



Lap of Luxury

You have recently inherited a lot of money from your dear old aunt who passed away. Along with the cash from her estate, you have also become the owner of a large and fertile tract of land near Charleston, SC. You have determined that the most profitable course of action is to **build a plantation** for the purpose of growing cotton. You have also established that **slave labor** is the only way of running your plantation without catastrophic personal and financial ruin. However, your dear aunt also has two sisters who may veto your plans if not properly convinced, and then withhold your inheritance from you. Mrs. Chomko and Mrs. Rutzler, your aunts, must be persuaded that slave labor is the best choice, because they are from the North and aren't sure that they agree with slavery. Keep in mind that your aunts have moral as well as financial questions about your decision to use slave labor.

Your job: create an advertisement that will convince your aunts that your idea is the best course of action.

First, create a list of the pros and cons of using slave labor. Then, use the ideas from your list to create an advertisement that you plan to run in the newspaper where your aunts will see it. You are hoping that your ad will be sufficiently persuasive that, upon seeing it, your aunts will give you the green light to begin building your new home.

Your advertisement must contain:

1. A catchy slogan (or name) for your plantation.
2. At least three reasons why slave labor is the best idea.
3. Reasons why your plantation won't be financially sound if it doesn't use slave labor.
4. Illustrations.