



advertising

the old and the new

History of Information

November 19, 2007



overview

why advertising
12 types?
Wedgwood
looking back
looking around
recurring themes
plus ça change?



trackback

continuity & change
intelligence
propaganda
post

HIGH & LOW FINANCE

As Bank Profits Grew, Warning Signs Went Unheeded

By FLOYD NORRIS

Published November 10, 2007

We should have known something was strange. The banks were doing a lot better than they should have been doing.

Instead of being suspicious, many analysts believed that banks had found a new way to prosper. Making a loan and keeping it on the balance sheet until it was repaid was so old-fashioned. It was far better to collect fees for arranging transactions and passing on the risk to others. We did not ask why passing on risks should be so profitable to the risk-passers.

In reality, it was not.



HOME PAGE

MY TIMES

TODAY'S PAPER

The New York Times

intelligence

If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat.

Hi-tech
Low tech
Open source

A Spy's Path: Iowa to A-Bomb to Kremlin Honor



Red Star, left; pool photo by Dmitry Astakhov, via AFP-Getty Images

President Vladimir V. Putin of Russia and intelligence officers at a ceremony posthumously honoring George Koval, left, an American-born Soviet spy who infiltrated the Manhattan Project.

By WILLIAM J. BROAD
Published: November 12, 2007

He had all-American cover: born in Iowa, college in Manhattan, Army buddies with whom he played baseball.

Readers' Comments

Show your thoughts on this story.

George Koval also had a secret. During World War II, he was a top Soviet spy, code named Delmar and trained by Stalin's ruthless bureau of military

- COMMENTS (110)
- E-MAIL
- PRINT
- SINGLE PAGE
- REPRINTS

Republican Attack Ad Withdrawn, Revised

April 13, 2006

The NRCC says a Democratic candidate in Ohio was investigated by the FBI. He wasn't. But there was a state criminal probe.

Summary

The National Republican Congressional Committee (NRCC) withdrew and revised an ad attacking Charlie Wilson, a Democratic candidate for the House in Ohio. The NRCC removed a

political ads or propaganda



Cost is only one factor that must be considered when examining political advertising in Australia. Another important issue that has exercised the minds of parliamentarians, commentators and lawyers for some time is that of the actual content of political advertising, specifically whether it is possible to legislate for 'truth' in campaign advertisements. Twenty years ago, in 1984, an attempt was made to regulate for truth, but the law was repealed a mere eight months after it came into force. A week before Howard called the 2004 election, the issue of truth in political advertising was again in the media, with articles claiming that political parties would be 'free to say what they like' during the coming campaign because 'new election advertising rules' meant there would be 'reduced scrutiny' of political advertisements.^[6] These articles reported that commercial television industry group Free TV Australia (formerly the Federation of Commercial Television Stations) had introduced 'new rules' and would 'no longer vet political advertising for accuracy or seek any substantiation of claims made in the

Willie Horton



Firms withdraw BNP Facebook ads

Six major firms have withdrawn advertisements from the networking website Facebook, after they appeared on a British National Party page.



First Direct, Vodafone, Virgin Media, the AA, Halifax and the Prudential have all withdrawn ads. Virgin said it had to "protect its brand".


Political television advertising to reach \$3 billion

By Mark Preston
CNN Washington Bureau

WASHINGTON (CNN) – A wide-open presidential race and a willingness by candidates, interest groups, unions and corporations to buy TV time will lead to historic spending for political and issue-advocacy advertising in the 2008 election cycle, an analysis shows.




leaving the past behind

 **BBC News in video and audio**

Last Updated: Thursday, 2 November 2006, 06:23 GMT

 [E-mail this to a friend](#)

 [Printable version](#)

Google ad revenue 'to surpass TV'

Google is about to overtake the UK's main commercial TV channels in the race for advertising revenue, a study says.

It found that the US internet search giant's 2006 UK revenues are expected to surpass Channel Four's predicted £800m (\$1.5bn) returns.

Google will then overtake ITV1 within 18 months, advertising buying companies Mindshare and Initiative told the Financial Times.

Last month Google revealed global third quarter profits of \$733m (£390m).

This was a 92% increase on the \$381m it made during the same time last year.



Google made a global profit of \$733m in its third quarter



not dead yet

ADVERTISING

Junk Mail Is Alive and Growing



Lars Klove for The New York Times

By LOUISE STORY
Published: November 2, 2006

Ginger Stickel, like most Americans, has been getting a lot more junk mail these days. Yesterday, for example, she received 37 pieces of mail, and 28 were junk, including a pitch for mail-order pizzas and a flier for a warehouse furniture sale. Surprisingly, she says she doesn't mind.

Multimedia

U.S. advertising expenditures, in billions



Graphic

Selling by Snail Mail

"I would rather get a catalogue over a call during dinner 10 times over," Ms. Stickel, a mother of two young children in Greenwich, Conn., said. "I always open those letters, and sometimes they're useful."

Remember when the Internet and online marketing were going to spell the end of the direct mail business? Well, it hasn't exactly worked out that way.

Over the last year, marketers sent more than 114 billion pieces of direct mail — catalogues, credit card solicitations, coupons and the like — an increase of roughly 15 percent from five years ago, according to the United States Postal Service. And in the last year, for the first time, the volume of bulk mail, which is all direct mail, exceeded first class.

- E-MAIL
- PRINT
- SINGLE PAGE
- REPRINTS
- SAVE

ARTICLE TOOLS

SPONSORED BY

DENCH BLANCHETT
NOTES & SCANDAL

[HOME PAGE](#)[MY TIMES](#)[TODAY'S PAPER](#)

The New York Times

the snail turns?

ADVERTISING

Sending a Scent by Snail Mail

By ERIC PFANNER

Published: November 15, 2007

LONDON

[Enlarge This Image](#)



Leon Neal/Agence France-Presse — Getty Images

The Royal Mail in Britain is developing a program to enhance direct marketing material with aromas or flavors. A soft drink maker might include a taste of the cola, for example.

IT sometimes seems that everything is being digitized, particularly in businesses like media and marketing. But there are still a few things that cannot be reduced to electronic pulses and sent around the world instantly: The taste of chocolate, for example, or the smell of perfume or the human touch.

Now the Royal Mail, the British postal service, which has been hit hard by the effects of the Internet, is trying to stimulate business by appealing to the senses. A new initiative, aimed at marketers who use the mail to reach consumers, encourages them to incorporate a scent, taste or sound into their mailings.



competition

Newspapers to Test Plan to Sell Ads on Google



Shiho Fukad

Tom Phillips, who runs print operations at Google, said the company wanted to be a friend to newspapers.

By SAUL HANSELL

Published: November 6, 2006

In a move into the old-fashioned business of ink on paper, [Google](#) is going to start selling advertisements that will appear in the print editions of 50 major newspapers.



when is an ad not an ad?

Police arrest girl whose MySpace site led to £20,000 party disaster

- Girl emerges from hiding to apologise to parents
- Hackers blamed for doctoring web pages

Martin Wainwright

Saturday April 14, 2007

[The Guardian](#)

The teenage girl who hosted a disastrous "let's trash my house" party was arrested yesterday on suspicion of causing criminal damage.

Rachael Bell, 17, was questioned by detectives then released on police bail, pending further inquiries, after she emerged from hiding to blame internet hackers for the £20,000 chaos, and to apologise profusely to her parents.

She accused schoolfriends of taking over her pages on the website MySpace to tempt revellers from all over the country with the prospect of drink and sex in an astonished cul-de-sac on a private estate in county Durham.

She said she was too scared to face her mother, Elaine, and father, Alan, who have been forced to rent temporary housing and are pressing for criminal charges against partygoers.

But although she spoke to her mother by phone, her remorse was undermined by the appearance of a message ascribed to her on a friend's MySpace site saying: "haaa ... well i hope u liked the party ... was fuckin wild



ads & information

information

creating the informed consumer

product
supplier
price



ads & information

information

creating the informed consumer

product
supplier
price





ads & information

information

creating the informed consumer



product
supplier
price



H



black & white?

informing the consumer
assuring quality
offering solutions
or
misleading
crowding out
creating desires



branding & informing

"The astronomical growth in the wealth and cultural influence of multinational corporations over the last fifteen years can arguably be traced back to a single, seemingly innocuous idea ... that successful corporations must primarily produce brands, as opposed to products?"

--Naomi Klein, *No Logo*

"the consumer dictates to the companies ... simplify choice, guarantee quality ...ultimate accountable institution"

--*Economist* (review of *No Logo*)



informing?

Someone's doing the
LOOK test!

1st LOOK Make sure you pass the look test! Wash your whites in Persil and see how much whiter they are! A clean, true **WHITE** white!

2nd LOOK See how Persil copes with stains—it even shifts blackcurrant juice. And that's one of **THE TOUGHEST WHITENESS TESTS OF ALL!**

3rd LOOK See how bright Persil washes your coloureds, how it keeps woollens soft, fine things fresh and clean.

4th LOOK Your hands! Persil is so much kinder to hands and nails—you can feel it is.

**YES, BOIL OR NO BOIL, PERSIL BEATS THE LOT!
BEST IN YOUR WASHING MACHINE, TOO!**

PERSIL washes whiter!
—and that means *cleaner!*

Persil
washes whiter

PER 1322-1751-108



12 kinds

Seth Stevenson,
There are 12 kinds of ads. *Slate* 2007



12 kinds

1. Demo: samsonite

Seth Stevenson,
There are 12 kinds of ads. *Slate* 2007



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6. Benefit causes story: Lynx

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10. Associated user imagery: Nike

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11. Unique personality: Dyson

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12. Parody: Geico¹⁵

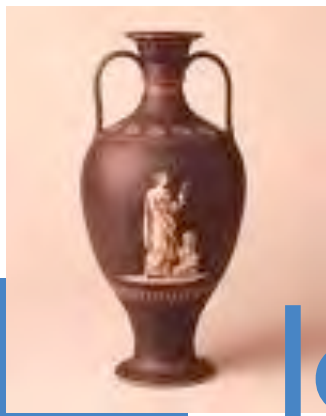
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Josiah Wedgwood



WEDGWOOD

1730-1795

Wedgwood

Wedgwood, England's finest china company, has been synonymous with beauty, craftsmanship and innovation for almost 250 years. Founded in 1759 by Josiah Wedgwood I, known as the Father of English Ceramics, Wedgwood's fine bone china, including Coalport Salt Glazed Stoneware, is still renowned and perfected Queen's Ware, the company's celebrated cream coloured ceramic body.

technological innovation

division of labour

WEDGWOOD

canals

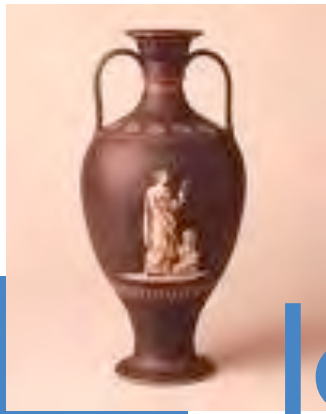
COALPORT MASON'S
EST. 1750 EST. 1796

coffee & tea

Please select your location from the options below:

globalization

UK [European Union](#) [Rest of World](#) [USA](#)



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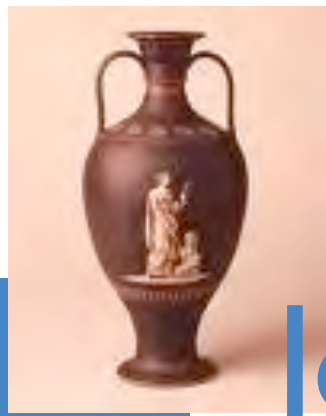
marketing innovation

COALPORT® MASON'S®

EST. 1750 EST. 1796

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technological innovation
division of labour
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WEDGWOOD

COALPORT EST. 1750 MASON'S EST. 1796

Please select your location from the options below:

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marketing innovation

how innovative?



history

appellation Chalkidian contrôlée Mendaian amphora Greece 4–5th century bc

a particular coin type of Mende --
Dionysos as an ass -- was used as a stamp
on the handles of a specific type of



Australian Archaeological Institute at Athens
and the Athens Archaeological Society

Figure 6 (above, right). Mendaian-type
amphora, but of unusual fabric:
Torone inv. 82.1359. Courtesy Australian
Archaeological Institute at Athens and the
Athens Archaeological Society

Figure 7. Silver stater (tetradrachm),
Mende. a) *Obverse*: Dionysos on ass;
b) *Reverse*: grape vine and ΜΕΝΔΑΙΩΝ
legend. Private collection.



Pompei





for beauty that



Roman face cream, c. 50AD
New Scientist, July 2003

Greece & Rome

For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from
Aesclyptöe



mirrors & shells





guild shields



Guild of Shoemakers
Edinburgh

Wyde wyndowes ywrought .
 ywritten full thikke,
Schynen with schapen scheldes .
 to schewen aboute
With merkes of marchauntes .
 ymedled bytwene,
Mo than twenty and two .
 twyes ynoubred.

Piers Plowman's Crede, c. 1394



merchants' marks



Seal of the wine merchants of Bruges
Flanders, 1407, ANdEF

And other synes I seghe
sett appon lofte,
Some witnesse of wolle,
and some of wyne tounnes
Some of merchandes merke,
so many and so thikke
That I ne wote in my witt,
for alle this werlde riche
What segge under the sonne
can the sowme rekken.

Wynnere and Wastour, c. 1350



obligatory to voluntary



cutlers' marks
Hallamshire
Earl of Salop's grant, 1564
Act of Parliament, 1624





print advertising

The Pyes of Salisbury William Caxton, 1477

It it plese eny man spirituel or temporel to bye ony
pyes of two and thre comemoraciōs of salisbury use
enpryntid after the forme of this presēt lettre whiche
ben wel and truly correct, late hym come to westmo/
nester in to the almonesrye at the reed pale and he shal
haue them good chepe . . .

Supplicatio flet cedula





"Newspapers have long tried ways to develop standby advertisers willing to fill unused space ..."

NYT, 11.6.06

broadcast

Weekly Relations of Newes, 23 August 1622

If any Gentleman or other accustomed to buy the Weekly Relations of Newes, be desirious to continue the same, let them know that the Writer or Transcriber rather of this Newes hath published two former Newes, the one dated the second and the other the thirteenth of August, all of which doe carrie a like title, with the Armes of the King of Bohemia on the other side of the title page, and have dependance one upon another: which manner of writing and printing he doth propose to continue weekly by God's assistance, from the best and most certain intelligence.

Farewell; this twenty third of August 1622



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Farewell; this twenty third of August 1622

next ad 1624



Rumb. 894

The London Gazette.

Published by Authority.

From Thursday June 11. to Sunday June 15. 1674.

Danzick, June 9.

Our Letters from *Warsaw* of the 7 instant tell us, That some of the Deputies of *Lithuania* had left the Diet, which is still assembled there, and were departed on their way home, leaving a Protestation behind them against the proceedings of the Diet, the occasion of which is said to be, That they could not obtain some points to be inserted in the *Passa Concordata*, which they desired concerning the regulating the Kings Household. However that, the Diet without having any regard to their Protestation, concluded the *Passa Concordata*; and that the King had sworn to them with the usual solemnity, in *St. Johns Church at Warsaw*. The Kings Coronation is appointed to be the 22 of the new month, except the publick conjuncture of affairs do hinder, in which case it will be deferred till after the Campaign; the King has not as yet disposed of several of the greatest employments in the Kingdom, vacant by his coming to the Crown. The Queen Dowager has a yearly Revenue of 200 000 Guilders assigned her, with liberty to reside in any place within the Polish Territories, except *Cracow*, or some other fortified places on the borders of *Silesia*.

Frankfort, June 13. This day arrived here the Duke of *Bourbonville*, and to marry his Troops, consisting in three thousand Horse and one thousand Foot will follow, and pass the *Main* here over our Bridges. The last night they had their Quarters at *Eltsborn*, two Leagues distant from this place, and when passed the *Main*, will direct their march towards *Ludersbourg* on the *Necker*, in order to their joining with the rest of the confederate Troops in the *Palatinate*.

Coblentz, June 14. Our Letters from *Strasbourg* inform us, That the confederate Troops under the Command of the old Duke of *Lorraine* and the Count de *Cipras*, not having been able to persuade the Magistrates of that place to permit them to pass the *Rhine* over their Bridge, were decamped and marched along the *Rhine* on the other side of it towards the *Palatinate*, to join there, as well with the Troops of the Elector *Palatine*, as those of the Duke of *Bourbonville* brings with him. That Monsieur de *Turenne* was the 10 instant still in his Quarters at *Hogfels*, four Leagues from *Strasbourg*, having held there a Rendezvous of his Troops, which amounted to 6000 Horse and 5000 Foot; that there were arrived in his Camp several Waggons laden with Ammunition, and six Field Pieces sent to him by the Governour of *Brissack*, and that thereupon he was preparing to march towards *Lorraine*. The Marquis of *Vaubran* will remain in the mean time with his Troops at *Magenzen*, which place he continues to fortify, as likewise *Saverne*. We hear that the French have restored the Count of *Nassau's* *Archie* to his Liberty.

Colege, June 15. Yesterday arrived at *Gulckraet*, six

Leagues from hence, 14 Troops of Horse, and 300 Dragoons, who were formerly in the service of our Elector, but the Treaty being concluded between the Emperor and his Electoral Highness, their Officers marched with them to *Mastricht*, with intention to enter into the French service, where the Soldiers mutinied, and having very evilly treated their Officers, are marching this way to the service, as they give out, in the Imperial Army, which, as we are told, will decamp this day; and march towards the *Meuse*; the General *Soubise* observes a most exact Discipline, having caused several Officers to be punished with death, for that they had kept back their Soldiers pay. Our Elector is sending three Regiments to the Imperial Army, one of Horse, Commanded by Colonel *Mettinger*, at present in the Diocese of *Hildesheim*, and two of Foot, whereof Monsieur *Esche* and Monsieur *Vinsinger* are Colonels; the first is now in Garrison at *Keslermactz*, and the other at *Rhyndberg*.

Aix la Chapelle, June 16. Yesterday morning early, the Imperial Army, which hath lain some time encamped near *Dueren*, broke up from thence, and came and lodged within three Leagues of this place, their furthestmost Quarters being distant from each other two Leagues and a half; this day the Artillery and Baggage follows; this day likewise the Munster Troops are to join with the Army, they lay last night within a League of it, and the Prince of *Baden* is sent by the General *Soubise* to receive them. The Army will continue in its Quarters this day to refresh themselves, and to morrow they will march again: In the mean time we are taking for them here great quantities of Ammunition Break.

Hog. June 18. We daily expect here Monsieur *Eberstein*, one of the late Ambassadors for the Crown of *Sweden* at *Cologne*, it is thought he comes to make some farther overtures for order to a General Peace; The States-General have issued another Placet, by which they Command all their Officers and Subjects, on pain of death, to give passage, and to use kindly, such French as shall desert the service at *Grave*, and retire from thence into the Territories of this State. The Prince of *Orange* has given the Command of Colonel of his Guards, void by the preferment of the *Rhinograve*, to that of Lieutenant-General of the Infantry, to the Count de *Belmer*, and the Regiment the said Count Commanded before, is joynd now to the Regiment of Foot Guards. Monsieur *Kalmus* is gone to receive the Princes final Orders about the employing the Flying Army, which is to be brought together near *Nimwegen*. The Council of State is treating a Petition for a Million of Guilders more, to defray the extraordinary charges of this year. People seem somewhat dissatisfied that they hear not as yet of any action of the Confederate Armies.

Brussels, June 19. By Letters from the Hague of the 17 instant we are told, That a Treaty hath been concluded with the King of *Denmark*, by which his Majesty is obliged to send 6000 Men forthwith to join with the Prince of *Orange's* Army, or to be otherwise employed

public service

London Gazette

1666 June 18

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. This is to notify once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.



matter of state

London Gazette

1666

An Advertisement. The Commissioners Request may be put into the *Gazette*, That upon the Third day of *July* next, there will be sold at *Grocers-hall*, of Prize-goods, Wines, Brandies, Tobaccos, and other Goods; and a considerable quantity of Spanish Salt; to be delivered at Dover.



change of mind

London Gazette 1678

Besides all other Chymical Preparations, That Great Preservative, the Elixir Proprietotis, made with the Volatile Salt of Tartar, so much desired and sought, hath been prepared by Dr. William Jones, Chymist in Ordinary to his Majesty, in the presence of Ten of the Chief of the Colledge of Physicians; And by reason of the great Abuse that hath been put upon it, by selling the common Elixir instead thereof; It is now to be had at his own Elaboratory.



stealing & sealing

London Gazette **1672**

... the true English Lacker, to prevent abuses by mixture or otherwise, is now published (in Bottles Sealed with a Chevern, charged with three Cressants between three Martlets) by License from the Persons to whom the Priviledge is Granted, and is to be sold at the Rate of 3 s. a Quart besides the Bottle.



stealing

London Gazette, 1690

Dr. Anderson's, or the Scotch Pills, being much abused by dangerous Counterfeits, since the decease of Mrs. Katherine Anderson: These are to certifie, (for the publick Good,) that the true and approved Pill is faithfully perpared and for the future to be sold, with Printed Directions.



stealing

Two Businesses in a Briny Battle Over Guss's, the Pride of the Picklers



Photographs by Marko Georgiev for The New York Times

Patricia Fairhurst at Guss's Pickles, a Lower East Side fixture since 1920, and Andrew N. Leibowitz in the Cedarhurst Guss's he opened in 2001.



By Appointment to
Her Majesty The Queen
Scaffold Contractor
Coventry Scaffolding
Company (London) Limited

privileges & patenting

London Gazette 1674



Whereas several persons of Quality formerly Patients to Dr *Goddard*, have been very solicitous to know to whom he left the receipt of his Medicines, and where the same may be had. These are to give notice, that the said Medicines commonly called Dr. Goddard's Drops, are now faithfully prepared by Dr *Charles Goodall*.





By Appointment to
Her Majesty The Queen
Scaffold Contractor
Coventry Scaffolding
Company (London) Limited

privileges & patenting



London Gazette 1674

Whereas several persons of Quality formerly Patients to Dr *Goddard*, have been very solicitous to know to whom he left the receipt of his Medicines, and where the same may be had. These are to give notice, that the said Medicines commonly called Dr. Goddard's Drops, are now faithfully prepared by Dr *Charles Goodall*.



first Colonial patent 1711
"Tuscarora Rice"



1735?



THE Great and Wonderful Cures daily perform'd by Dr. *Bateman's* Pectoral Drops, in the following Distempers, have gain'd him so indisputable a Character, that few Families who have ever heard or experienced the Virtues thereof, can be without them in their own Houses, viz. the Gout, Rheumatis,

Jaundice, Stone, Gravel, Asthma's and Cholicks, of what kind or Nature soever, whether proceeding from Wind, Cold, or Hysterick Affection. Besides which, there is no one Secret in the whole Art of Physick of that surprising and (were it not under the Confirmation of continual Experience) almost incredible Effects in Colds, Ageds, Fevers and those endemic Evils which appear in most Constitutions at Spring and Fall. The Price of each Bottle is which are three moderate Doses, is but one Shilling, and may (by Vertue of the King's Letters Patents) be had at the Printing-Office, Bow-Church-Yard, Cheshide, and at where else within three Quarters of a Mile from thence.

N. B. A Book of the Virtues thereof, with Testimonies of some hundred Cures perform'd thereby, under the Hands of Persons of known Worth and Credit, may be had gratis with the said Bottles.

Note also, Shopkeepers, &c. in any Town, where they are not already sold, may be supply'd with the above Drops (and good Allowance) to sell again, by directing to Wm. Dicey, or Tho. Cobb and Comp at Dr. Bateman's Wholesale Warehouse in Bow-Church-Yard, London.



the birth of a consumer?

And here I must take leave to assert, That all imported Commodities are better restrain'd by the height of Imposition, than by an absolute Prohibition, if sufficient Care be taken to oblige the Importers to a full and strict Payment; for this woud be a kind of Sumptuary Law, putting a necessity upon the Consumer.

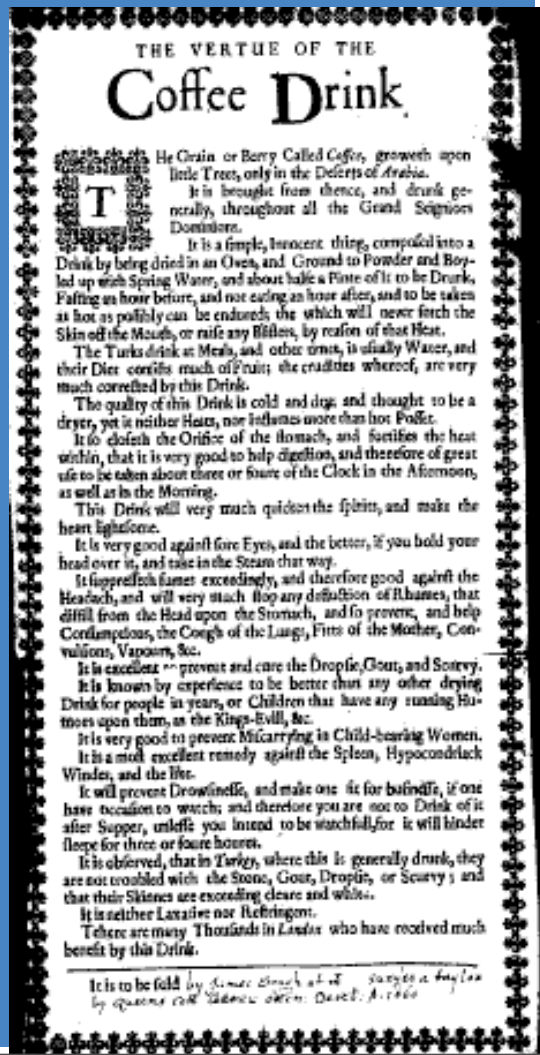
Thomas Sheridan, A Discourse of the Rise and Power of Parliaments, 1677



consumables

The Publick Advertiser, 1657

The drink called Coffee (which is very wholsom and physical drink, having many excellent vertues, closes the Orifice of the Stomack, fortifies the heat within, helpeth Digestion, quikneth the Spirits, maketh the heart lighten, is good against Eye-sores, Coughs, or Colds, Rhumes, Consumption, Head-ach, Dropsie, Gout, Scurvy, Kings Evil, and many others)





consumables

The Publick Advertiser, 1657

In Bishopsgate Street in Queen's Head Alley, at a Frenchman's house, is an excellent West India drink called chocolate, to be sold, where you may have it ready at any time, and also at reasonable rates.



consumables

London Gazette

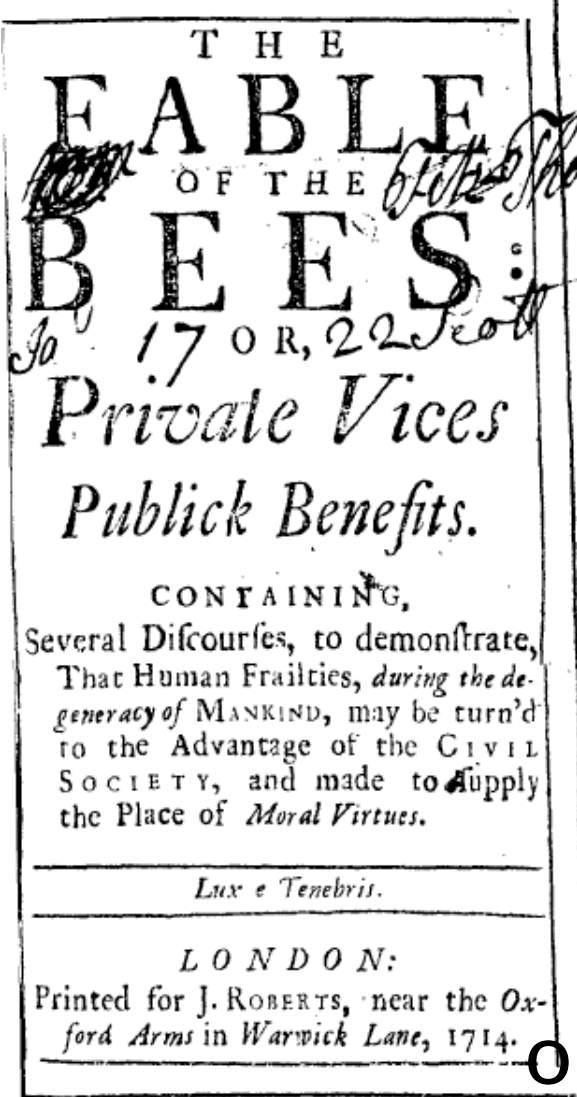
1666

An Advertisement. The Commissioners Request may be put into the *Gazette*, That upon the Third day of *July* next, there will be sold at *Grocers-hall*, of Prize-goods, Wines, Brandies, Tobaccos, and other Goods; and a considerable quantity of Spanish Salt; to be delivered at Dover.



consumer

Then to the Cook's with Mr. Shepley and Mr. Creed, and dined together, and then I went to the Theatre and there saw Bartholomew Fair, the first time it was acted now a-days. It is a most admirable play and well acted, but too much prophane and abusive. From thence, meeting Mr. Creed at the door, he and I went to the tobacco shop under Temple Bar Gate, and there went up to the top of the house and there sat drinking Lambeth ale a good while. Then away home, and in my way called upon Mr. Rawlinson ... for his advice to answer a letter of my uncle Robert...
So home and to bed.



the birth of a

deadly sins
gluttony, lust, greed

Bernard de Mandeville
The Fable of the Bees:

or, private vices publick benefits ...
(1714)

"A Highwayman having met with a considerable Booty, gives a poor common Harlot, he fancies, ten Pounds to New rig her from Top to Toe; is there a Spruce Mercer so conscientious that he will refuse to sell here a Thread Sattin, tho' he knew who she was? ... the Stay



Spectator, 5.14.1711

For Sale by the Candle.

On Thursday next, the 17th Instant, at Lloy Coffee house in Lombard Str. et, at 4th Clock in the Afternoon, by one Cask in a Lot; v. z. 38 Hhds of excellent new French & ras white Wine neat, an entire Parcel, completing the Cask the Prize taken by the Mary Galle, just landed, now in a Cellar in that Lead-yard on Potter's Key next the Custom-house, An Buts of excellent Benecaries Barce.ons Wine, very deep, bright strong, neat, an entire Parcel, in a Cellar under the Mouth of dam Sterry in Savage Garden between the Arch in Crooked Lane and Great Towe-hill. All the aforesaid Wines are to be sold by Auction to Morrow and Wednesday from 7 a Clock to 1, and on Thursday, and all Thursday till the Time of Sale. To be sold by Tomkins Broker in Seething-lane in Tower Str. et.

Just Published,

The Passion of Sappho, and Feast of Alexander Set to Musick by Mr. Thomas Clayton, as it will in a few Days be performed at his House in York Buildings. Printed for Jacob Tonson at Shakespears Head over-against Catherine street in the Strand.

Concerning the Small-Pox.

R. Stoughton, Apothecary, at the Unicorn Southwark, having about 1700 published in the Post Office and Courant, a long Advertisement of his large Experience and great Success in curing the Small-Pox, even of the worst Sort, and Circumstances, having had a Reputation for it almost 30 Years, and can say, that not 3 in 20 miscarry under his Hands; who contract it, and only repeats, That he thinks he has attain'd great a Certainty therein (and the Measles, which are near of kin hath been acquired in curing any one Disease, (an intermitting Fever with the Bark only excepted) which he conceives may at this Time when the Small-Pox so prevail, and is so mortal, justify his Application, being press'd by several Friends to do, and hopes it may be the Good of many. He has had many Patients since his last Publication, and put one of all dy'd. He hath also Certificates from 20 in a small Time cured, and of the worst Sort. What is here



more disclaimers

"No Advertisement was ever admitted to
it, tho earnest Application was made
for it ... It made its own way into
the World"

John Oldmixon, writing about
The Medley, launched in 1710.



advertising wars

"The inventors of Strops for Razors have written against one another this way for several years, and that with great bitterness; as the whole argument pro and con in the case of the Morning-gowns is still carried on after the same manner. I need not mention the several proprietors of Dr. Anderson's pills."
--The Tatler, Sept 14, 1710.



ever-permeable wall

"Mr. SPECTATOR.

Several of my Friends were this Morning got together over a Dish of Tea in very good Health, though **we had celebrated Yesterday with more Glasses than we could have dispensed with, had we not been beholden to Brooke and Hellier.** In Gratitude therefore to those good Citizens, I am in the Name of the Company, to accuse you of great Negligence in overlooking their Merit who have imported true and generous Wine, and taken Care that it should not be adulterated by the Retailers before it comes to the Tables of private Families or the Clubs of honest Fellows. I cannot imagine how a SPECTATOR can be supposed to do his Duty, without frequent Resumption to such Subjects as concern our Health"

Spectator, Friday April 25, 1711



Spectator, 9.11.1711

For SALE by AUCTION,

On Tuesday the 18th Instant, at 10 a Clock the Morning, at the Black Bull and Looking glass in Cornhill, be the Goods of Mr. T. Bromfield, late a Bankrupt, Looking-glasses Glass Sconces of all Sorts, Japan Cabinets, Desks and Book Cases fine Card-Tables and India Tea-Tables, Union Suits, with several other Rarities; likewise the Household-Goods to be sold, and House and Shop to be let. Note, The Goods to be view'd before the Time of Sale. Attendance is given from Morning to Night.

Messieurs Brooke and Hellier Merchants in R lane near Bread-street, having experienc'd that their new natural porto and Viana Wines do give such universal Satisfaction, they encourag'd further to accommodate the Town, and give Notice they resolve to retail the entire Cargoes of the Sophronia and Gallies just arriv'd and landing, consisting of 300 Pipes of new and white Oporto, and 20 Pipes of red and white Anadea Wine (being the only Wines of these Sorts in Merchants Hands) in the several Vaults and Taverns following, viz. in Freeman's-yard in Cornhill under the Crown-Tavern in Breadstreet, under a front House in Salisbury-Court in Fleetstreet, under Mr. Rymes a Furrier against a May-pole in the Strand, and at the Horn-Tavern in Palace-Yard Westminster, and there is now open'd other Vaults, viz. in the Tavern-Yard against Billingsgate, in the middle Street in the Buildings, and under St. James's Market-house; also on Tuesday the 18th Instant will be open'd the Green-Dragon Tavern in Gray's Lane in Holborn. Note, The Prices of the abovesaid Wines, in the Vaults, the new natural red and white Oporto and white Viana 18 d. per Quart and 17 l. per Hogshead, and the new red Viana 15 d. per Quart and 13 l. per Hogshead; and in the said Taverns Oporto and white Viana at 20 d. and red Viana at 16 d. per Quart. Note, The new white and red Anadea Wines are at 2 s. per Quart and 20 l. per Hogshead, and to be had only in the aforesaid Vaults in York-Buildings, and under St. James's Market-House.

Just Publish'd,

An impartial View of the two late Parliaments their Proceedings, and the late Ministry fully justify'd: Together with the Affairs of Convocation, wherein the Irregularities of the lower House are expos'd from their Original to this present Time and a fair Comparison offer'd at between the late Parliaments and the last Session. Price 5 s. Printed for J. Baker in Peter-noster-Row.



Daily Courant, 7.2.1717

For SALE by the CANDLE.
On Wednesday, the 8th Instant, at Lloyd's
Coffee-house in Lombard-street, (precisely) at 6 a-Clock in the Afternoon, (only one Cask of Wine in a Lot) viz. 32 Butts and 9 Hhds. of excellent new Sherry wines of the true Leaf, strong, clean, and well tasted. Imported by the Aleppo Factor, William Coverly Master, directly from Cadiz, and lately landed. Now in a Vault in the Hemp-Yard between Seething Lane and Mark Lane. 22 Pipes and 4 Hhds. of extraordinary good new red Ribadavia Galicia Wines, deep, bright, strong, fresh and neat. And 3 Pipes of new white Galicia Wines, of the true Flavour, and neat, in a Cellar under Sir Godfrey Webber's in Fenchurch-street. Also 24 Pipes and 3 Hhds. of excellent new red Ribadavia Galicia Wines, of the aforesaid good Qualities, in a Cellar under a Painter's, the upper end of Lawrence Pountney's-Lane, in Cannon-street. 10 Butts of excellent new red Alicante Wines, very deep, bright, strong, fresh and neat. In a Cellar under the House of Mr. Stafford Briscoe Merchant in Savage-Garden, between Crutched Fryars and Great Tower-hill. 5 Pipes of very good old red Oporto Wines, deep, bright, strong, and fresh. And 6 Hhds. of new Bordeaux French Claret, neat, in a Cellar under a Gunsmith's against Barkin Church in Great Tower-street. All to be seen and tasted this Day and To-morrow, from 8 to 1, and from 2 to 6, and all Wednesday, (as above) till the Time of Sale. To be sold by Tho. Hutton and Wm. Gibson, Brokers.

For SALE by the CANDLE.
On Friday, the 10th Instant, at Lloyd's
Coffee-house in Lombard-street, (precisely) at 5 a-Clock in the Afternoon (only one Cask or two Chests of Wine in a Lot) viz. 4 Hhds. of Old Margaux French Claret, of the Growth of the Year 1715, deep, bright, strong, fresh, and neat; and 4 ditto of excellent New Obriou French Claret, deep, bright, strong, and fresh; in a Cellar under a Packer's, in Filpot lane in Fenchurch-street. 150 Chests of New Red Cauty Florence Wines, just landed; now in a Cellar fronting the Thames, at Galley-Key, between the Custom-House and Tower Dock; 17 Pipes of extraordinary good new Red Barrabar Lisbon Wines, deep, bright, strong, fresh, and 8 ditto of excellent new White Garçavalla Lisbon Wines, strong, clean and well tasted, landed last Saturday; and now in a Warehouse, up two pair of Stairs, fronting the Thames, at Smart's Key, next Billingsgate. Also 18 Pipes of excellent New Oratava Canary Wines, rich and racy; in a Warehouse in the dark Gateway of Galley-Key, between the Custom-House and Tower-Dock aforesaid. All to be seen and tasted next Wednesday and Thursday from 8 to 1, and from 2 to 6; and all Friday (as above) till the Time of Sale. To be sold by T. Hutton and Wm. Gibson, Brokers.

For SALE by the CANDLE.
On Wednesday, the 8th Instant, at Lloyd's
Coffee-house in Lombard-street, at 3 a-Clock in the Afternoon, The Blenheim Galley, English Built, about 240 Tons more or less, now lying in Major Letchmore's Wet Dock near Deptford, Tho. Smith late Commander. And on Thursday the 9th, the Elizabeth and Mary, River Built, Burthen 240 Tons, or thereabout, now lying in Mr. Brunfen's Wet Dock by the Red-House, Thomas Reed Commander. Inventories of the said Ships with their particular Dimensions, to be seen on Board, and at the Place of Sale. To be sold by Sam. Eves, Broker.



Daily Advertiser, 3.13.1731

the Hour of Sale, which
the Place of Sale, and at
the Garden.

shall be put into good
use who shall take it.

2th Night's Sale of Books
Thomas Slater, Bignor. De-

the Hour of Sale, which
the Place of Sale, and at
the Garden.

L D's

of Middlesex,
Judge or Tene-
able, Barn, Orchard and
on Acres of Land, (being
Hampstead) lying con-
sistent, late the Estate of

torrey at Law, at his
olborn, London; or of
in Phoenix-Alley, Long
a Farmer, in Pond-

CTION,

er-Week,

- House, call'd
thereunto belonging, of
near Acton, Middle-
well House of seven
ers, all wainscotted, and
lex, a magnificent Hall,
a Kitchen, Brew-house,
d-houses, &c. a large
out in a most elegant
House, which fills other-
wise in a beautiful regu-
lar Trees, into Vales,
es of rich Pasture-land,
out, and a large Kitchen
all as the other Garden)
in perfection, and in the
of Carp, Trout, Perch,
Beauty for cool Discre-
tary.

he said House
days excepted) till the
a Clock in the Fore-

Mr. Cock's in the Great
Places, a Plan of the
being Copyhold of
at 10 s. per Annum.

h Combs; about half
being very conveniently
of Court, or Windsor.

O. N.

Library of a
ling of many curious
are, as Hebrew, Heb-
dus, books in Hebrew,
in this profit Monday
ly till all are 6. d. at
e, near the Royal Ma-
dock. As where Place
in Buckle in New
cigar's at Gray's-Inn.

WARTO

to be view'd and Catalogue to be had at the Place of Sale four
Days before the Sale begins.

Thomas Jones, Broker and Auctioneer.

ANTI-SYPHILICON.

THE only short and most infallible
Cure in the Universe for the Venereal Disease, from the
lightest Infection to the most extreme and deplorable Degree of
it, even when the Blood and Juices are thoroughly contaminated
with its malignant Virus, and the very Bones are affected with it.

Fresh Infections, call'd Claps, with all their attendant Sym-
ptoms, tho' ever so severe, are entirely carried off by it in a few
Days, and so as effectually to prevent the Blood and Juices from
being tainted with any remaining Relicks on one Hand, or a ter-
minal Gleet or Weakness to happen on the other.

And the most inveterate Degree of the French Disease, attended
with Nocturnal Pains, universal Breakings out, and all other
the most exasperated Symptoms, are soon overcome by it, and
effectually and much more lately cured than by Salivation,
Inauguration, or any other Method whatever, and in so easy and
pleasant a Manner, without impairing Strength, or occasioning
any Inconvenience, as loudly to bespeak it the only apposite
Remedy or true Venereal Antidote in the World; and thus some
Thousands have to their great Joy experienc'd.

It is pleasant to take, occasions no Sickness or Disorder, nor
requires Confinement; but may be taken, and the Cure be
accomplish'd, without the Knowledge of the nearest Friend.

Those who suspect they have received an Injury, may by only
a Dose or two of it be perfectly freed from all Apprehensions;
for it suffers no lurking Venom to be hid in the Body, but wholly
expirates it Root and Branch, in a gentle, easy and most effec-
tual Manner.

All such likewise as doubt they have some remaining Relicks
of former Injuries, may by a few Doses of it entirely free them-
selves from all Suspences of that Kind; for it admits of no
Foulness, Corruption, or Putrefaction whatever, nor remains in
the Fluids, or to adhere to the Solids, and on that Account, in
all Sorts of Scrophulous, and even Leprous Eruptions or Foul-
nesses of the Skin, Glanulous Swellings and Impurities of the
Juices, it does more, by one Dose, than any other Medicine yet
known can by ten.

The Price of this most noble Anti-Syphiliticon is but Six Shillings
a Pot, which considering its extraordinary Efficacy, one Pot
only being sufficient in most Cases to accomplish the Cure, is
not a tenth part of its Value; and is appointed by the Author to
be had only at Mr. Madford's Toylshop, at the Ruck and Crown
against St. Clement's Church-yard to the Strand, ready seal'd up,
with a Book of Instructions, by the Perusal of which, all Persons
who were ever affected with any Degree of the Venereal Disease
may perfectly understand their own Condition, and certainly
know when, and when not, the Venereal Poison is entirely rooted
out of their Bodies.

Note, Ask only for a Six Shilling Pot for the Scurvy.

**Dr. BENJAMIN GODFREY'S
GENERAL CORDIAL**

SO universally approv'd for the Cholick,
and all manner of Pains in the Bowels, Fluxes, Fevers,
Small Pox, Measles, Rheumatism, and Rashes, in Men,
Women and Children; and particularly for the Relief of weakly
Women, and Relief of young Children in the Breeding their
Teeth. This Cordial for the Distempers now design'd for, is
now become the most approv'd Sovereign Universal Medicine
in Europe, sold wholesale and retail at my Original Warehouse
in Bishopsgate-Street, London, and is sold in most Cities, Bur-
roughs, and Market-Towns; throughout Great-Britain and
Ireland, and most publick Streets in London, about three Ounces
in a Glass for 6 d.

Note, To prevent the publick from
being impos'd upon by Counterfeits,
I have put my Christian Name on the
Top of the Bottle, as here

there being counterfeit Sorts sold with
the Title of Godfrey's Cordial on the
Top of the Bottle, and in the Bills
given with the Bottles, the Names of
the Impostors who prepare it are nec-
essary to be mention'd. Prepar'd by BENJAMIN
GODFREY, M. D.



THE Town being still impos'd upon,
and the publick Priests daily cram'd with the fulsome
Puffs of intangible Specificks, Arcana's, Italico-Poliffes, and
many other Quack-Medicines, it is thought necessary to caution
the unwary against them, there being no Danger, tho' sh-



Daily Advertiser, 3.13.1731

the Hour of Sale, which
the Place of Sale, and at
St. James's Garden.

7. Shall be put into good
use who shall take it.

24th Night's Sale of Books
Thomas Slater, Bignor. De-

L D's
of Middlesex,
of the County of Tene-
able, Barn, Orchard and
on Acres of Land, (being
Hampstead) lying con-
sistent, late the Estate of

Attorney at Law, at his
dwelling House of seven
in Phoenix Alley, Long
a Farmer, in Pond-

CTION,
er-Week,

- House, call'd
thereunto belonging, of
near Acton, Middle-
dwelling House of seven
ere, all wainscotted, and
es, a magnificent Hall,
Kitchen, Brew-house,
Dishouse, &c. a large
out in a most elegant
House, which fills other
need in a beautiful regu-
lar Trees, into Vines,
es of rich Pasture-land,
out, and a large Kitchen
all as the other Garden
in perfection, and in the
of Grass, Trees, Peach,
Beauty for cool Discre-
tary.

he said House
days excepted) till the
a Clock in the Fore-

Mr. Cock's in the 8th of
the Great
Place, a Plan of the
see, being Copyhold of
great 10 s. per Annum.

in Common; about half
being very conveniently
a Court, or Windows.

O.N.

Library of a
thing of many curious
are, as History, Geo-
graphy, &c. in Hebrew,
in this profit's Monday
ly till all are sold, at
e, near the Royal Ga-
dock. As what Place
is, Bookbinder in New
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I have put my Christian Name on the
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Promises of intangible Specificks, Arcana's, Italico-potulicks, and
many other Quack-Medicines, it is thought necessary to caution
the unwary against them, there being no Danger, when sh-

Classifieds

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Experience the most advanced one-on-one,
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nate breaks, develop incredible range, and
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4-5 days! Videotaped Results - See, Hear, Feel
the Difference Instantly! "Diana doesn't work
on the voice, she works on the brain." CFTO
News, Toronto. Noteworthy clients include:
Lukas Rossi - Winner of the Rockstar Super-
nova TV Show competition, Raine of Our Lady
Peace (Sony), Brian Byrne of I Mother Earth
(Universal), Sarina Paris (EMI), Edwin (Sony),
etc. VOICE LOSS? We specialize in NON-SUR-
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MUSICIANS

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they don't already
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world at Popkomm
(France), CMW & SXE
ding experience wit
We will pre-set app-
companies that han-
A&R will review you-
of their response. Po-
& written report deta-
music and their critic
Value: PRICELESS. S-
strict deadlines appl
www.abaca-music.c**

**WORLD MUSIC CO
PROMOTION!**
**DO YOU NEED TO G
A RECORD OR PUBL
RADIO AIRPLAY?**
**GET YOUR CDS PLA
LET US PROMOTE Y**
Established record-
company is now a
new CDs from
seeking profession-
or publishing deal.
entation at MIDEN
music conference, I
uary 2007. Limited
styles accepted. We
artists for radio pro-
in Canada and the
e-mail: maureen@w
www.whiteeaglerec

Male Singer, Metal B
call (905) 935-6963.



Daily Advertiser, 4.6.1731

and great... many... rights... of... the... well... and... Or... 1731... and... usual... things... on the... stand...

Written by EUSTACE BUDGELL, Esq.

MEMOIRS of the Life and Character of the late Earl of ORKNEY, and of the Family of the Boyles. Containing several curious Facts, and Pieces of History, from the Reign of Queen Elizabeth to the present Time: Extracted from Original Papers and Manuscripts never yet printed. With two remarkable speeches of the late Earl of Orkney's in the House of Commons; one of which occasion'd his Death with Mr. W...: A particular Relation of his being committed Prisoner to the Tower for High Treason; a true Account of his Confinement with the learned Dr. Bentley; and Some select Letters of Plutarch, the famous Sicilian Tyrant, translated from the Greek.

*Te, omnia repetentem Exempla tuorum,
Et Patris Rites et Avunculus excolet Illos.*

Printed for A. Coates, at the Lamb in the Old Bailey. Price 4 s.

Concerning Gleet and Seminal Weakness of all Kinds.

ALL judicious Physicians and Surgeons allow, that nothing is more difficult to cure than the stubborn Gleet and Seminal Weakness, whether occasion'd by too severe purging for Venereal Injuries, violent Spasms, Inflammation, or any other Cause whatever; and that they are dangerous in their Consequences, as well as difficult to cure, unless you first exceedingly weaken the Generative Part, by either the whole Nervous System, or by some violent Means, as a Tabes Dorsalis, or Consumption of the Lungs, as an Assay of Nervous Consumption, which frequently terminate in Death if left.

All such therefore who have the Misfortune to be troubled with old or stubborn Gleet, seminal Weakness, or Venereal Inflammation, excessive nocturnal Pollution, or any Weakness of the Kidney, Urinary or Bladder, the Diabetes, Incontinency of Urine, or Difficulty of holding their Water, would doubtless be glad to meet with a serious, safe and speedy Cure, which they find accordingly may, by taking only a small Quantity of a true and excellent BALSAMICK RESERVATIVE ELECTUARY, now published for a general Good, after having for many Years in private Practice been experienced to be so useful and perfectly curing the most stubborn Gleet known, in a few Days, without Inconvenience or Trouble; as also all other Weakness of the Back, Reins, Seminal Vessels or Urinary Passages, which it almost instantly cures, bringing to rights and restoring all those Parts and Passages to their natural Tone and prime Vigour, in a very extraordinary manner, and by taking a few Doses of it only.

This transcendent BALSAMICK RESERVATIVE ELECTUARY, is neither disagreeable to take, nor occasions the least Disorder, but as a wonderful Restorative in all Weakness and Decay of Constitution of any kind, and particularly strengthens the Back, Reins, Seminal and Urinary Vessels to an eminent Degree, inasmuch that in any Debility of them, one Dose of it does more than ten of any other Remedy yet found out; and all Persons languid with Gleet or seminal Weakness of any sort, or Weakness of the urinary Vessels, who take it, will in three Days come find it to be very effectual, that they will be most agreeably surpris'd at it.

When a Medicine will infallibly accomplish such a safe, speedy, and perfect Cure of such difficult Maladies, as Gleet and seminal Weakness are, as this Great Remedy truly and directly will, even after all other Means and Medicines have been try'd in vain, too much cannot be said in Praise of it; and thus, all who ever took it for any of the above-mention'd purposes, have readily declar'd.

The Price is but 6 s. a Pot, although for its absolute Efficacy, one Pot alone being sufficient in most Cases to accomplish a Cure, worth ten times as much, and by the Author's special Appointment, it is to be had only at Mr. Ruffo's Chym Shop, at the Rose and Crown against St. Clement's Church-yard in the Strand, ready seal'd up, with a Book of Instructions, which whomsoever carefully reads, will be a complete Master of his own Case, and perfectly know, when the Gleet or Weakness he is affected with succeeds a Venereal Injury, whether all the Maligency of the Poul Dilute is entirely expurgated or not.

Note. Ask only for a 6s. Pot of Balsamick Electuary.

A Supplement to all the Common

ALMANACKS

Given Gratis for this present Year 1731.

Containing those things for every Month in the Year, which all the common Almanacks ought to mention, yet none one of them speaks a Word of.

These ALMANACKS are sellen Open up One Pair of stirts at the Sign of Dr. Chamberlen's Jamon A N D Y N E S BUCKLEACE for Children's Teeth, Pains, Pevens, Conversions, &c. (to be us'd with Directions) against Deyevous Coat without Temple Bar.

And by the Authority, SERVANT, R. Brougham, at his House, the Golden Key in Cambridge Street, near Roffel Street End, St. Giles's in the Fields.

At which Place is all the press'd.

AT his WATER-WAREHOUSE in Fleet Street, near Temple-bar, and deliver'd to any part of the Town, being all genuine, and fresh from the several Springs at the following Prices: And sold likewise by Mr. Eyre, at Mr. Brooker's, a Tea-Shop in Duke Street St. James's, for the Convenience of the Nobility and Gentry near that part of the Town.

Holt	10 0
Bath	7 6
Bristol	6 0
Scarborough	7 6
German Spaw	14 0
German Spaw Half Flask	9 0
Pyrmont	14 0

per Dozen.

N. B. The Holt and Scarborough-Waters are not sold at any other Place in London.

What has gain'd the Holt-Waters such a great Reputation, is due to the wonderful Success they have had in all Scrophulous and Scorbuclick Cases, in the King's Evil, running Sores, inward Ulcers, Incontinent, and even bleeding Cancers, inward and outward Piles; they immediately carry off any Breakings-out in the Face, itching in the skin, Gout in the Head; have done great Service in many Lethargick Cases, and constantly give an Appetite. They are very effectual in Strengthening and Healing Weaknesses in the ocular Vision, and are of singular Benefit when drunk after Mercurial Proscriptions: As appears at large in a Book lately published, giving a very particular Account of the Holt-Waters, viz. their Injurious Season of drinking them, with proper Directions, and constant Cures, with Copper Plates: The which Book is proper for such as drink these Waters. To be had only at the Water-Warehouse at Temple-bar, Price 6 s. to be read Gratis.

N. B. The German Spaw-Waters are sold from the true Poulton Spring in the Town of Spa, as will appear by the proper Certificates from the Magistrates of the Town of Spa, which are sent with the Water, and are to be had at the above Warehouse, many other Chalybeat Waters being constantly imported into England, and sold for the true Spaw-Water, to the great Scandal and disadvantage of the true Spaw-Water, (which is the Reason why the Physicians have been sometimes disappointed, when they have prescribed the Spaw-Water) by the Patients not receiving the expected Relief, these being many other Chalybeat Springs in or near the Country of Jugg, very different in Quality, having exceeding different Effects, from some of which Springs great Quantities of Water are sold, to avoid paying the Tax as is laid on the true Spaw-Water, and imported into England and other Countries, to the great Prejudice of many Peoples Health, and Disreputation of the true Spaw-Water.

And for the better Convenience of great part of England, the three following Mineral-Waters, viz. the true German Spaw in whole and half Flasks, the Pyrmont and Holt Waters, are sold for me by Mr. Pail, near Peter's Pump in Bristol, from whom they may be depended on fresh, which is so difficult to be met with in the Country, having an Opportunity of sending from London by my own Wagon, which I keep constantly to bring up the Holt, Bath, and Bristol Waters.

Scarborough, 19 Nov. 1731.

Whereas several eminent Physicians have declar'd that the medicinal Waters of the said Town of Spa in London, this is to certify the Publick, That we the Bailiffs and Burgeses of Scarborough, have receiv'd such full and satisfactory Certificates in favour of Mr. Henry Eyre, her Majesty's Purveyor for Mineral Waters, That in regard to these Certificates, we think the said Henry Eyre a proper Person to be intrusted with the Sale of the said Waters, and do therefore by our Publick Act of Common Council, Authorize and Appoint the said Henry Eyre to sell the said Waters.

And we do further Certify, That we shall set such a Seal upon the Cork of every Bottle which the said Henry Eyre hath, as will express the Impression hereunto annex'd.

The Cockerill, } Bailiffs
John Tindall, }
Robert Robinson, Recorder.

There being but few of the above-mention'd Book remaining unsold, the reprinting of it will be deferred for some particular Reasons; I propose publishing the Life of Cases perform'd by the Holt-Waters in this Paper in the same Order as they stand in the Book, and after them others, some of which have come to my Hands, and many perform'd this last Year, since the publishing the Account.

A LIST of several Eminent CURES, perform'd by the HOLT-WATERS.

Num. XXII. and XXIII.

We John and Walter South Members, of the Parishes of Warrminster in the County of Wilt, of the Parishes of St. Dunstons, and St. Giles's in the County of Middlesex, do hereby Certify, That after our being most agreeably surpris'd with the King's Evil, we inform'd that we brought out in several Parts of our Bodies for above three Years, we applied our selves to the Use of the Holt-Waters for almost two Summers, and came home perfectly cured, and found, and do continue so. Witness our Hands this 17th of Feb. 1730.

John South,
Walter South.

N. B. This Certificate came to me Sign'd likewise by Mr. Ed. and Christopher Cockerill, of Warrminster, in Wiltshire.

Num. XXIV.

I Elizabeth Trueman, of the Parishes of Letch, in the County of Wilt, near Chippenham, was the first afflicted with the King's



Daily Gazetteer, 11.1.173



To be S O L D,

AS fine old Jamaica Rum, and Coniac Brandy, as has been landed at the Port of London for many Years, WARRANTED entire neat, at 7 s. 6 d. per Gal. delivered at the Cellar Door; but in no less Quantities than 5 Gallons, all under at 8 s. per Gallon.

As also a Parcel of superfine old Battavia Arrack, at 12 s. per Gal.

Buy and Sell for ready Money only.

PUNCH made of the said most excellent Brandies, Rum, and Arrack, to the greatest Perfection, by

J. A. ASHLEY.



that are Lovers of PUNCH,

This Notice is given,



THAT I have open'd
on Ludgate Hill the London
Coffee-House and PUNCH-HOUSE,
(two PUNCH-BOWLS on Iron Pe-
destals before my Door)



Where the finest and best Old
Baravia-Arrack, Jamaica-Rum, and
French-Brandy, are made into
PUNCH, with the finest Ingredients,
and to the utmost Perfection, viz.

A Quart of Arrack made into
PUNCH for 6 s. and so in Proportion
to the smallest Quantity, which
is half a Quart for 4 d. 1 ob.

A Quart of Rum or Brandy made
into PUNCH for 4 s. and so in Pro-
portion to the smallest Quantity,
which is half a Quart for 3 d.
and Gentlemen may have it as soon
made as a Gill of Wine can be drawn,
with the best of Eating, Attendance
and Accommodation.

I do hereby assure the Publick,
~~that I buy my Goods on the Keys,~~
and at the best Hand, with ready
Money, and am at this time provided
with as well chosen Brandy, Rum
and Arrack, as any in Town, and
will at all times procure the best
that is imported: But what may
convince Gentlemen of the Truth
hereof, is (besides the great
Encouragement this Undertaking

meets with) that the Sherbet is always brought by itself, and
Brandy, Rum or Arrack in the Measure, so that there can be no
Imposition, either in Quantity or Quality; for Proof whereof I
appeal to all Gentlemen who have done me the Honour to call
at my House.

J. ASHLEY.

Daily Advertiser, 5.14.1740



Daily Advertiser, 4.26.

1740 To be SOLD,
At a Vault under the China-Shop the Corner of Compton Street,
behind St. Ann's Church, Soho, (warranted neat as imported)
A Small Parcel of genuine excellent old French
 Claret, at Thirty Shillings a Dozen, Bottles included; equal, if
 not superior, in Strength and Flavour, to that which is elsewhere sold at
 Forty-two Shillings, and upwards, a Dozen.
 At the same Place is likewise to be sold, very cheap, a Parcel of old
 best Red Port, as good as any in England, warranted to be without the
 least Adulteration, and imported by a Gentleman for his own Use.

At Brownlow-Street New Bagnio, the Two White
Posts, the back side of Long-Acre,
CUPPING and BATHING are
 perform'd after the best Manner; likewise commodious Lodgings for
 Gentlemen and Ladies; and all other useful Accommodations, by their
 most humble Servant,

MARY BANKS,
From the Crown Bagnio, King-Street, Covent-Garden.



THE Sale of Wigs **HOT**
 being quite completed, at Mr. Lockman's,
 a Stocking-Shop, at the Queen's Head and Star
 in St. Martin's-le Grand, Gentlemen's Servants,
 of any other Persons, may be furnish'd with
 light-brown Spencers made of fresh human Hair,
 and light small Bobs, this Day, and next Week,
 cheaper than in any other Part of England, the
 Person that owns them being oblig'd to go into
 the Country.

WILL begin to sell this Day, the
 mention'd Mineral Waters at the following Price
 most three-pint Bottles, at 12 s. a Dozen; the same in 1
 Bottles, at 9 s. German Spa three-pint Bottles, at 12 s.
 Half-Bottles, at 9 s. Bristol, at 6 s. Holt, at 10 s. and Bat
 borough at 7 s. 6 d. a Dozen, and 4 s. the half Dozen; all v
 good and fresh as any in England.
 And also at the same Warehouse are sold Coffee, Tea,
 Stuff, Leaf-Sugar, Wine, Brandy, Rum, and Arrack, as go
 as any in London.

Convenient Lodgings to be lett.



THO. WO
 AT TH
Indian Queen and
the Corner of 1
without Bishop's
don,

SELLS all
 Cloaths for Chi
 and Workhouses, as a
 Body that makes them
 be does; where Propo
 had.
 Charity-School Boy
 Tails and Strings, w
 Retail.



comment

"advertisements ... appear at the end of all our public prints [W]e hear that a sovereign prince is fled from his capital city ...of the tradesman who hath shut up his shop and run away ... An advertisement from Picadilly goes down to posterity with an article from Madrid ... John Bartlet of Goodman's Fields is celebrated in the same paper with the Emperor of Germany."

--Richard Steele, *The Tatler*,
September 1710



comment

"[H]alf the advertisements one meets with nowadays are purely polemical. The inventors of Strops for Razors have written against one another this way for several years, and that with great bitterness; as the whole argument *pro* and *con* in the case of the Morning-gowns is still carried on after the same manner. I need not mention the several proprietors of Dr. Anderson's pills"
--Steele, 1710



comment

“to inform the world where they
may be furnished with almost
everything that is necessary for
life. If a man has pains in his
head, colics in his bowels, or
spots in his clothes, he may here
meet with proper cures and
remedies. If a man would recover
a wife or a horse that is stole on
strayed; if he wants new sermons,
electuaries, ass’s milk, or
anything else, either for his body
or his mind”

--Steele, 1710



perfection?

"The trade of advertising is now so near perfection that it is not easy to propose any improvement".

--Samuel Johnson, 1759

"Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises and by eloquence sometimes sublime and sometimes pathetic".

--Samuel Johnson, 1761



Dr Graham's
Celestial Bed, 1783



to shave the nation

A DIALOGUE BETWEEN A MERCHANT AND HIS BLACK SERVANT

M. SCIPIO

S. What you please to ave, Massa?

M. Yesterday you did not perform your office properly. You tore the skin from my face

...

S. A, Massa, if I am continued in your service, dat will be ample reward for Scipio; bring good news to you of Packwood's new invention dat will move tings with a touch:

No wonder Packwood's Strops occasion a fuss
By their value, they are undersold;
A most generous public acknowledges thus
All their weight they are well worth in gold



[Aunt Jemima in 1921]

what goes around

*Aunt Jemima's Frozen Pancake Batter
For Aunt Jemima's that taste just great!
No measurin', no mixin', just real easy fixin',
Three minutes from package to plate.*





intelligent spoofs

Electioneering Intelligence

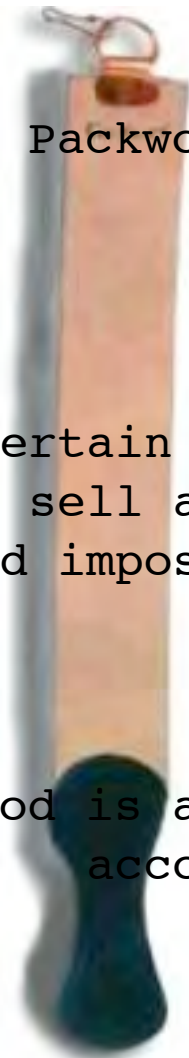
George Packwood, we hear, is returned for the county of Strop,
with very little opposition.

Law Intelligence

a certain perfumer ... did clandestinely and wilfully utter
and sell a base counterfeit Razor Strop and a box of Paste,
and imposed it upon his customers for the make of Packwood

Sporting Intelligence

Packwood is a good shot ...The town has witnessed this on more
accounts than one, but particularly when he takes his
favourite piece (the Razor Strop)





Wedgwood



courting prestige
kings, queens, princes



product placement

Wright
Stubbs
Romney

outlets



illustrated London news

1842, war reporting



THE ALBERT ENGINE.
 The new engine of the Albert Engine, which is now being built at the Wreck of the Crostal Falice, is a ship of Ely, which is now being built at the Wreck of the Crostal Falice.

THE WRECK AT THE CROSTAL FALICE.
 The scene painted by the Wreck of the Crostal Falice, a ship up and down, but has been painted by the Wreck of the Crostal Falice.

THE NEW SHIP OF ELY.
 The new ship of Ely, which is now being built at the Wreck of the Crostal Falice, is a ship of Ely, which is now being built at the Wreck of the Crostal Falice.



more art with less matter



THE BELT DRAWERS, A SPECIALITÉ IN GENTLEMEN'S UNDERCLOTHING.

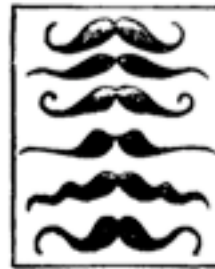
The Article is formed on a principle that affords to the wearer a nice, gentle, and uniform support to the loins, abdomen, &c., imparting therewith a sense of remarkable comfort, as also a pronounced healthful influence.
Moderate price and excessive durability, rendering the article an economical garment wthal.

Makers and Originators of the Article,
SANDLAND & CRANE,
Gentlemen's Dressers,
55 REGENT STREET,
LONDON.

(The Quadrant section of the Street, and next to
Swan & Edgar's.)

Illustrated Prospectus & Price List on application.

TRAIN YOUR MOUSTACHE IN THE WAY IT SHOULD GO.



CARTER'S THRIXALINE

is a unique transparent fluid for training, fixing, and beautifying the Moustache of all sorts and conditions of men. Has never been equalled for holding the Moustache in any position. Prepared only by

JOHN CARTER,
HAIRDRESSER,
At the Old Palace of Henry VIII.
17, FLEET STREET, E.C.

Price, post free, 2/0, 5/0, and 10/0.

CLAXTON'S DOUBLE CHIN CURER.

Patent 223104.

Forrestoring contour of face
in advancing years.
Gives an even support under
chin; will fit any size or
shape head.
No measurements required.

Price One Guinea, Post Free.
Please cross Cheques and Orders
"Coutts & Co."

P. CLAXTON
(Patentee of Ear Caps).
108, STRAND, LONDON, W.C.



WHITE'S
PATENT.

Corset Attachment

WHITE
PATENT

The "TITAN" (Regd.).

Indispensable with the present tight-fitting skirt.
Produces straight front without increasing size of
waist or impeding action in walking, as it does not
require stocking-suspenders to keep it in position.

Guaranteed not to ride up or wrinkle.

Idealises the symmetry of the figure and gives
indescribable elegance to the simplest gown.

Reduces High Figures and Large Hips.

Restores the Figure after Confinement.

Affords great support with perfect ease, and
gives permanent satisfaction to the wearer.

Can be attached without sewing to any corset. Under
skirts can also be attached without sewing to the lower
edge, thus further reducing size. Worn by Royalty.
Recommended by the Medical Profession. Thousands of
unsolicited testimonials.

N.B.—When ordering, the size round largest part of
hips should be given. Every Attachment is stamped
"TITAN."

In Black, White, and Ecru, price 5/9.

Of all the best Drapers and Ladies' Outfitters,
Or of the Patentee and Sole Manufacturer,

**A. WHITE, 1, 2, & 3, Langley Court,
LONG ACRE, LONDON, W.C.**



WITHOUT ATTACHMENT.



WITH ATTACHMENT.



TO BE WORN THREE TIMES IN THE WEEK.

MADAME A. T. ROWLEY'S TOILET MASK (OR FACE GLOVES)

Is a natural beautifier for bleaching and preserving
the skin and removing complexional imperfections.
It is soft and flexible in form, and can be WORN without
discomfort or inconvenience.

It is recommended by eminent physicians and scientists as a substitute
for inferior cosmetics.

COMPLEXION BLEMISHES may be hidden imperfectly by cos-
metics and powders, but can only be removed permanently by the Toilet
Mask. By its use every kind of spots, impurities, roughness, etc., vanishes
from the skin, leaving it soft, clear, brilliant, and beautiful. It is harm-
less, costs little, and saves pounds uselessly expended for cosmetic
powders, lotions, etc. It prevents and removes wrinkles, and is both
complexion preserver and a beautifier.

Illustrated Treatise, with full particulars, post free, 3 stamps.

MRS. A. T. ROWLEY,
THE TOILET MASK CO. 139, OXFORD STREET
LONDON, W.



continuity or change?

Agent Provocateur

MEET SERENA REES,
designer and co-creator of
Agent Provocateur, as we unveil
our fantasy-worthy boutique.
Lingerie-clad models will flaunt
a pin up-inspired collection to
a background of peep show
tunes. Plus, a favor-filled Agent
Provocateur gift bag* is yours to
keep with any purchase of 250.00
or more. Come shop, misbehave
and get away with it.

Tomorrow, November 9th, 6-8pm
Agent Provocateur Shop,
Intimates Boutique
On 4, 59th Street

wacoal
fit for
the cure®

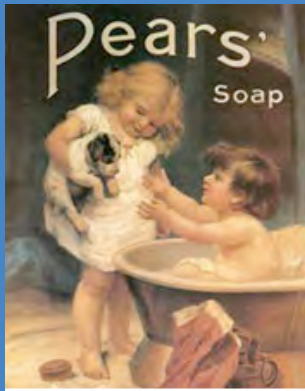
JOIN US
Receive a complimentary fitting in a
Wacoal, DKNY Underwear or Donna
Karan Intimates bra from a Wacoal fit
specialist. For every woman who
participates, Wacoal donates \$2 to
the Susan G. Komen Breast Cancer
Foundation for breast cancer research
and outreach programs. Wacoal will
also donate \$2 for every Wacoal, DKNY
Underwear or Donna Karan Intimates
bra purchased at these events.

Book your appointment now and help
Wacoal reach their \$1,000,000 goal.

Friday, November 10th, 11 am to 4 pm
Fifth Avenue (212) 391-3344 ext. 3812
Walt Whitman Mall (631) 424-1600 ext. 265
Trumbull (203) 374-5700 ext. 265
Quakerbridge Mall (609) 799-9500 ext. 265
Tyson's Corner (703) 506-1156 ext. 265



pears pair



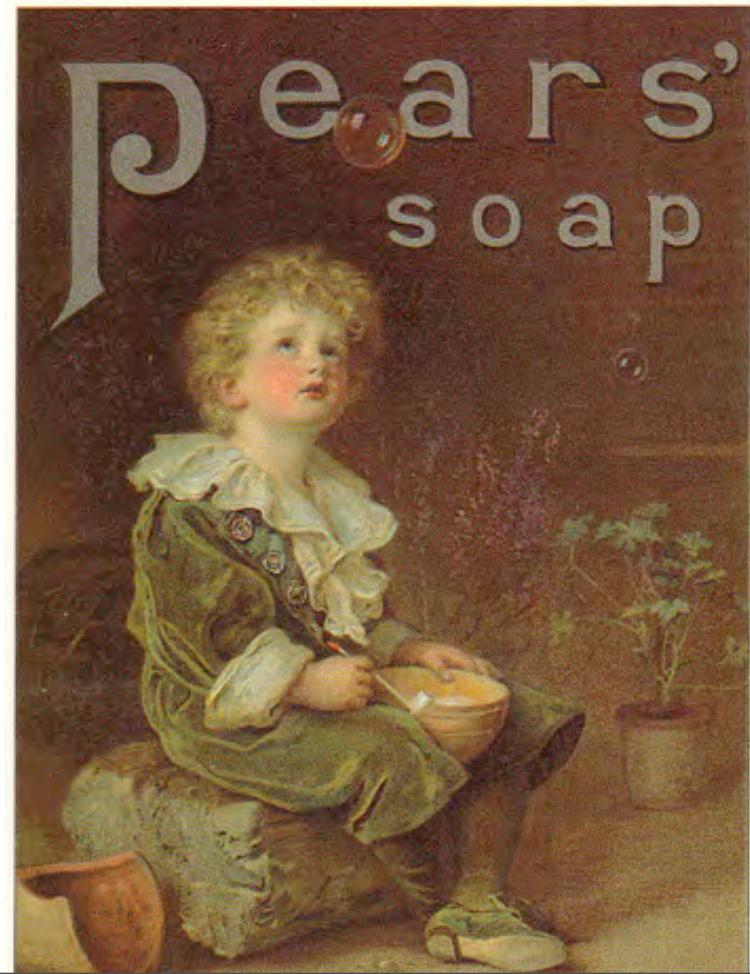
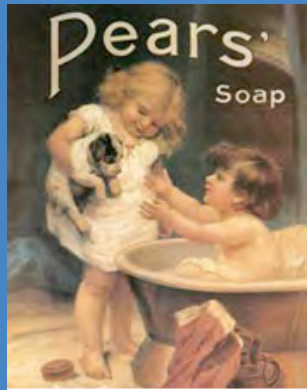
Andrew Pears & Thomas J. Barrat





pears pair

Andrew Pears & Thomas J. Barrat





"no space: the branded world"





"with merkes of merchauntes"

Merchandize Marks Act (UK), 1862

Trademark Registration (UK), 1875





US marks

Trademarks Act (US), 1870

1	Liquid paint	Chem [3]	Averill Chem. Paint Co.	New York	NY
2	Mustard	Food [42]	Baldy & Co., J. B.	Toledo	Ohio
3	Retail coal	Raw minerals [4]	Branson, Ellis	Philadelphia	Pa
4	Fish	Food [42]	Coit, Tracy	New York	NY
5	Oyster pack	Raw minerals [4]	Ellis & Co., W. L.	Baltimore	Md
6	Wrought-iron	Metal [13]	Evans, Clow, Dalzell, & Co	Pittsburgh	Pa
7	Snuff	Tobacco [45]	Garrett & Sons, W. E.	Philadelphia	Pa
8	Car-wheels	Carriages [2]	7 Hamilton, W.G.	New York	NY
9	Soap	Candles, etc. [47]	Hogg, John K.	Frederick	Md
10	Woollen hose	Clothing [38]	Olizendam, A. P.	Manchester	NH
11	Hams	Food [42]	Ryan, William	Dubuque	Ia
12	Dry goods ..	Food [42]	Dale, Ross, & Co.	Philadelphia	Pa
13	Polishing pr	Chem [1]	Buffalo Magic Polish. Co.	Buffalo	NY
14	Yeast powder	Furniture [41]	Thurber & Co., H. K.	New York	NY
15	Whiskey	Alcohol [43]	Thurber & Co., H. K.	New York	NY
16	Fertilizing co	Chem [2]	Turner & Co., J.J.	Baltimore	Md
17	Seamless m	Metal [13]	American Tube Works	Boston	Mass
18	Stove blacki	Chem [3]	Bartlett & Co., H. A.	Philadelphia	Pa
19	Lead-pencils	Paper [39]	Faber, Eberhard	New York	NY
20	Tobacco	Tobacco [45]	Foote, Arthur W.	Brooklyn	NY
21	Preparations	Perfumery [48]	Green, Richard	Manchester	NH
22	Cigars	Tobacco [45]	Hirsch & Co., D.	New York	NY



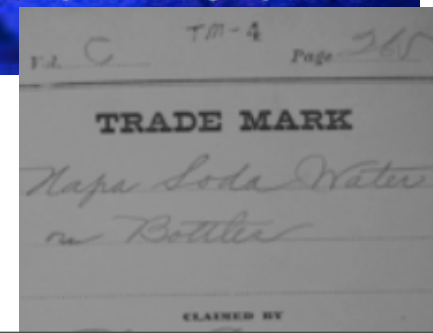
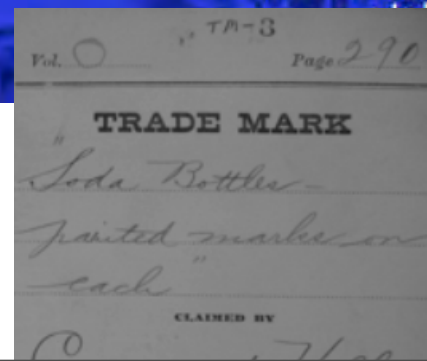
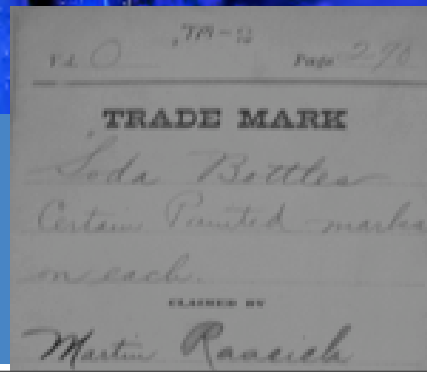
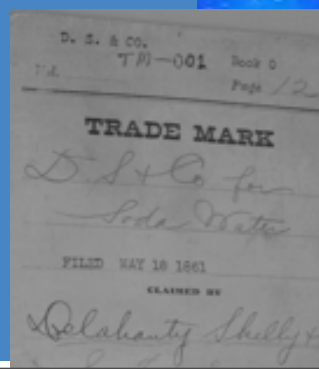
first notable?

1871	91	Medical [3]	Salve	Palmer, O.M.	New York NY
1871	92	Minerals [44]	Mineral-water	Saratoga Seltzer-Spring Co	Saratoga Sp NY
1871	93	Food [42]	Tea	Williams, Blanchard, & Co	San Francis Cal
1871	94	Alcohol [43]	Whiskey	Mills, Johnson, & Co.	Cincinnati Ohio

Welcome to Saratoga Spring Water

Since 1872 Saratoga Spring Water has been providing America with the finest spring water products available. Today Saratoga Spring Water is the definitive choice for upscale establishments and discerning customers across the country.

Join those who have discovered the Elegance, Simplicity, and Purity of Americas First and Finest Spring Water! Our unique packaging and delicious spring water combine to create an exceptional family of products.





real leaders



1825



1858



Richard Sears 1863-1914



the catalog

1862: Homestead Act

1888: Sears Watch Co., catalog

1896: Rural delivery

[USPO: catalogs: "aids in the dissemination of knowledge"]

1893: Sears, Roebuck & Co, catalog

1897: first color catalog

1908: catalog homes:

Book of Modern Homes and Building Plans
25 tons, 30,000 parts

1908-1940: 100,000 homes sold

1927: Norman Rockwell cover

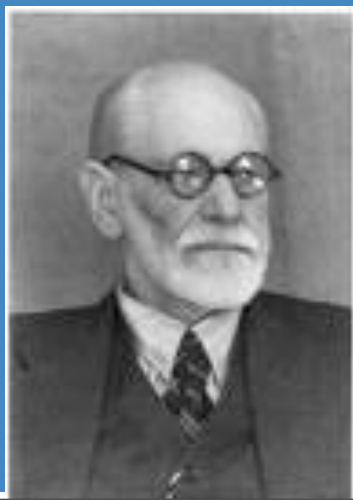


agencies

1866: Advertising offices	6
Advertising agents (town & country)	92
1906: Advertising services:	
Agents and contractors	339
Offices for Prospectuses	25
Novelty Manufacturers	26
Advertising Artists	7
Advertising Balloon-makers	2
Offices (American)	8
Offices (Colonial)	22
Offices (Continental)	15
Offices (Foreign)	21
Offices (Indian)	13
Offices (Provincial)	17
Offices (Scottish)	5



advertising, pr & propaganda



Edward Bernays, 1891-1995

1913, Committee on Public Information

Propaganda, 1928

Engineering of Consent, 1955

Biography of an Idea, 1965

Proctor & Gamble

United Fruit Company

American Tobacco

Dodge Motors

[don't miss: <http://cabraham.com/history-public-relations-bbc>]



Bernays

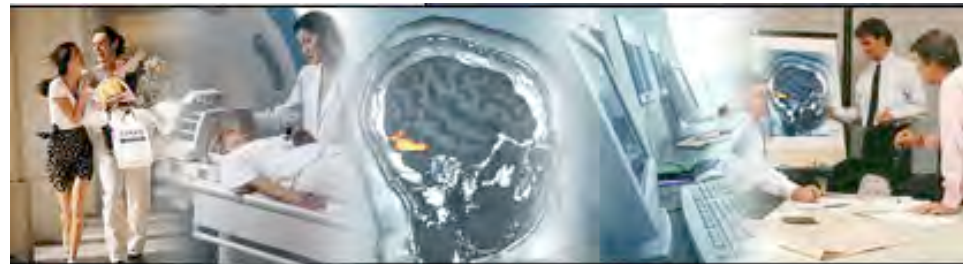
"If we understand the mechanisms and motives of the group mind, it is now possible to control and regiment the masses according to our will without their knowing it,"

"Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. . . . In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons . . . who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind."



coming up

NEUROMARKETING



NEUROMARKETING CONSULTANCY

"Market research is now a key component of almost every commercial enterprise. Accurate estimation of consumer demand and preference is vital for the success of new products, product re-launches and the range of related sales activities including sales promotions, packaging design, point-of-sale displays and advertising strategies. Because so much of our thought occurs in the unconscious, traditional research methods that mine the surface are likely to miss many of the factors that influence consumer behaviour. Bridging the gap between mind and behaviour is thus one of the key challenges that face marketers today. Cognitive neuroscience now offers us a means to bridge that gap."

Michael Brammer, BSc (Biochem), PhD
Chairman, Neurosense Limited



when old media were new

1903: telephone advertising

1909: telephone newspaper

"pretty soon we'll be able to flop over in bed mornings, turn on a telephone-like arrangement and listen to a summary of news from all over the world without getting up out of bed"



predictable uses?

"Rural telephones are now playing an important part in the campaign of all parties in this state. The latest idea is to put a huge phonograph into the operating room of a rural telephone exchange and have records of campaign speeches turned on. Then the wires leading to the different grangers' houses are opened and the farmer can hear all, while shelling corn in the kitchen."

Telephony, 1908

"My telephone is far more of a nuisance to me than it is a convenience," said a housekeeper yesterday, "and I think I will have it removed, if I am called up as much in the future as I have been during the past week by theater agents, and business firms, who abuse the telephone privilege, using it as a means of advertising".

Rochester, Union & Advertiser, 1909



newer yet

1919 broadcasting begins in the Netherlands





Rumb. 894

The London Gazette.

Published by Authority.

From Thursday June 11. to Sunday June 15. 1674.

Danzick, June 9.

Our Letters from *Warsaw* of the 7 instant tell us, That some of the Deputies of *Lithuania* had left the Diet, which is still assembled there, and were departed on their way home, leaving a Protestation behind them against the proceedings of the Diet, the occasion of which is said to be, That they could not obtain some points to be inserted in the *Passa Concordata*, which they desired concerning the regulating the Kings Household. However that, the Diet without having any regard to their Protestation, concluded the *Passa Concordata*; and that the King had sworn to them with the usual solemnity, in *St. Johns Church at Warsaw*. The Kings Coronation is appointed to be the 22 of the new month, except the publick conjuncture of affairs do hinder, in which case it will be deferred till after the Campaign; the King has not as yet disposed of several of the greatest employments in the Kingdom, vacant by his coming to the Crown. The *Queen Dowager* has a yearly Revenue of 200 000 Guilders assigned her, with liberty to reside in any place within the Polish Territories, except *Cracow*, or some other fortified places on the borders of *Silesia*.

Frankfort, June 13. This day arrived here the Duke of *Bourbonville*, and to marry his Troops, consisting in three thousand Horse and one thousand Foot will follow, and pass the *Main* here over our Bridges. The last night they had their Quarters at *Eltsborn*, two Leagues distant from this place, and when passed the *Main*, will direct their march towards *Ladenbourg* on the *Necker*, in order to their joining with the rest of the confederate Troops in the *Palatinate*.

Coblentz, June 14. Our Letters from *Strasbourg* inform us, That the confederate Troops under the Command of the old Duke of *Lorraine* and the Count de *Cipras*, not having been able to persuade the Magistrates of that place to permit them to pass the *Rhine* over their Bridge, were decamped and marched along the *Rhine* on the other side of it towards the *Palatinate*, to join there, as well with the Troops of the Elector *Palatine*, as those of the Duke of *Bourbonville* brings with him. That Monsieur de *Turenne* was the 10 instant still in his Quarters at *Hogfels*, four Leagues from *Strasbourg*, having held there a Rendezvous of his Troops, which amounted to 6000 Horse and 5000 Foot; that there were arrived in his Camp several Waggons laden with Ammunition, and six Field Pieces sent to him by the Governour of *Brillak*, and that thereupon he was preparing to march towards *Lorrain*: The Marquis of *Vaubran* will remain in the mean time with his Troops at *Magenzen*, which place he continues to fortify, as likewise *Saverne*. We hear that the French have restored the Count of *Nassau's* *Archie* to his Liberty.

Colege, June 15. Yesterday arrived at *Gulckraet*, six

Leagues from hence, 14 Troops of Horse, and 300 Dragoons, who were formerly in the service of our Elector, but the Treaty being concluded between the Emperor and his Electoral Highness, their Officers marched with them to *Mastricht*, with intention to enter into the French service, where the Soldiers mutinied, and having very evilly treated their Officers, are marching this way to the service, as they give out, in the Imperial Army, which, as we are told, will decamp this day; and march towards the *Meuse*; the General *Soubise* observes a most exact Discipline, having caused several Officers to be punished with death, for that they had kept back their Soldiers pay. Our Elector is sending three Regiments to the Imperial Army, one of Horse, Commanded by Colonel *Mettinger*, at present in the Diocese of *Hildesheim*, and two of Foot, whereof Monsieur *Esche* and Monsieur *Vianouart* are Colonels; the first is now in Garrison at *Keslermaces*, and the other at *Rhyndberg*.

Aix la Chapelle, June 16. Yesterday morning early, the Imperial Army, which hath lain some time encamped near *Dueren*, broke up from thence, and came and lodged within three Leagues of this place, their furthestmost Quarters being distant from each other two Leagues and a half; this day the Artillery and Baggage follows; this day likewise the Munster Troops are to join with the Army, they lay last night within a League of it, and the Prince of *Baden* is sent by the General *Soubise* to receive them. The Army will continue in its Quarters this day to refresh themselves, and to morrow they will march again: In the mean time we are taking for them here great quantities of Ammunition Break.

Hog-c. June 18. We daily expect here Monsieur *Eberstein*, one of the late Ambassadors for the Crown of *Sweden* at *Cologne*, it is thought he comes to make some farther overtures for order to a General Peace; The States-General have issued another Placet, by which they Command all their Officers and Subjects, on pain of death, to give passage, and to use kindly, such French as shall desert the service at *Grave*, and retire from thence into the Territories of this State. The Prince of *Orange* has given the Command of Colonel of his Guards, void by the preferment of the *Rhinograve*, to that of Lieutenant-General of the Infantry, to the Count de *Belmer*, and the Regiment the said Count Commanded before, is joynd now to the Regiment of Foot Guards. Monsieur *Kalmus* is gone to receive the Princes final Orders about the employing the Flying Army, which is to be brought together near *Nimwegen*. The Council of State is framing a Petition for a Million of Guilders more, to defray the extraordinary charges of this year. People seem somewhat dissatisfied that they hear not as yet of any action of the Confederate Armies.

Brussels, June 19. By Letters from the *Hague* of the 17 instant we are told, That a Treaty hath been concluded with the King of *Denmark*, by which his Majesty is obliged to send 6000 Men forthwith to join with the Prince of *Orange's* Army, or to be otherwise employed

public service

London Gazette

1666 June 18

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. This is to notify once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.



more disclaimers

"No Advertisement was ever admitted to
it, tho earnest Application was made
for it ... It made its own way into
the World"

John Oldmixon, writing about
The Medley, launched in 1710.



This is to notify once and for all, that we will not charge the Gazette with Advertisements.

public service (again)

"It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter".

Herbert Hoover (Commerce Secretary), 1922

August 28, 1922, AT&T's first sponsored program:

This afternoon the radio audience is to be addressed by Mr. Blackwell of the Queensboro Corporation, who through arrangements made by the Griffin Radio Service, Inc., will say a few words concerning Nathaniel Hawthorne and the desirability of fostering the helpful community spirit and the healthful, unconfined home life that were Hawthorne ideals.

Ladies and Gentlemen: Mr. Blackwell.



for ads that last



Roman face cream, c. 50AD
New Scientist, July 2003

Greece & Rome

For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from
Aesclyptöe



new media



Examine your skin closely!

Whatever is keeping you from having the charm of "a skin you love to touch"—it can be changed!

There is no more "skin trouble" than the dry, cracked, and itching skin of the face. It is the result of the dryness of the skin, and it can be cured by the use of Woodbury's Facial Soap.

If you wish to have a skin that is soft, smooth, and free from all blemishes, use Woodbury's Facial Soap. It is the only soap that will keep the skin in perfect condition.

Get the best of both worlds—beauty and economy—by using Woodbury's Facial Soap. It is the only soap that will keep the skin in perfect condition.

Write today for more facts.

For a full and complete list of Dealers, write to The Andrew Jergens Co., 222 Bowling Green Bldg., Cincinnati, Ohio.

Woodbury's Facial Soap

Woodbury



A Skin you love to touch

Woodbury's Facial Soap



new media



Examine your skin closely!

Whatever is keeping you from having the charm of "a skin you love to touch"—it can be changed.

Use this reasoning as a guide:

Write today for woodbury's soap

Woodbury's Facial Soap

Woodbury



A Skin you love to touch

Woodbury's Facial Soap



new media

The GIBSON FAMILY



Every baby-Gibson is getting a hand.
 "Have open, your skin—golly, you're a knockout," breathes Ted.
 "Oh, really?" Maudie fells. "You know the other girls won't believe that I just use Ivory Soap, but as Emma Maudie says, a sensitive skin needs a pure soap."
 "You don't like their pastures to use Ivory. They have no use for the suggested promises of most soaps. Doctors say: "Use a pure soap." Don't let impure soaps dry out your skin.
PROTECT your complexion. Pure Ivory Soap will help you.



"THE SOCIETY LADIES" give a man. Fred Toppa smiles. "The skin of his face is so soft, strong like!" and justifies.



TRUMP! TRUMP! TRUMP! ... This Clara's Grandpa sends grandpa like used every day in his own soap (and soap) smooth skin. And when his hand touches him (by accident, we must be gone all year in the west)
 As for Julia—the elderly Grandpa Mrs. Gibson has nothing. "Yes, Julia, use Ivory for everything. It will keep your hands looking just what you want them like!"



"OH DE, DE, Julia Gibson!" says Tom. "I wouldn't wash my stockings. And I know full of them (and soap)!"
 "If you wash your night with Ivory Soap," Emma tells, "your stockings would not be ruined, you are so smart!"
 "That's what the strongest of Boston's said," says Tom. "She goes out in her own Ivory's perfume, she did. So don't go with me, Julia. Please really! I'm using Ivory!"

IVORY SOAP... 99 44/100% PURE

Ivory



RIGHTLY trained, the unconscious vanity of a little miss becomes the ingrained personal daintiness which is priceless to a woman. Teach her that it is the frequent, regular use of Ivory Soap which gives her the lustrous hair, the clear, smooth skin, and the perfect garments which she innocently admires. Thus it is easy to imbue a child with that love of cleanliness which is the basis of all enduring charm.

Send for Free Sample of the new Ivory Soap Film
 ... send for, instead of using
 kind of general Ivory Soap
 that makes the children's skin
 dry, itchy, and red, and
 makes the hair fall out, without
 falling. For general use
 and for the most delicate
 and sensitive skin, use
 the Ivory Soap Film.

IVORY SOAP... 99 44/100% PURE

The Manufacture of Ivory Soap and the Soap Film, also made the following general household uses: 1. For the Toilet, the Bath, the Tub, and the Sponging Washing Machine, also making the household use of a Pure 100% Quality Soap, the Ivory Soap.





new media

The GIBSON FAMILY



Every little Gibson is getting a hand. "Close eyes, your skin—golly, you're a knockout," breathes Ted. "Oh, really?" Maudie tells. "You know the other girls won't believe that I just use Ivory Soap, but as Emma Maudie says, a sensitive skin needs a pure soap."

"You don't like their pasties to use Ivory. They have no use for the exaggerated promises of most soaps. Doctors say: 'Use a pure soap.' Don't let impure soaps dry out your skin."

PROTECT your complexion. Pure Ivory Soap will help you.



"THESE SOCIETY LADIES" give a man. Fred, Tripple smiles. "The skin of his face is so good to use pure IVORY SOAP!"



TRUMP! TRUMP! TRUMP! ... This Clever's Granddaddy sends like and every other in town's (and some other) smooth-talker. And when his hand reaches him by accident, we find he goes all pink in the nose!

As he tells—the elderly Granddaddy Mrs. Gibson for nothing. "Yes, Julia, use Ivory for everything. It will keep your hands looking just what you want 'em like!"

TRUST FOR BEING KEPT HANDS WELL



"OH DE, DE, Julia Gibson!" says Tom. "I wouldn't wash my stockings. And I know full of them best!"

"If you wash your night with Ivory Soap," Maudie tells. "Your stockings would not stretch, you see, or wear!"

"That's what the strongest as Maudie's said," says Tom. "She goes out as famous as Ivory's purity, she did. So don't go with me, Julia. You're really I'm using Ivory Soap!"

THE STORES BUYING IVORY SOAP!

Ivory



RIGHTLY trained, the unconscious vanity of a little miss becomes the ingrained personal daintiness which is priceless to a woman. Teach her that it is the frequent, regular use of Ivory Soap which gives her the lustrous hair, the clear, smooth skin, and the spotless garments which she innocently admires. Thus it is easy to imbue a child with that love of cleanliness which is the basis of all enduring charm.

Send for Free Sample of the new Ivory Soap Film

—Maudie tells, instead of using Kinds of genuine Ivory Soap that makes the children's hair soft, lustrous, glossy, and of the color that they without talking. For genuine and pure, use only the new and never discontinued, The Ivory Soap Film, Co., Cincinnati, Ohio.

IVORY SOAP . . . 99 44/100% PURE

The Manufacture of Ivory Soap and the Ivory Soap Film, also made the following general household uses: 1. For the Toilet, the Bath, the Hair, and the Nails. 2. For the Face, the Neck, the Chest, the Arms, the Hands, the Feet, the Hair, and the Nails. 3. For the Hair, the Face, the Neck, the Chest, the Arms, the Hands, the Feet, the Hair, and the Nails. 4. For the Hair, the Face, the Neck, the Chest, the Arms, the Hands, the Feet, the Hair, and the Nails. 5. For the Hair, the Face, the Neck, the Chest, the Arms, the Hands, the Feet, the Hair, and the Nails. 6. For the Hair, the Face, the Neck, the Chest, the Arms, the Hands, the Feet, the Hair, and the Nails. 7. For the Hair, the Face, the Neck, the Chest, the Arms, the Hands, the Feet, the Hair, and the Nails. 8. For the Hair, the Face, the Neck, the Chest, the Arms, the Hands, the Feet, the Hair, and the Nails. 9. For the Hair, the Face, the Neck, the Chest, the Arms, the Hands, the Feet, the Hair, and the Nails. 10. For the Hair, the Face, the Neck, the Chest, the Arms, the Hands, the Feet, the Hair, and the Nails.





ivory's baby

James Gamble
the Ivory baby, 1886





baseball & soap bars

**1939 Cincinnati Reds
Brooklyn Dodgers
Red Barber
& Ivory Soap**





behind the times

Timeline: UK Broadcasting

26 Nov 1953	Lords vote for commercial television
05 Jul 1954	BBC launches daily TV news
30 Jul 1954	The Television Act gives go-ahead for
17 May 1955	Eden takes to the airwaves
22 Sep 1955	New TV channel ends BBC monopoly

"It is utterly wrong that what we see in our homes should depend on the advertisers to make profits". Hugh Gaitskell

26th November

1953: Lords vote for commercial television

Peers have backed the Conservative Government's proposals for the introduction of commercial television - despite fierce opposition from some rebels.

The House of Lords voted by 157 to 87, a Government majority of 70, in favour of the plans as outlined in its White Paper on the future of television.

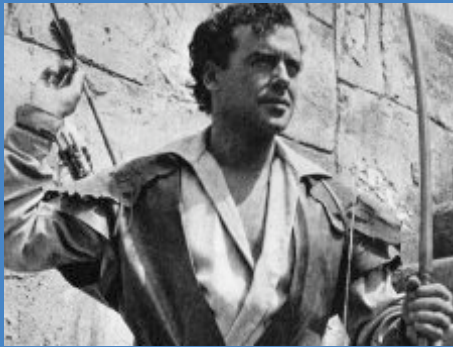
But today's victory came only after two days of vigorous debate in which some serious opposition to the idea of a commercial station paid for by advertising was expressed.



After years of political pressure the BBC is losing its monopoly



behind the times



ITV ("independent television") **launched**

"Television advertising in Britain began on 22 September 1955. "Coincidentally" the BBC chose the same evening to kill off Grace Archer in its long-running radio soap, *The Archers*, thus stealing the next day's newspaper headlines."





while on radio

Radio Luxembourg 1933-1992

Radio Caroline 1964-1967

"By autumn 1964, Radio Caroline had more listeners than the three BBC networks combined"

1973: Commercial radio joins UK airwaves

Britain's first independent radio station began broadcasting today on VHF and medium wave.

LBC (London Broadcasting Company) joined the airwaves with a signature tune followed by a two hour 'news-feature' programme presented by former BBC reporter David Jessel.

The radio station is the first to challenge the BBC's 50-year radio monopoly. LBC'S intended target audience will be listeners of BBC Radio 4 and BBC London.



backlash



conspicuous consumption:

Thorstein Veblen,
Theory of the Leisure Class (1899)

muckraking

Samuel Hopkins Adams,
The Great American Fraud (1906)

subliminal advertising

Vance Packard
The Hidden Persuaders (1957)

culture jamming

Naomi Klein
No Logo (2000)



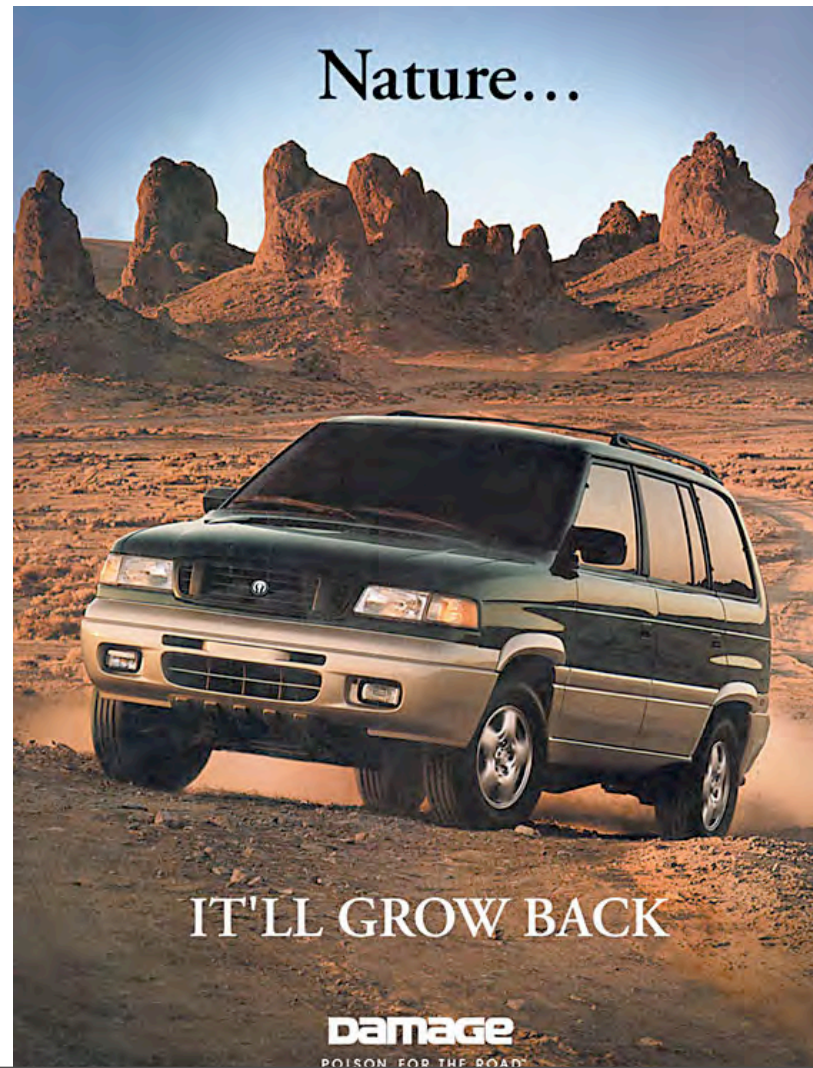
jamming

[Fair Use]:
Subverting
the memes of liquor
giants and
beating them
at their own
game?



ABSOLUT IMPOTENCE.

DRINK "PROVOKES THE DESIRE BUT TAKES AWAY THE PERFORMANCE" — WILLIAM SHAKESPEARE



Damage
POISON FOR THE ROAD





public service

Debi

high school

congress



(California Anti-Smoking Ad)



1984





celebrity endorsement

times they are a changin'?





new media (again)

From: [Laurence Canter](#) - [view profile](#) Not yet rated
Date: Tues, Apr 12 1994 12:40 am [show options](#)

Green Card Lottery 1994 May Be The Last One!
THE DEADLINE HAS BEEN ANNOUNCED.

The Green Card Lottery is a completely legal program giving away a certain annual allotment of Green Cards to persons born in certain countries. The lottery program was scheduled to continue on a permanent basis. However, recently, Senator Alan J Simpson introduced a bill into the U. S. Congress which could end any future lotteries. THE 1994 LOTTERY IS SCHEDULED TO TAKE PLACE SOON, BUT IT MAY BE THE VERY LAST ONE.

PERSONS BORN IN MOST COUNTRIES QUALIFY, MANY FOR FIRST TIME.

The only countries NOT qualifying are: Mexico; India; P.R. China; Taiwan, Philippines, North Korea, Canada, United Kingdom (except Northern Ireland), Jamaica, Dominican Republic, El Salvador and Vietnam.

Lottery registration will take place soon. 55,000 Green Cards will be given to those who register correctly. NO JOB IS REQUIRED.

THERE IS A STRICT JUNE DEADLINE. THE TIME TO START IS NOW!!

For FREE information via Email, send request to c...@indirect.com

-

.....
Canter & Siegel, Immigration Attorneys
3333 E Camelback Road, Ste 250, Phoenix AZ 85018 USA
c...@indirect.com telephone (602)661-2011 Fax (602)451-7617



behind the ...

1967: news on front page





front-page

digital

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Tip: To find an old friend or information about someone, try: **Santa Claus** or "Santa Claus"
Using a capital letter ensures that only that capitalization will be found.

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Removes all the ads, and the space they leave behind.

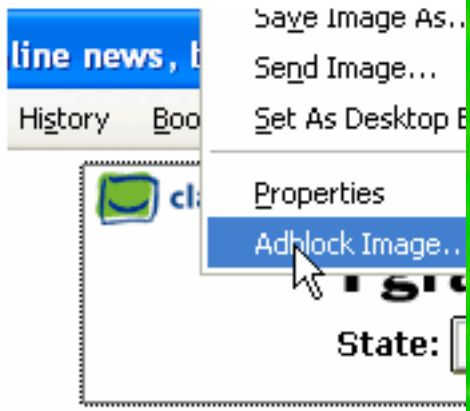
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