

Love Hearts Assignment

Name/s Date

Love Hearts





Literacy Assignment

This assignment gives you practice with

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How to use this resource

-  First read the questions and any examples.
-  Then complete the exercises.

Main curriculum references

Other topics (e.g. vocabulary, purpose of text, paragraphs) are also covered in the reading comprehension questions.

Alphabetical order

Rw/E2.5 (E3.4) Use initial letters (first and second place letters) to find and sequence words in alphabetical order.

Reading (including web research)

Rt/E3.6-8 (L1.5, L2.7) Use different reading strategies to find and obtain information (e.g. skimming, scanning, detailed reading)

Rt/E3.1, (L1.1, L2.1) Trace and understand the main events of chronological, continuous descriptive, explanatory (and persuasive texts) of more than one paragraph

Rt/E3.4 (L1.3, L2.3) Identify the main points and ideas (and specific detail)

Rt/E3.5 (L1.4) Use organisational and structural features to locate information (e.g. contents, index, menus, sub-headings, paragraphs)

Writing sentences (including the answers to comprehension questions)

Ws/E2.1 E3.1 L1.1 Write in complete sentences (simple and compound).

Ws/E2.3 E3.3 Use punctuation correctly (e.g. capital letters, full stops, question / exclamation marks)

Adjectives

Ws/E2.2 Use adjectives. Understand that they provide details about nouns and help the writer to describe people, feelings, situations, places and objects in more detail.

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Scanning text

 **First of all, before opening the packet, look at it carefully.**




- a. The total weight of the sweets is? _____
- b. Which company makes the sweets? _____
- c. Where is the company based? _____

 **Now open the packet.**



- a. How many Love Hearts are there altogether? _____
- b. How many different messages are there? _____

Sentences

 **Choose 3 messages.**

Put each message into a complete sentence. Check your punctuation.

Examples

He's a great guy once you get to know him.

I can't keep cool in this hot weather.

Only you and the duty manager know the code for the burglar alarm.



- a. _____
- b. _____
- c. _____

Using adjectives

 **Now eat some Love Hearts. Describe their appearance, taste and texture.**

Write some sentences. Underline the adjectives.

Example

Love Hearts taste fruity. Some of my Love Hearts are purple.

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Alphabetical order

-  Read the messages on the sweets
- Arrange the sweets in alphabetical order
- List the messages in alphabetical order

Example

1 <i>Be mine</i>		3 <i>Blue Eyes</i>
2 <i>Be my icon</i>		4 <i>Email me</i>



1		14
2		15
3		16
4		17
5		18
6		19
7		20
8		21
9		22
10		23
11		24
12		25
13		26

Research

-  Use Wikipedia <http://en.wikipedia.org/> to find the following information



The six flavours and colours of Love Hearts are:

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

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Company History

Alfred and Maurice Matlow started Matlow Brothers in a small factory in London in 1928. At first they made jellies and lollies.

In 1933 the two brothers, and another man called David Dee, started the Swizzels business and moved to a new factory in Plaistow, London. They made fizzy sweets similar to the Refreshers, Love Hearts and Parma Violets of today.

In 1940 the company moved to an old mill in New Mills, Derbyshire. The mill was rebuilt during 1983 due to a fire and is now used for offices and stores. In 1971 a new factory extension was opened on the same site. At the same time new machines were installed.

Swizzels Matlow is now the largest employer in the New Mills area, with a work force of over 600. It is still a family business. The sons of Alfred and Maurice are directors of the company.

Swizzels Matlow is still best known for the products which have been household names for many years. These include Love Hearts, Rainbow Drops and Drumstick Lollies.

This text was adapted in 2008 from information no longer available at <http://www.swizzels-matlow.com/>



1. Who were Alfred and Maurice Matlow?

2. In what year were new machines installed in the factory? 1940 1983 1971

3. What happened in 1983?

4. How many people work for Swizzels Matlow today?

5. In which town is Swizzels Matlow now based?

6. Name four sweets made by the company today.

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Alfred and Maurice Matlow started Matlow Bros. Ltd. in a small factory in London in 1928, after having previously gained both practical and technical experience within the confectionery industry. Production was originally confined to the manufacture of table jellies and jelly type confectionery, Jolly Lollies, Cello Fruits, Milky Bars and Butternuts.

In 1933 the two brothers, together with David Dee, also formed Swizzels Limited. This business started in factory premises in Canning Town, London, and in the same year moved to larger London premises in Plaistow.

Swizzels Limited specialised in the manufacture of fizzy sweets in a compressed tablet form. Names such as Dimple Mints and Navy Mints developed into today's nationally known range of Love Hearts, Sherbits, Fruit Fizzers, Double Lollies, Parma Violets and New Refreshers.

In 1940 both companies, having been subjected to the effects of the 'blitz', evacuated to a disused textile mill in New Mills, Derbyshire. The mill, now nearly 150 years old, was rebuilt during 1983 due to a fire and is now largely used for offices and stores. Steady development of business, both at home and abroad, called for considerable expansion of both production and warehouse facilities. In 1971 a new factory extension was opened on the same site, providing an additional 107,000 sq. ft. of floor area. At the same time completely new plants for fully automated manufacture were installed.

In 1975 the company adopted the title Swizzels Matlow Limited, to symbolise the complete integration of the two companies.

Swizzels Matlow Limited is the largest employer in the New Mills area, having a work force of over 600. The company is still essentially a family concern. The sons of the founders are all actively involved as directors of the company and have now been joined by members of the third generation.

Swizzels Matlow is still best known for the products which have been household names for many years. These include Love Hearts, Rainbow Drops and Drumstick Lollies. Although methods of manufacture and their packaging have moved a long way from the old labour intensive days to today's continuous production lines, the products are still basically the same.

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Q1-3. Tick the correct answer to each question.

1. The main purpose of the text is

- a) to explain how Love Hearts are made
- b) to describe the history of Swizzels Matlow
- c) to describe sweet factories in London
- d) to persuade the reader to buy sweets

2. The best title for the text is

- a) A Brief History of Swizzels Matlow
- b) How Love Hearts Began
- c) Favourite Sweets
- d) London Sweet Factories

3. Paragraph 4 could be split into two separate paragraphs.
The best place for the split would be after the:

- a) 1st sentence
- b) 2nd sentence
- c) 3rd sentence
- d) 4th sentence

Q4-8. Circle the correct answer.

- | | | | |
|---|------|-------|------|
| 4. Alfred and Maurice Matlow were brothers. | True | False | |
| 5. Some of Alfred and Maurice's grandchildren work for Swizzles Matlow. | True | False | |
| 6. Swizzels Matlow is now based in Plaistow, London. | True | False | |
| 7. In what year was the name Swizzels Matlow Ltd first used? | 1933 | 1940 | 1975 |
| 8. In what year were new machines installed in the factory? | 1940 | 1983 | 1971 |

Q9-10. Use complete sentences to answer the questions.

9. Who were Alfred and Maurice Matlow?

10. What happened in 1983?

Love Hearts Assignment - Answers



Scanning text

(These answers are based on a 'Giant' pack of Love Hearts (other size packs are available, and information on labels may differ)

- The total weight of the sweets is? 42 grams
- What company makes the sweets? Swizzels Matlow Limited
- Where is the company based? New Mills, High Peak, Derbyshire
- How many Love Hearts are there altogether? 27 (may vary)
- How many different messages are there? 23 (will vary)

Sentences Answers will vary.

Using adjectives Answers will vary.

Alphabetical order Answers will vary.

Research

Hearts currently come in 6 flavours, each flavour associated with a colour.

White (a plain, sherbet-like, slightly tart vanilla flavour)

Yellow (a sherbet-like flavour with a distinct sharp lemon aftertaste)

Orange (a sweet flavour with a slight orange aftertaste)

Green (a slightly lime flavour with a sherbet-like aftertaste)

Purple (an unusual, slightly perfumed berry-like flavour with a strong aftertaste)

Red (a fairly rich berry-like flavour)

This list of flavours starts with the weakest flavouring and progresses to the strongest.

Wikimedia Foundation Inc (2008), *Wikipedia*. Viewed 04 February 2008,

http://en.wikipedia.org/wiki/Love_Hearts#The_flavours

Entry 3- Level 1 comprehension (based on the text on page 4)

1. Who were Alfred and Maurice Matlow? Alfred and Maurice Matlow were two brothers who started a small sweet factory (Matlow Brothers) in London in 1928. (Example answer – others answers are acceptable)
2. In what year were new machines installed in the factory? 1971
3. What happened in 1983? There was a fire in the old mill building and it had to be rebuilt.
4. How many people work for Swizzles Matlow today? More than 600 people now work for Swizzels Matlow.
5. In which town is Swizzels Matlow now based? New Mills, Derbyshire.
6. Name four sweets made by the company today. Accept any four from the following: Refreshers, Parma Violets, Love Hearts, Rainbow Drops, Drumstick Lollies.

Level 1 –Level 2 comprehension (based on the text on page 5)

1. The main purpose of the text is b) to describe the history of Swizzels Matlow
2. The best title for the text is a) A Brief History of Swizzels Matlow
3. Paragraph 4 could be split into two separate paragraphs.
The best place for the split would be after the: b) 2nd sentence (This will create two paragraphs – the first one about the old mill building, the second one about the modern day development and expansion of the company).
4. Alfred and Maurice Matlow were brothers. True
5. Some of Alfred and Maurice's grandchildren work for Swizzles Matlow. True
6. Swizzels Matlow is now based in Plaistow, London. False
7. In what year was the name Swizzels Matlow Ltd first used? 1975
8. In what year were new machines installed in the factory? 1971
9. See Entry 3 Q1 above for a sample answer
10. See Entry 3 Q3 above for a sample answer