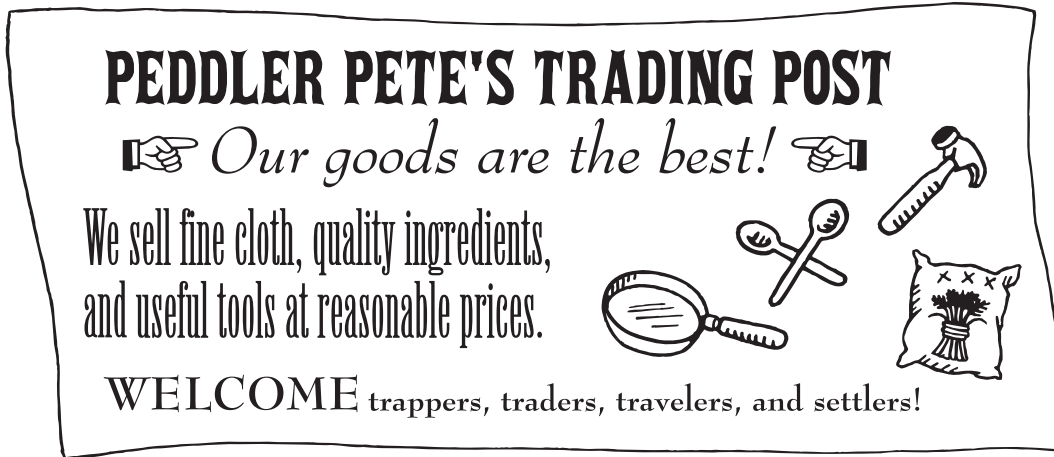


# Advertisement/Poster

An **advertisement** is an announcement that tries to persuade readers, listeners, or viewers to do or buy something or to feel a particular way about something. An advertisement sometimes appears on a **poster** or sign.

**Directions** Use the poster advertisement to answer the questions that follow.



1. What does the advertisement/poster want readers to do?

**buy goods from the store**

2. What is one reason for buying goods from this trading post?

**Possible response: reasonable prices**

3. What kind of people might shop at the trading post?

**trappers, traders, travelers, settlers**

4. What words are used to help persuade readers?

**Possible responses: best, fine, quality, useful, reasonable**

5. What slogan, or saying, does the advertisement use to describe items sold in the store?

**Our goods are the best!**



**Home Activity** Your child used a poster advertisement to answer questions. Have your child create a poster to “sell” one of his or her favorite toys. Encourage your child to use persuasive words and ideas on the poster.