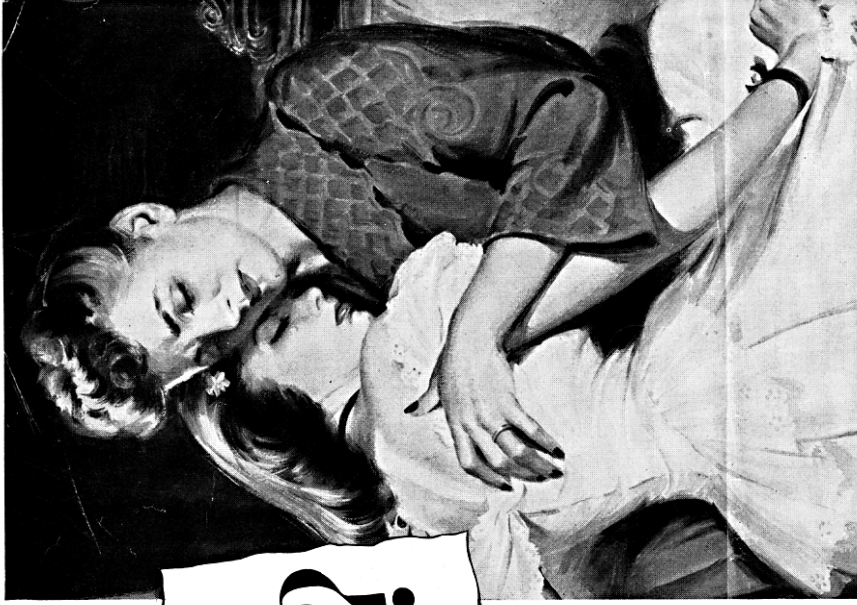


Name _____ Date _____ period _____

Brand name / Product
Target audience
Significant Images
Catchy Words
Needs/Desires
Fears
Stereotypes
Advertising Techniques
Underlying Messages
personal reactions - Is the ad persuasive? Would you buy the product? Why/Why not?

Why Mom? Why?



Poor child! She had no way of knowing why her first real party had been such a failure . . . why one boy after another had coolly ignored her . . . why they whispered about her behind her back. The very night she wanted to be at her best, she was at her worst.

All too often, that's what happens when halitosis (bad breath) steps in. Why take a chance on it . . . ever? Bad breath is stopped so easily . . . so quickly . . . so thoroughly by Listerine Antiseptic.

No Tooth Paste Kills Odor Germs Like This

Research shows that your breath stays sweeter, longer, depending upon the degree to which you reduce germs in the mouth. You see, by far the most common cause of bad breath is the bacterial fermentation of proteins always present in the mouth. But no tooth paste is antiseptic. So how can

you expect it to kill germs as efficiently as an antiseptic?

On the other hand, Listerine Antiseptic kills germs *instantly* . . . by the millions! That's why Listerine stops bad breath instantly! (And not just for minutes but usually for hours on end!)

Listerine Clinically Proved Four Times Better than Tooth Paste

Recently, Listerine Antiseptic was scientifically compared with leading tooth pastes. In these tests Listerine stopped bad breath on an average of *four times*

better than the tooth pastes it was tested against.

Proof like this leaves no question in anyone's mind. At morning . . . at night . . . and before every date, you're safer, smarter, sweeter when you gargle with Listerine, the most widely used antiseptic in the world.



LISTERINE ANTISEPTIC STOPS BAD BREATH
4 times better than tooth paste

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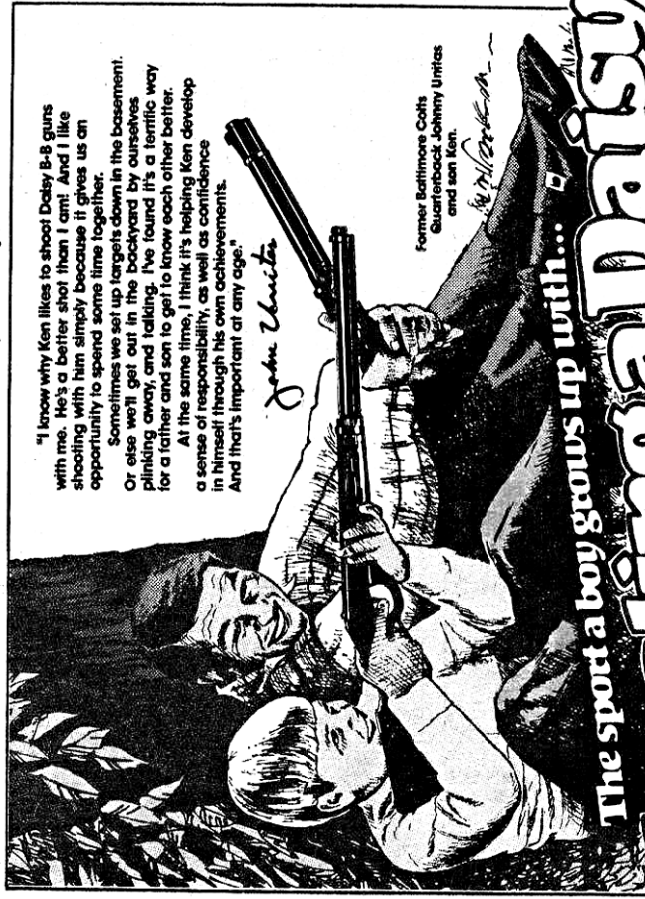
Stereotypes

Advertising Techniques

Underlying Messages

personal reactions - Is the ad persuasive? Would you buy the product? Why/Why not?

Send for your super new Daisy B-B gun catalog. Write Daisy, Box 220, Dept. NOG, Rogers, Arkansas 72756. Only 25¢. Contact your local Jaycees about Daisy's Shooting Education Program.



"I know why Ken likes to shoot Daisy B-B guns with me. He's a better shot than I am! And I like shooting with him simply because it gives us an opportunity to spend some time together.

Sometimes we set up targets down in the basement. Or else we'll get out in the backyard by ourselves plinking away and talking. We found it's a terrific way for a father and son to get to know each other better.

At the same time, I think it's helping Ken develop a sense of responsibility, as well as confidence in himself through his own achievements. And that's important at any age."

John Christie

Former Baltimore Colts Quarterback Johnny Unitas and son Ken.

By Peter ...

The spot a boy grows up with...

Shooting a Daisy



Daisy

GROWING UP WITH AMERICAN BOYS SINCE 1886.

Daisy Division of Victor Company Corporation, Box 220, Rogers, Arkansas 72756. In Canada: Victor Recreation Products Ltd. Catalogue: Ontario H2B 5Y1. State or local law may regulate the sale of B-B guns to persons under a specified age.

