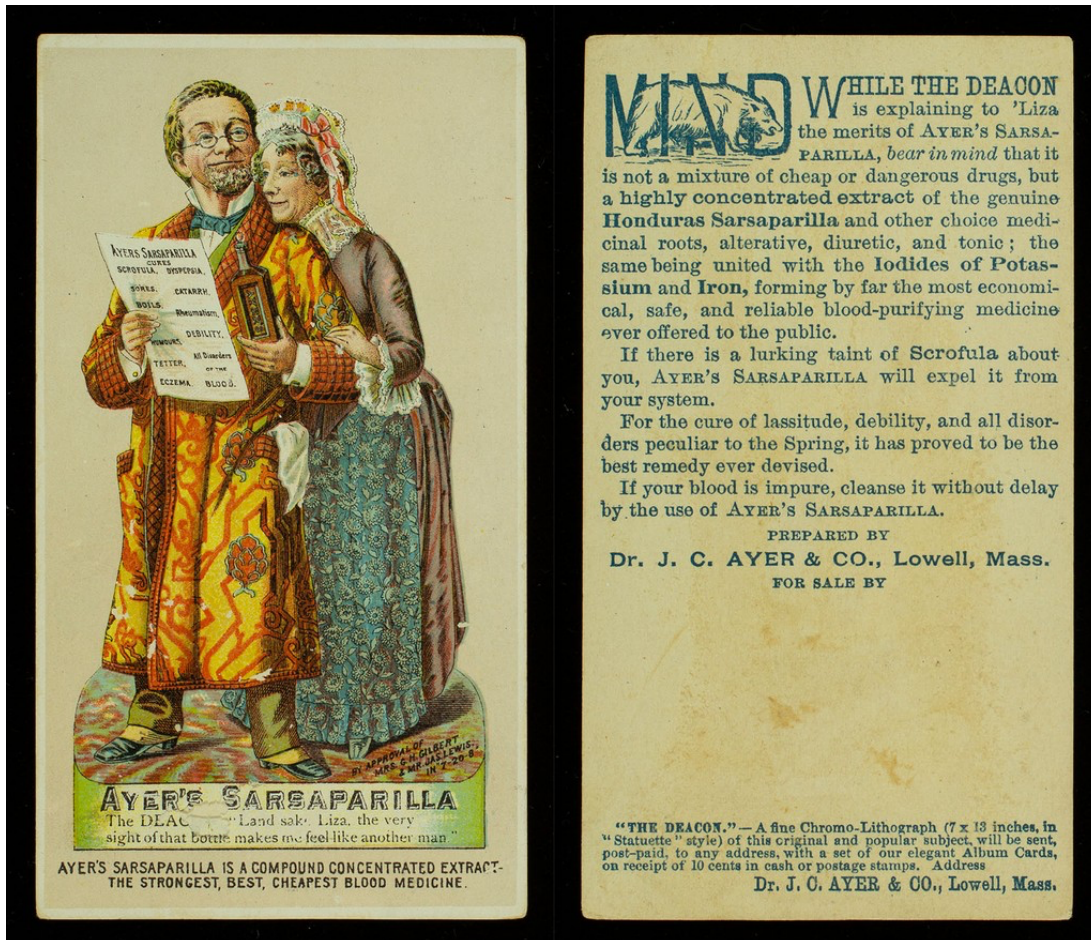


Snake Oil Workshop Activity: *Evaluating Medical Trade Cards*

Instructions: *Closely observe the front and back of the following three selected medical trade cards. Use the questions provided to help you evaluate both the visual and the textual messages featured in each advertisement.*

Example 1:



Ayer's Sarsaparilla Medical Trade Card

Source: Medical Archives of NYP/WCM; <https://library.artstor.org/public/28280832>

Look at the Image (Front of the Card):

Where is your eye drawn first?

What parts of these images capture your attention?

How do you feel looking at this image?

What do you feel about the medication when looking at the image?

What components of the image are working to convince you to buy this product?

Look at the Text (Back of the Card):

What is the product advertised to treat?

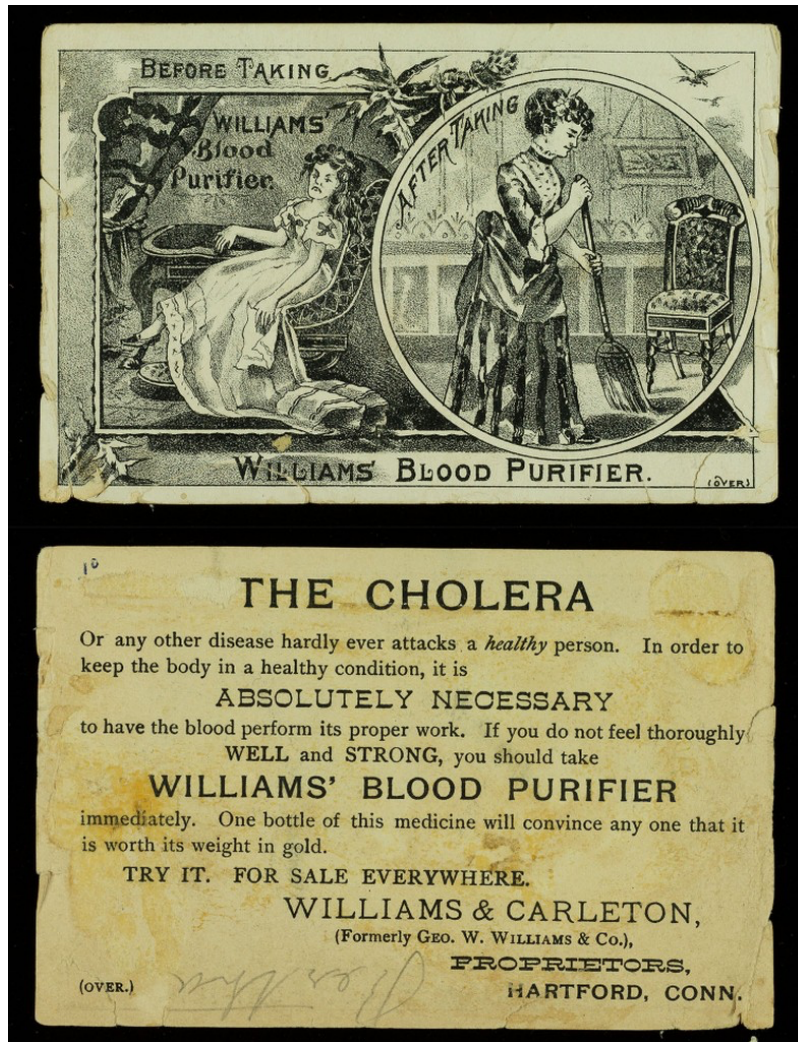
What words or slogans catch your attention?

How does the information supplied make you feel about the advertised product?

Look for any patient or health care provider endorsements - are there any included?

When looking at the back of the trade card, what else is working to convince you to buy this product?

Example 2:



Williams' Blood Purifier Medical Trade Card

Source: Medical Archives of NYP/WCM; <https://library.artstor.org/public/28315044>

Look at the Image (Front of the Card):

Where is your eye drawn first?

What parts of these images capture your attention?

How do you feel looking at this image?

What do you feel about the medication when looking at the image?

What components of the image are working to convince you to buy this product?

Look at the Text (Back of the Card):

What is the product advertised to treat?

What words or slogans catch your attention?

How does the information supplied make you feel about the advertised product?

Look for any patient or health care provider endorsements - are there any included?

When looking at the back of the trade card, what else is working to convince you to buy this product?

Example 3:



Perry Davis' Pain-Killer Medical Trade Card

Source: Medical Archives of NYP/WCM; <https://library.artstor.org/public/28305444>

Look at the Image (Front of the Card):

Where is your eye drawn first?

What parts of these images capture your attention?

How do you feel looking at this image?

What do you feel about the medication when looking at the image?

What components of the image are working to convince you to buy this product?

Look at the Text (Back of the Card):

What is the product advertised to treat?

What words or slogans catch your attention?

How does the information supplied make you feel about the advertised product?

Look for any patient or health care provider endorsements - are there any included?

When looking at the back of the trade card, what else is working to convince you to buy this product?