**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class Period: \_\_\_\_\_\_**

**Vanguard Texas History Date: \_\_\_\_\_\_\_\_\_\_\_\_**

**Austin Colony Advertisement**

**Put yourself in Stephen F. Austin’s shoes! He has been given the first land grant for Anglo settlement of Mexican Texas. In order to get people to come to Texas, he has to advertise his colony. Think about what advertisers do today to persuade people to purchase something.**

**Think about…..**

* **What information could he have used in his advertisements?**
* **Who would he aim his advertising at?**

**You must have….**

* **Name of the newspaper/date (must be accurate to the time period we are discussing)**
* **Needs a color image**
* **A slogan (be creative!)**
* **Show cost of land**
* **Show the amount of land you can buy (in textbook)**
* **One paragraph (at least 5 sentences) persuading people while describing the land and resources**
* **An article from a reporter’s P.O.V. describing colonial life in Texas (at least 2 paragraphs to accompany the ad)**

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**Vanguard Texas History Date: \_\_\_\_\_\_\_\_\_\_\_\_**

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