

May Contain Product Placement

It is difficult to imagine a world without ubiquitous advertising but prior to the 18th century, modern marketing as we know it barely existed.

The earliest surviving printed advertisement dates from 1477 and was for William Caxton's *Pyes of Salisbury*. Sadly not a delicious foodstuff, this was a book of rules to assist clergymen with the changing dates of Easter. Traders generally wrote their own text, as the first advertising agency to offer copywriting wasn't founded until in 1800 in London.

Adverts are, by their very nature, ephemeral, and have only fleeting value to the business and customer, yet they are an extremely valuable resource for examining society, culture, innovation and economics. The majority have been lost, as handbills and circulars are thrown away and wall murals are painted over. Adverts printed in newspapers and other publications survive by accident. Even those can be difficult to find, as libraries and archives holding historic newspapers concentrate on indexing the articles rather than the adverts.

This display includes examples of advertisements in the collections from Manuscripts and Special Collections at the University of Nottingham. There is also an exhibition celebrating the 80th anniversary of the Boots No7, with an emphasis on marketing and advertising material on loan to us from the Boots Archive. *Inspiring Beauty: 80 years of Making Up the Modern Woman*, is on at the Weston Gallery, Nottingham Lakeside Arts until 17 April 2016.

nottingham.ac.uk/mss | [@mssUniNott](https://twitter.com/mssUniNott) | mss-library@nottingham.ac.uk

The MUNITIONETTE



Labours under very trying and exacting conditions. She is a true patriot, and knows full well that the fighting man needs the MUNITIONS delivered without delay.

"The RALEIGH"
The All-Steel Bicycle

provides her with the **CHEAPEST, EASIEST, and SPEEDIEST** means of getting to and from her work.


CATALOGUES FREE.

The RALEIGH CYCLE Co. Ltd.
 32, KING STREET, NOTTINGHAM.
 and ST. PETER'S STREET, DERBY.

**Advert for Raleigh bikes from
 The Nottingham Guardian, 18
 July 1918**

**Boots the Chemists advert from
 'Notts Patriotic Fair' handbook,
 1917**

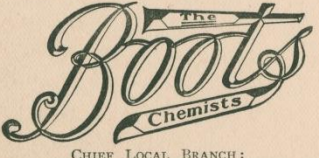
PATRIOTISM



THE exigencies of the War have brought home to the people of this country the need for greater commercial discernment, and British economists of reputation have made a strong appeal to the public for patriotism in their daily purchases. Wealth must not leave the country. Home production must be encouraged. The country needs every penny it can get; and the prudent and patriotic will see to it that expenditure is so made that their own country receives the full benefit.

Boots the Chemists is All-British; it employs 12,000 British workers, and its profits are paid to 27,000 British Shareholders by whom the money is circulated throughout the country.

After all, however, the greatest point in favour of Boots is that they, the ALL-BRITISH CHEMISTS give to their patrons service and value that are unrivalled. The superiority of their preparations, the perfect purity and scientific precision of their manufacturing processes, and the economies of their careful organisation, have won them an enviable reputation.



CHIEF LOCAL BRANCH:
HIGH STREET & PELHAM STREET
NOTTINGHAM

Boots Cash Chemists (Eastern) Ltd. 555 Branches in Town and Country

Purchasing as patriotism! All marketing emphasises the benefits of their products, but during World War I, companies stressed how and why their customers were also helping their country. Here, Raleigh bikes are marketed as easy, fast transport for women working long hours in physically demanding jobs in munitions factories. Rather than emphasizing any one product, Boots promoted themselves as an 'all-British' company and encouraged patriotic consumers to purchase Boots products to support home production.

(Ref: EMSC Periodicals: NOT and Uhg X 5)

Prices subject to market fluctuations

MEN'S KNITTED WOOL WAISTCOATS,
JACKETS AND PULLOVERS.

Waistcoats.

| | |
|---------------------------------|-----------------------|
| Self Colors and Mixtures | from 7/6 to 27/6 each |
| Fancy Designs | 7/- " 35/6 " |

Jackets with Sleeves.

| | |
|---------------------------------|-----------------------|
| Self Colors and Mixtures | from 4/9 to 52/6 each |
| Fancy Designs | 5/6 " 63/- " |

Pullovers.

| | |
|---------------------------------|-----------------------|
| Self Colors and Mixtures | from 4/6 to 49/6 each |
| Fancy Designs | 4/9 " 65/- " |

The Range is too large to classify.



(See pages 160, 161, 162 and 163.)

Brettle and Co Ltd Catalogue, 1929-30

Before colour photographs, customers would get a more accurate impression of the styles and designs from illustrations. This catalogue was kept by the Brettle & Co Ltd in their archives for reference, and this page shows a small range of their 'fancy knitted goods'. The Derbyshire-based company produced a range of clothing for men, women and children. The catalogue is firmly aimed at the middle-classes: men whose lifestyle included (or aspired to include) wearing business suits for work and whose leisure time was occupied by playing tennis and golf and smoking a pipe.

(Ref: BBE Box 10)



Photograph showing a group of people outside the Council House, Nottingham, including the Mayor, Walter Wesson inspecting a van advertising lace curtains, c.1930

Sometimes it is better to show than tell. By the 1930s, Nottingham's lace industry was in decline, but this van of lace curtains parked in the centre of Nottingham would have caught people's attention.

(Ref: BWL/12/1)

A BRITISH MOTHER
and her Children.



How she keeps the Doctor from the door by

**VENO'S LIGHTNING
COUGH CURE.**

The Safest and Surest Remedy for

| | |
|---------------------------|-------------------------------|
| COUGHS AND COLDS, | BRONCHITIS, CATARRH, |
| CHILDREN'S COUGHS. | ASTHMA, LUNG TROUBLES. |

Price 9^d., 1/1² and 2/9, of all branches of Boots Cash Chemists.

Certificate of Purity and Efficacy.

Analytical Laboratory,
2 KING'S ROAD, BROWNSWOOD PARK, LONDON, N.

"Veno's Lightning Cough Cure is composed of pure ingredients whose combined effect is to allay irritation, soothe and stimulate the lungs, and prevent that distressing irritation and constant coughing which produces exhaustion. In my opinion, Veno's Lightning Cough Cure is a most excellent remedy, and can be relied upon as a safe and effective medicine in Asthma, Bronchitis, and all affections of the lungs, for which I can thoroughly recommend it."

ALBERT SMITH, M.I.C.S., M.S.B.Sc.

Veno's Lightning Cough Cure Advert, 1914

Adverts reveal as much about cultural and social history as they do about business history. In 1914, caring for the children was very much the women's role. In theory the ingredients are a secret, and they weren't listed for British Mothers to read: a doctor's testimonial was preferred. It wouldn't have cured asthma, but it might have relieved the symptoms of a cough. The contents of a bottle were analysed for the 1914 Select Committee on Patent Medicines, available from the House of Commons Parliamentary Papers Online. In a discussion regarding labelling ingredients, it was reported that Veno's Lightning Cough Cure contained "about 8 per cent of glycerine, with minute quantities of alcohol, chloroform and resin".

(Ref: Ln 2/9/3)

ELECTROPATHIC (BATTERY) BELT

PRICE 21s., POST-FREE. WILL LAST FOR YEARS.

OVER A QUARTER OF A MILLION PATIENTS HAVE BEEN SUCCESSFULLY TREATED FOR RHEUMATISM, LUMBAGO, SCIATICA, GOUT, KIDNEY COMPLAINTS, EPILEPSY, PARALYSIS, INDIGESTION, CONSTIPATION, FEMALE COMPLAINTS, GENERAL AND LOCAL DEBILITY, FUNCTIONAL DISORDERS, &c.

The following are selected from thousands of reports received. The originals may be seen at the Company's Rooms.

GOUT.

"Completely cured me."—Major PAKENHAM, Armagh.

HYSTERIA.

"The Belt has done wonders."—Mrs. M. ORIEL, Dowlais.

LUMBAGO.

"It has been an untold comfort to me."—Miss HUDSON, Twyford.

RHEUMATIC FEVER.

"I can speak positively of its advantages."—Dr. C. LEMPRIERE, D.C.L., Senior Fellow St. John's College, Oxford.

SCIATICA.

"Worth fifty pounds."—Mr. R. J. WATSON, Harwich.

KIDNEY DISORDERS.

"I am like a new man."—Mr. W. P. POUGHIER, Plymouth.

BRONCHITIS.

"A wonderful change."—Rev. E. AUBREY, Ystrad, Pontypridd.

NEURALGIA.

"A most complete success."—M. A. LANGDALE, Esq., Leicester.

RHEUMATISM.

"Completely cured me."—W. TURNER, Esq., Ashby-de-la-Zouch.

NERVOUS HEADACHE.

"Derived much benefit."—Mr. W. HOLT, New Stafford.

INDIGESTION.

"I wish I had purchased one before."—Mr. C. HITCHCOCK, Bicester.

NERVOUS DEBILITY.

"My health has improved every day."—Mr. W. BLISSETT, Wallingford.

CAN YOU AFFORD TO DIE?

Can you afford to drag on a miserable existence? Can you afford to pay doctor's bills? when all disorders of the Nervous System, Impaired Vitality, and Defective Organic Action can be speedily, effectually, and permanently cured by wearing the ELECTROPATHIC (Battery) BELT, which is guaranteed to restore impaired vital energy, to invigorate the debilitated constitution, stimulate the organic action, promote the circulation, assist digestion, and promptly renew that vital energy the loss of which is the first symptom of decay. Every man and woman suffering from Rheumatism, Lumbago, Sciatica, Indigestion, Constipation, or any Disorder of the Nervous System, should at once stop physicking, and send a P.O.O. or Cheque for 21s., for an ELECTROPATHIC BELT (post-free), and obtain immediate relief.

LIVER COMPLAINT.

"I have no pain now."—Mr. T. SMITH, Hey, Lees.

EPILEPSY.

"Wonderfully improved."—Mrs. GODWIN, Andoverford.

SHORTNESS OF BREATH.

"Greatly relieved."—Mrs. C. PRAYER, 72, Elm Park-gardens, S.W.

ASTHMA.

"Quite left me."—Mrs. J. LOW, Stirling, N.B.

CONSTIPATION.

"A wonderful effect."—Mr. H. T. STOKES, Demerara.

WEAKNESS.

"Still improving."—Mrs. MENHENICK, Colwyn Bay.

DYSPEPSIA.

"I feel altogether stronger and better."—Miss WELLS, Scarborough.

PILES.

"Better in every way."—Mr. R. STRINGER, East Bradenham.

BAD CIRCULATION.

"Feel like a different person."—JOHN ALGAR, Esq., Campsey Ash, Wickham Market.

PALPITATION.

"Quite free."—Mr. G. GATE, St. Helier, Jersey.

PARALYSIS.

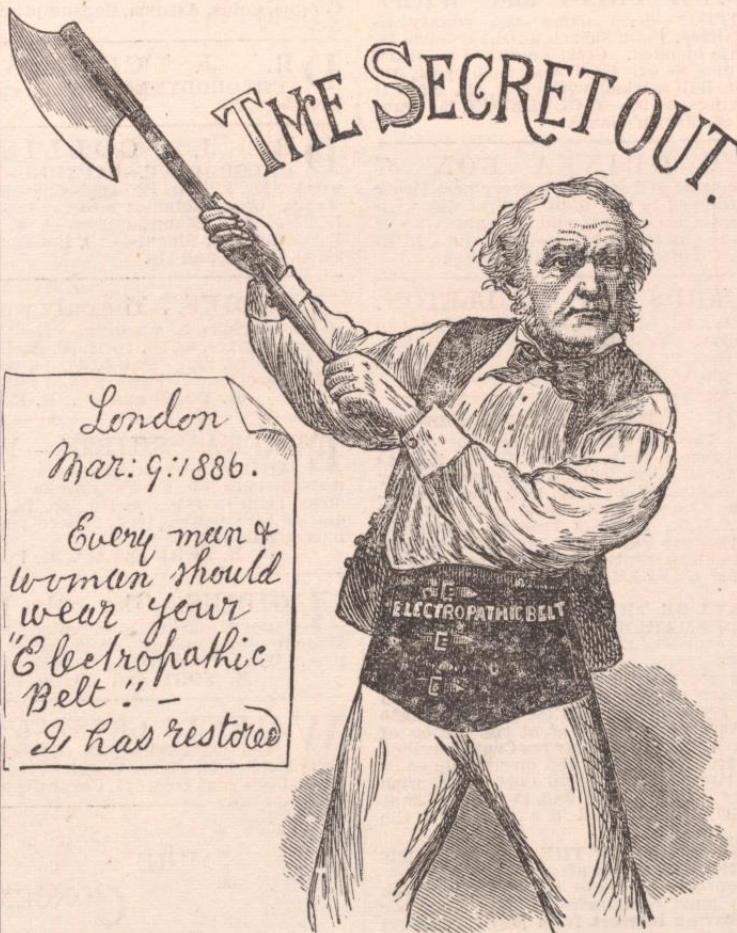
"Very great benefit."—Mrs. SHARP, Maidstone.

WRITER'S CRAMP.

"A complete cure."—Miss E. HASTINGS, Eastbourne.

SPINAL WEAKNESS.

"Rapid improvement."—Mr. W. WATSON, Newsynnie, N.B.



MR. C. B. HARNESS,

the Eminent Consulting Medical Electrician, has been specially retained by the Company, and may be consulted daily (without charge), on all matters relating to health, and the application of Curative Electricity. Residents at a distance, and those unable to avail themselves of a personal consultation, are invited to write for a PRIVATE ADVICE FORM, which will be forwarded POST-FREE on application to the MEDICAL BATTERY COMPANY, LTD., 52, OXFORD-STREET, LONDON, W.

On receipt of Post-Office Order or Cheque, value 21s., crossed "London and County Bank," the MEDICAL BATTERY COMPANY, LIMITED, 52, OXFORD-STREET, LONDON, W., undertake to forward the ELECTROPATHIC (Battery) BELT, as described above, for either Lady or Gentleman, free by post to any part of the United Kingdom.

"ELECTROPATHY; or, HARNESS' GUIDE TO HEALTH," will be sent, post-free, on application to the Medical Battery Co., Ltd., 52, OXFORD-STREET, LONDON, W.

Illustrated London News, 10 April 1886

Can you afford to die? Newspapers were full of miracle cures and quack treatments preying on people's fears about the physical and financial misery ill health caused. To the majority of the Victorian population, electricity was a new and mysterious force, regarded by some as *the* life force. The Electropathic Belt claimed to cure conditions from epilepsy to gout to indigestion, most of which have intermittent symptoms that would resolve without the use of the belt. In 1893 the British Medical Journal praised *The Times* for declining to run an advert for this 'dishonest and disreputable' company, which possibly explains why no quotes from medical professionals appear, only endorsements from customers. 'Unsolicited testimonials' were first used in 1752, for girls' clothing, and quotes from customer feedback are still used effectively today as formalised 'word-of-mouth' advertisements intended to build trust.

(Ref: Central Store 1 Periodicals)

DIRECTIONS FOR USE.—Dissolve one packet of "DAISYFOAM" in a quart of very hot or boiling water. It will dissolve immediately. Shampoo the hair and scalp thoroughly with the "DAISYFOAM" solution. An abundant foamy lather will be quickly formed. Rinse the hair thoroughly in two or three changes of warm water, and finally rinse with cold. Dry the hair carefully, and do not comb until thoroughly dry. For gentlemen and children with short hair, half a packet of "DAISYFOAM" is sufficient.

"DAISYFOAM" is a new and scientifically prepared toilet requisite, delicately perfumed, and delightfully refreshing in use. It quickly removes all dirt, dust, grease, scurf and dandruff, and leaves the hair beautifully soft and lustrous.

"DAISYFOAM" not only cleanses but also preserves the hair. It stimulates the roots to natural and vigorous action, prevents falling out, and promotes the growth of thick luxuriant tresses. Every woman who values her hair, and wishes to preserve and improve it, should shampoo it regularly with "DAISYFOAM."

"DAISYFOAM" can be obtained from all Chemists, &c., in packets at 2d. each, and in boxes containing eight twopenny packets, at 1/- Sold by the special agent whose name appears on the front of this packet.

Prepared only by **DAISY Ltd., Mammoth Works, LEEDS, ENGLAND.**

2d per packet.

"Daisyfoam"
SHAMPOO.

1/- per box of 8 packets

A new and delightful Shampoo Wash. Cleanses the Hair and Scalp, and promotes growth. Delicately perfumed and delightfully refreshing.

PREPARED ONLY BY
The **DAISYFOAM CO.**,
Marshall Mills, LEEDS.

Advert for Daisyfoam Shampoo, 1907

The directions for use include men, women and children, but the picture of the mermaid and the description of the 'delightful' shampoo as 'delicately perfumed' indicates that women were the target audience. Women may not have been well represented in the workplace, but they held a great deal of purchasing power when it came to domestic and household expenditure, and the middle and upper ladies had long been recognised as the primary customers and consumers of fashion and beauty products.

(Ref: Ln 1/6/2/3)

**Boots the Chemist advert,
Nottingham Daily Express,
12 March 1877**

Newspaper advertising could be lucrative, even comparatively dull and lengthy ones by today's standards. In 1877, shortly after Jesse Boot took over his family's business, Boots the Chemists at Goose Gate, he paid for the largest advertising space the Nottingham Daily Express offered. The advert ran in several editions and consisted of an alphabetised list of 128 branded products, emphasising their reduced prices. Profits doubled within a month.

(Ref: EMSC Periodicals:NOT)

PATENT MEDICINES RETAIL
AT WHOLESALE PRICES.

M. AND J. BOOT,
38, GOOSE GATE,
ARE OFFERING
PATENT MEDICINES,
TOILET REQUISITES, &c.
AT THE FOLLOWING
GREATLY REDUCED PRICES
FOR CASH.

Allen's Hair Restorer, 6/- for 3/6
Allen's Zylbalsamum, 3/6 for 2/6
ALLCOCK'S POROUS PLASTERS, 1/1½ for -/10½
Atkinson's Infant's Preservative, 1/1½ for -/11
Adam's Furniture Polish, -/8 bottle for -/7
Adam's Furniture Polish, 1/2 bott'e for 1/-
Beecham's Patent Pills, 1/1½ for /11
Beecham's Mag'e Cough Pills, 1/1½ for -/11
ragg's Charcoal Powder, 2/- for 1/8
Bragg's Charcoal Biscuits, 1/- for -/10
ragg's Charcoal Biscuits, 2/- for 1/8
Bond's Marking Ink, -/6 for -/5, 1/- for /10
Brandeth's P.ills, 1/1½ for -/11
Brown's Bronchial Troches, 1/1½d for -/11
Brompton Cough Specific, 1/1½ for -/11
BROWN'S Chlorodyne, 1/1½ for -/10½
Brown's Chlorodyne, 2/9 for 2/3
Brown's Chlorodyne, 4/6 for 3/9
BROWN'S (Prof. O. Phelps) Acacian Balsam, 4/6 for 3/10
Brown's (Prof. O. Phelps) Acacian Balsam, 11/- for 9/9
Brown's (Prof. O. Phelps) Restorative Assimilant, 4/6 for 3/10
Brown's (Prof. O. Phelps) Restorative Assimilant, 11/ for 9/9
Brown's (Prof. O. Phelps) Blood Purifier, 4/6 for 3/10
Brown's (Prof. O. Phelps) Blood Purifier, 11/- for 9/9
Brown's (Prof. O. Phelps) Liver Invigorator, 4/6 for 3/10
Brown's (Prof. O. Phelps) Liver Invigorator, 11/- for 9/9
Brown's (Prof. O. Phelps) Male Fern Vermifuge, 2/9 for 2/4
Brown's (Prof. O. Phelps) Herbal Ointment, 1/1½ for -/11, 2/9 for 2/4
Brown's (Prof. O. Phelps) Renovating Pill, 1/1½ for -/11, 2/9
Brown's (Prof. O. Phelps) Woodland Pill, 1/1½ for -/11, 2/9