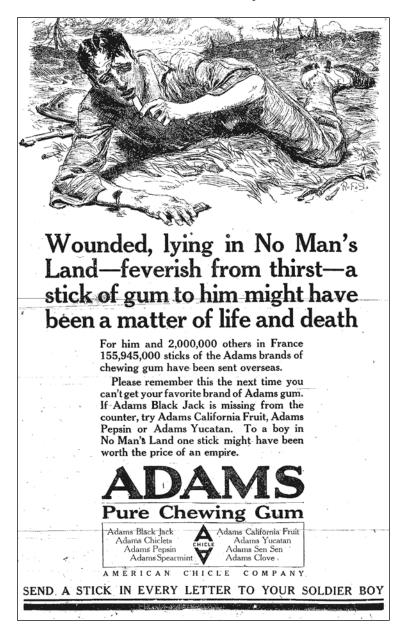
CHAPTER 16 / Analyzing an Advertisement

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



- (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.