

SOMETHING NEW FOR BOYS

1876 (?)

Something New for the Boys

THE CENTENNIAL
MARBLE SHOOTER!



Picks up and discharges marbles
with rifle-like accuracy.

The **Centennial Marble Shooter** is the most unique article
the great anniversary year has
produced.

It sells rapidly. The boys are
delighted with it; it is neat and
strong, cannot be disarranged and
will last forever. *Sample 25 ct*

5 Inches long, weighs 3 ounces.

"Centennial Shooter"

Printing Date: 1876

Source: Advertising Ephemera Collection – Database #A0655

Emergence of Advertising On-line Project

John W. Hartman Center for Sales, Advertising & Marketing History

Duke University David M. Rubenstein Rare Book & Manuscript Library

<http://library.duke.edu/digitalcollections/ea/>



Questions

1. When was this advertisement published?

The advertisement was published in 1876.

STOP AND THINK: WHAT WAS GOING ON IN THE US AT THE SAME TIME?
(It was the Centennial of the United States. It was a presidential election year. Colorado was admitted as a state. The Centennial Exhibition was on display in Philadelphia.)

2. What is this document advertising? What is it called? Describe the item.

- a. The document advertises a marble shooter for boys.*
- b. The item is named, "The Centennial Marble Shooter."*
- c. The item is 5 inches long and weighs 3 ounces.*

3. What claims does the advertisement make for the item?

- a. It picks up and discharges marbles with "rifle-like" accuracy.*
- b. It is the most unique article.*
- c. Boys are delighted with it.*
- d. It is neat and strong, cannot be disarranged and will last forever.*

4. Why do you think the manufacturer chose to name this item as he did?

The manufacturer chose to name this item as he did because it is the Centennial of the United States. The manufacturer wished to capitalize on the mood and popularity of that celebration.

5. For whom do you think this advertisement was intended, the general public or toy storeowners? Justify your answer with evidence from the document.

- a. The ad was intended for toy store owners. The line, "It sells rapidly," gives us this indication. The general public would not care if it sold rapidly.*
- b. There is also no price given for the item which would indicate that this is a wholesale advertisement.*

6. Provide three improvements for modern toys/games that would increase their efficiency or sales value.

- a. Electronic versions of older, popular games would be improvements.*



- b. The addition of stronger, more durable materials would be improvements.*
- c. Creating an “AP” for playing the game on a phone would be an improvement to an electronic game.*

EXTENDED EXERCISE:

Create an advertisement for an improved version of a game or activity today. Be sure you include the following items:

1. A description of the improvement
2. Pictures (art or photography) that show the game/toy with the improvement in use.
3. At least three reasons/guarantees that entice someone to buy your “new improved” item. (You cannot use the same enticements used in the original source used in this exercise.)