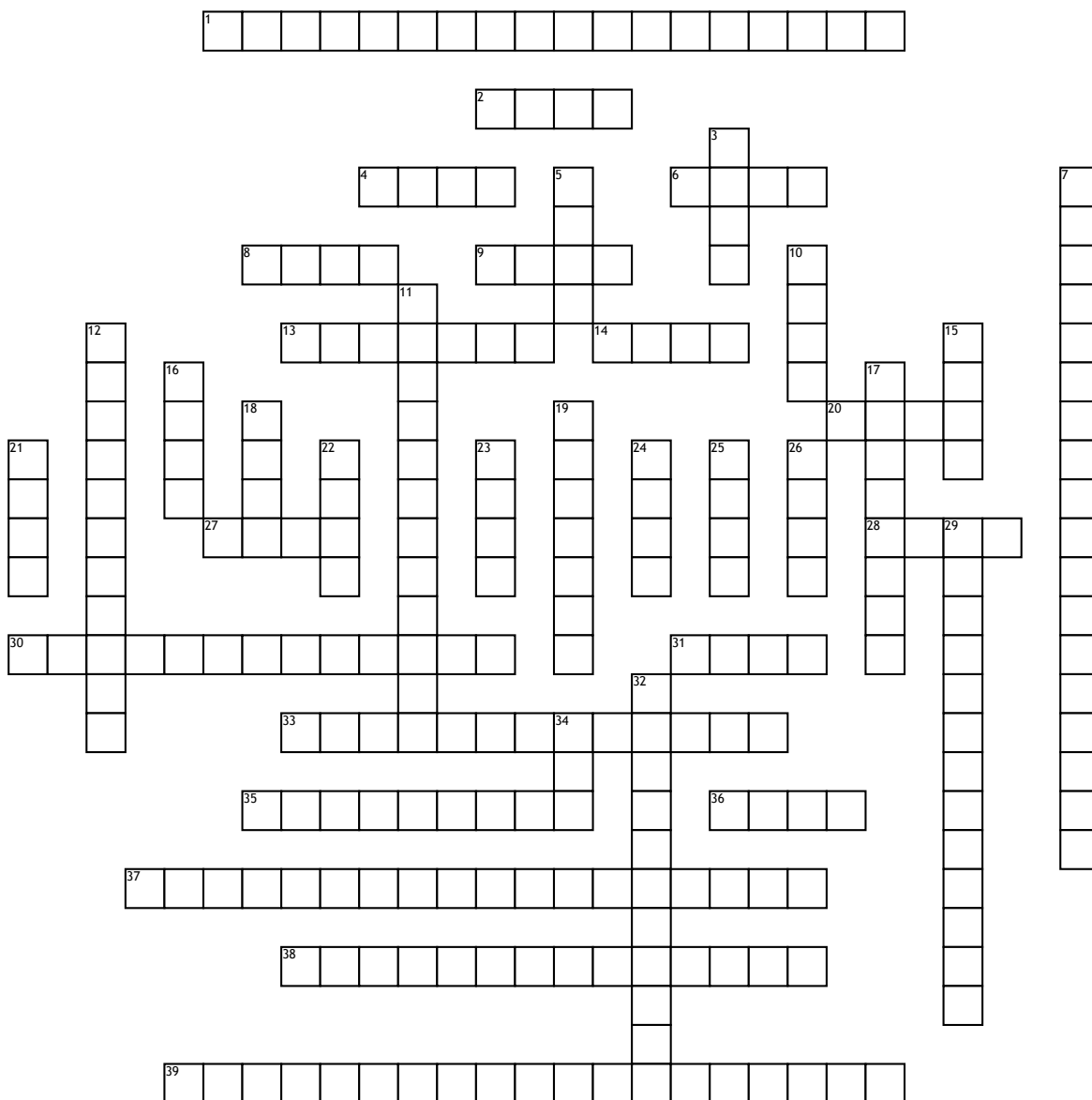


Name: _____ Date: _____ Period: _____

Advertisement History



Across

1. Violence that serves a role in a story's plot
2. Stock market crashes
4. First telegraph message transmitted between 2 cities
6. Leo Burnett opens his creative shop
8. Walt Disney makes the first cartoon
9. The first regularly published newspaper in American appears
13. 1918
14. US enters WW1
20. First ad agency in US sells newspaper in Phila
27. First moving picture
28. Child Labor Laws
30. Measurement of the US audience for certain shows
31. Wabash, IN is the first city to use electric streetlights
33. 1923

35. Somebody or something that provides a good visual image

36. Pure Food, Drug and Cosmetic Act is enacted

37. 1639

38. 1839

39. 1933

Down

3. Magazine Ballyhoo reflects public distrust of advertisement

5. Meat Inspection Act

7. The way in which 2 or more people resolve their disputes

10. Railroad spans the continent from coast to coast

11. Statistics about people grouped by such information

12. The expression from the fact we see little on the screen expect the anchorperson's head

15. First televised sports event is broadcasted

16. America declares independence from England

17. Wave of mergers consolidates 2,653 independent firms

18. Fair Labor Standards Act is established

19. Coordinated interaction between 2 or more organizations

21. George Batten starts his advertising agency

22. First magazine ad appears in Benjamin Franklin's General Magazine

23. The US population reaches 63 million

24. 1st ad agency in the US

25. First Federal Trademark Protection law is enacted

26. US digs the Panama Canal to cut travel between NY and San Fran

29. 1920

32. Video recorded for the earlier newscast about the same or similar subject

34. This agency is in charge of granting licences to owners of broadcasting television or radio stations