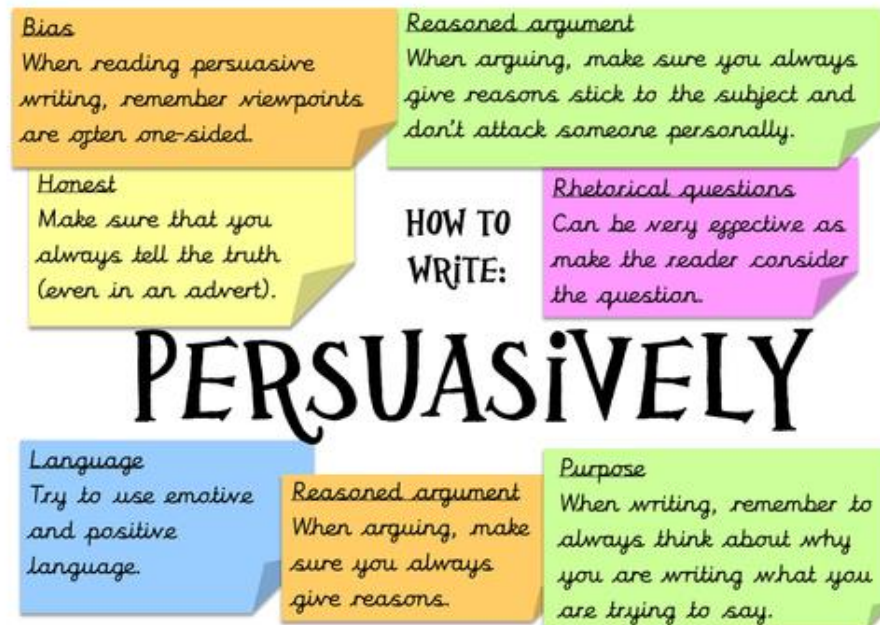


Wk. 22.06.20 Year 6 English 2

SHQ: How do we create an advert for a Victorian toy?



Adverts are a form of persuasive writing but also include visual devices to try to change people's choice making i.e. in buying a particular product.

Your task is to design a modern advert to persuade people to buy a Victorian toy. Advertising has changed a lot over time: included below are some examples of Victorian adverts. You will see how different they are compared to modern ones (some are funny).

Think about:

- The product you would like people to buy from your research in the previous worksheet
- The persuasive writing that you will include (probably not as much as some of the Victorian examples; modern people avoid reading!)
- Devices like slogans, rhetorical questions and hyperbole (exaggeration)
- How to be honest but tempting; even modern advertisers aren't allowed to lie
- The layout and illustrations to make the advert appealing

NEW TOYS! NEW TOYS!! NEW TOYS!!!
 By Her Majesty's Royal Letters Patent Capital Presents that Children never tire of.
HINDE'S POPULAR SHILLING TOYS!
 SURPRISING NOVELTIES!! MARVELLOUSLY CHEAP!!! Providing Lasting and Instructive Amusement to Children of all Ages.

THE ORIGINAL TOY!
MISS DOLLIE DAISIE DIMPLE
 Greatly improved, more attractive than ever.

Miss Dollie Daisie Dimple, dressed in her best Walking Gown, with her Travelling Trunk full of Fine Cushion—spray Frocks of each kind velvet, in brilliant colours, and Hats, in the latest fashions, to suit all occasions and all seasons. Petticoats, Boddies, Tights, Skirts, Corsets, and a great variety of Underclothing, all to take on and off, and many other pretty things only to be found in a properly appointed Doll's Dress. Together with a little Book all about Miss Dollie Daisie Dimple's Birthday and early History.

Upwards of fifty articles in ready-made Travelling Trunk Complete, ONE SHILLING.

4d. EXTRA FOR PACKING AND CARRIAGE.

COMPANION TOY TO "DOLLIE DAISIE DIMPLE."
 QUITE NEW THIS SEASON.

A SAILOR BOY DOLL.
 ROMPING, ROLLICKING BODERICK.

With his Sea Chest, 12s. 6d. by 2s. 6d.
 Containing three sets of Clothes, 12s. 6d. all to take on and off. A SLOOP, "THE PINAFORD," 8in. long, with sails, rudder, crew, masts, small boat, etc., and a well-written Booklet, called "His would be a Sailor," by Mrs. Hays.
 The whole Toy comprising upwards of SIXTY ARTICLES, the like of which has never before been seen for ONE SHILLING.

4d. Extra for Packing and Carriage.

GIVEN AWAY,

A beautifully Illustrated Two-book, twelve pages, large size, with a series of brightly-coloured Illustrations for the Children, sent gratis and post-free to applicants.

Samples of many thousands of unsolicited Testimonials:—

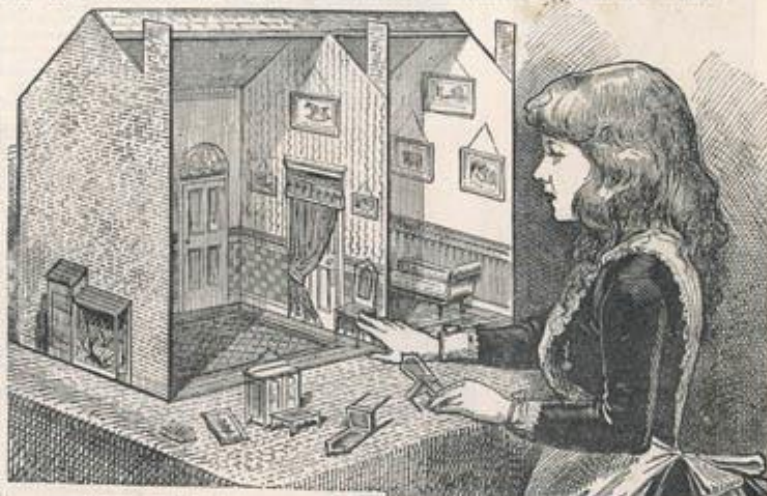
"THE GENTLEMAN OF AMSTERDAM" is charged with the new Toys brought out by Messrs. Hinde, and says that fifty hundred specimens of the new Toys may be sent addressed to the care of Miss Louisa, Children's Hospital, Abchurch Lane, to the City of London, London (Twelve to the care of Miss Hinde, 17, City Road, Finsbury, London); and finally those to the care of Mrs. Hinde, Hinde House, Cornhill, London, Abchurch Lane.

"Buckley's Hall, London, Southampton."

"Sept. 29, 1898.
 "Please send to the above address 'A Sailor Boy' Doll, with his Chest, and if it gives only one half the pleasure 'Dollie Daisie Dimple' did to my Eva and Daisy, it will be a shining well sent out."
 "From WILLIAM BODERICK HILL."

The Three Toys, One Shilling each, may be had of all important Toy Houses in the World. The GIRL DOLL, One Shilling; the BOY DOLL, One Shilling; and the DOLL'S HOUSE, complete, One Shilling, and 4d. extra on each article for packing and postage; 6d. extra on two articles, and 6d. on the three, to any address in United Kingdom or Continent. Cash by Postal Note preferred. Applicants should write very distinctly their Postal Address. Last year several hundred toys were returned by the Post Office "address not known."

HINDE'S LONDON SAMPLE ROOM, 1a, CITY-ROAD, FINSBURY, LONDON, E.C.
 Though found quite unnecessary, the Patents still adhere to their practice of Money Refunded if any Dissatisfaction. Dealers will find these Toys an Attractive Christmas Novelties.



HINDE'S NEW PATENT.
A Beautiful Doll's House
 For ONE SHILLING.

A real Doll's House with seven Rooms, 12s. 6d. The Drawing Room is 4 in. wide by 10 in. long, and very little, 12 in. high. A most attractive double-fronted House, known as "THE PINAFORD." Imitation Red Brick and stone Frontage, Bay Windows, Green Venetian Blinds, Bright Colours, etc. A practical two-roomed house to put Furniture in. The Interior decorations all in the modern style. Dishes, Bright Wall Papers, etc. Can be taken to pieces and packed flat for transport or storage, and can be rebuilt in a few seconds. This Toy is sure to be a favourite with little girls, and all old friends of "DOLLIE DAISIE DIMPLE." It is quite a large Doll's House, and takes the place of a real House, quickly costing less than the money. Price ONE SHILLING complete.



EXTENSION OF DOLLIE VILLA, 12 in. by 17 in. by 9 in. These Pictures are all taken from the top floor.

THE PATENT WHEEL OF LIFE

Have you seen this wonderful and amusing Instrument?
 Published by Milton Bradley & Co.
 Springfield, Mass.
For Sale Everywhere.

ROAD SKATING

Practising Saloon for Ladies with Lady Attendant.

It only requires a little practice on the NEW RITTER ROAD SKATE to enable anyone who has never had on a pair of skates to attain proficiency, and be able to skate on the roads at any speed up to 10 miles an hour.

ROAD SKATE CO.'S
 SHOW ROOMS, 271, Oxford Street, LONDON, W.

THE NEW **"TOY BOMB,"**
 REGISTERED
 THE SCHOOLBOYS' DELIGHT. ENDLESS SOURCE OF AMUSEMENT.
 FREE FROM DANGER.




<p>DIRECTIONS.</p> <p>Place the loop of string over the middle finger, push the "BOMB" open in the center, place the</p>		<p>tap in, and throw it on the ground, when it will explode, and the whole mass is to be hurled into the hand.</p>
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CLOCKWORK BEETLE.
 When wound up, crawls along the floor, and flaps its wings. Price, 1/- by post, 3d. extra.

DUNKLEY'S






Span Cycles & Bicycles, with Organ
 DUNKLEY'S MAIL CARRIAGES, 14/6.
 WINTER BASSINETTE, 45.
 76 Houndsditch, LONDON, E.C. Jamaica Row, BIRMINGHAM.