**Bell Ringer October 9th**

[http://www.c-spanclassroom.org/Lesson/1157/Bell+Ringer+Early+Political+Ads.aspx](http://www.c-spanclassroom.org/Lesson/1157/Bell%2BRinger%2BEarly%2BPolitical%2BAds.aspx)

**Description**

Archivist Mike Mashon talks about an early political ad from 1912 that is featured in the Library of Congress' Packard Campus for Audio-Visual Conservation located in Culpeper, Virginia. (2 mins)

**Bell Ringer Assignment**

* Explain the meaning of the phrase “The Old Way and The New” and how it relates to the 1912 presidential election.
* Compare the campaign fund raising approach that is expressed in the clip to modern day methods.
* Compare this political ad to present day ads. New and archived political ads can be found at [The Living Room Candidate](http://www.livingroomcandidate.org/) website.

For Smart Phones: <http://www.c-span.org/video/?c4461487/early-political-ad>