

## Intro to Business

### **“Tucker: The Man and His Dream” Advertising Brochure**

Preston Tucker used several methods to introduce his automobile to the American public, including magazines and radio ads.

#### Your job:

It is 1948. Use Microsoft Publisher or Microsoft Word (assuming we had those programs in 1948) to create a three-panel brochure introducing the “Tucker Torpedo” automobile to the American people. Feel free to use a template.

Your finished brochure must include a minimum of the following:

- Picture of the car
- Five features not available on other cars (at the time)
- Price
- Brief background of Preston Tucker

The brochure is due at the end of class tomorrow.