


CHAPTER 16 / Analyzing an Advertisement

The advertisement below appeared in the *Billings Gazette* on December 9, 1918. Look at the advertisement, and then answer the questions below.




Wounded, lying in No Man's Land—feverish from thirst—a stick of gum to him might have been a matter of life and death

For him and 2,000,000 others in France 155,945,000 sticks of the Adams brands of chewing gum have been sent overseas.

Please remember this the next time you can't get your favorite brand of Adams gum. If Adams Black Jack is missing from the counter, try Adams California Fruit, Adams Pepsin or Adams Yucatan. To a boy in No Man's Land one stick might have been worth the price of an empire.

ADAMS
Pure Chewing Gum

Adams Black Jack		Adams California Fruit
Adams Chiclets		Adams Yucatan
Adams Pepsin		Adams Sen Sen
Adams Spearmint		Adams Clove

AMERICAN CHICLE COMPANY

SEND A STICK IN EVERY LETTER TO YOUR SOLDIER BOY

- (1) Describe the drawing that accompanies the advertisement.
- (2) What is "No Man's Land"?
- (3) There are three messages given in this advertisement. Describe them.

Critical Thinking

- (1) What do you think is the primary message of the advertisement? Explain your answer.
- (2) Analyze this advertisement in terms of its effectiveness in getting people to buy Adams Chewing Gum.