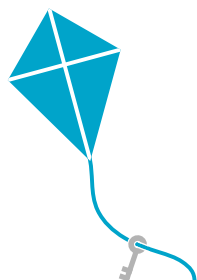


GETTING TO KNOW THE AMERICAN ENTERPRISE EXHIBIT:

HEAR THE TALE OF THE MAD, MAD AD PEOPLE. SAVOR THE AD INDUSTRY'S CONTRIBUTIONS TO AMERICA'S BUSINESS LEGACY.



PERMANENT EXHIBIT



ONE
FOUNDING FATHER

80 FOOT WALL
OF ICONIC ADS



5 TOUCHABLE REPRODUCTIONS OF NOTABLE PACKAGING



EARLY YEARS
1750s-1850s

ESTABLISHING THE BUSINESS
1870s-1920s

AN INDUSTRY & CULTURAL FORCE
1920s-1930s

MADISON AVENUE
1940s-1960s

FROM MASS TO TARGETED MARKETS
1970s-2000s



VISITORS CAN ENGAGE WITH RADIO, TV AND DIGITAL ADVERTISING

ADVERTISING HISTORY SPANNING MORE THAN

26
DECADES

50+ iconic slogans
EMBLAZONED ON THE EXTERIOR WALL



ONE AGENCY NAMED AFTER AN ANIMAL



BIO SNAPSHOTS FEATURING ADVERTISING SUCCESS STORIES

TWELVE
SPOKESCHARACTERS FEATURED

Smithsonian
National Museum of American History
Kenneth E. Behring Center

AMERICAN ENTERPRISE
EXHIBITION