



Source 7

Task

7a Explain what sport you think the people shown in the advertisement are taking part in.

7b Why were these people shown in the advertisement?

7c What does this tell us about the importance of sport to Victorians?

Look carefully at the advertisement and look back at source 6

7d Why do you think that Cadbury's chose to advertise their product like this?



Source 7

An Advert for Cadbury's Cocoa, 1896

A GRAND COMBINATION.

The Typical English Game



of Football calls for greater muscular strength and activity than any other pastime, and it is important that those who indulge in it should prepare themselves by a proper diet. For this purpose there is nothing to



equal Cocoa, which in its absolutely pure form, as in **CADBURY'S**, contains all the elements of strength and vigour necessary to give force and firmness to the muscles and nerves, and to impart staying power to the player. Before the game, it supplies a high degree of energy; after the game, it imparts a restful and comfortable feeling. Be sure, however, that you drink

“Cadbury’s,” the Typical English Cocoa.

(PRO ref: COPY 1/119, f.276)