



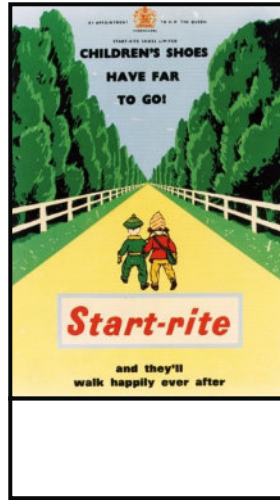
What famous businesses and brands come from Norwich?

## Start-rite Adverts

Start-rite Shoes was established in Norwich in 1792. Below are three advertising posters, one from the 1950s, one from 1971 and the other from 1998.

Look at the posters and decide which year you think they are from.

Write the years in the boxes below.



Complete the text boxes below.

What does this mean?

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Describe what you can see in the advert (design, colour, effect etc.)

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Can you infer what the text is saying?

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Who do you think this advert is designed to appeal to?

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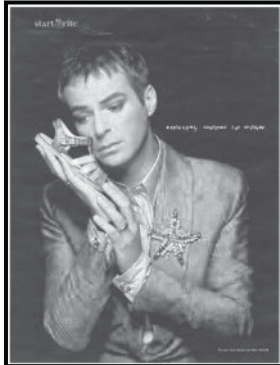
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© Start-Rite - Julian Clary (HAT\_Campaign\_Posters)



© Alamy ref: BNCWBY



© Start-Rite (HAT32\_16\_1971\_MAR)

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# Local History

Historic England and Teacher's Pet have come together to bring you a collection of free resources that you can use in your local history teaching.

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**Historic  
England**



**Teacher's Pet**

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## **Who are Teacher's Pet?**

Teacher's Pet have been providing downloadable and playable educational content to early years and primary school teachers for over 14 years. We cover all areas of the curriculum and use a team of in-house teachers and designers to create engaging and memorable concepts, that the children will love.

## **Why local history?**

At [Teacher's Pet](https://www.tpet.co.uk) we want to empower primary school teachers by giving them the tools they need to deliver inspiring and thoughtful lessons about the local area and its history. We believe local history teaching has such an important part to play in a child's wellbeing – helping to give children a sense of pride in where they live.

Our Local History project is designed to provide teachers across the UK with everything they need to successfully carry out a full scheme of teaching about their local area, through key enquiry questions and source led activities.

Working with [Historic England](https://www.historicengland.org.uk) gives us access to archived maps and photos for resources and information from knowledgeable local historians, as well helping us to provide the content to you free of charge.

For more information about our Local History project or to find out more about Teacher's Pet Classroom Resources, please visit our website.