

Name: \_\_\_\_\_

JB/CW

Date: \_\_\_\_\_

2/11/09

Advertisement Analysis Worksheet  
"Improved Cotton Gins" ad by William Ellison, 1848

A. What is the ad selling or promoting?

Selling Steel saws and  
Steel plated ribs repairing  
old gins

B. What is the first element in the ad you are drawn to?

Thanking people for doing  
business with him

C. Why did the creator of the ad want to draw your attention to this element?

he wanted to have people  
come back to his shop

D. What images or types of images are used in the ad? Why are they included?

None

E. What is the main idea of the text in the ad or broadside?

to let people he sells saws  
and repairs gins

F. Who is the intended audience?

Owners with cotton fields

What selling points did the advertiser use to appeal to the audience?

will complete in short notice  
prompt and punctual for all gin  
orles

G. Is this ad persuasive? Why or why not?

yes - he has the most improved and approved plan  
of the best materials to wit