Abstract
This article analyzes the advertising associated with the celebration of the Revolution of May 25, 1810 as a form of discourse that tries to sell and also influence the reader by using the newspaper as a strategic vehicle. These ads analyzed were published in the daily newspaper, El Día, of La Plata (Argentina) between 1943 and 1958. The exercise shows that during this period there was a variety of advertising discourses that, by referring to values associated with the Revolution, suggest particular political interests in accord with the changing historical context.

Keywords
Advertising, representation, May Revolution, El Día, Argentina.