Conflict and Competition in Nineteenth-Century Advertising

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Nineteenth-Century Serials Edition
(ncse)

www.ncse.kcl.ac.uk
Tea Advertisements

Northern Star, Volume 1, 31
March 1838, p. 1.
"Scotch Tea Dealers Versus Puffers," Northern Star, volume 1, 7 April 1838, p.1

But, as this is the age of hot competition, it is also the age of universal patriotism. His attack upon us as a body proceeds from no selfish or sordid motive! Not it. Otley honest man, cares nothing about profits, if he can only benefit the consumers of Tea!! Such pure disinterestedness will surely merit its reward in a public monument. It is no fault of his if he cannot persuade the Public to buy his Tea, or to abandon those by whom they have been previously supplied. If his assertions are true, they (the Public) are a most stiff-necked and perverse generation, blind to their own interest, and himself one of the most neglected and ill-treated philanthropists of the age. As a proof of his sacrificing individual to public interest, we may add as a fact worthy of notice. At the last Halifax Election but one Mr. O. voted for the Blue Candidate, Mr. Worthley. No doubt a straight-forward and conscientious vote! At that time party spirit ran so high, that exclusive dealing was resorted to, and Mr. O. felt its effects in his most sensitive part, his breeches pocket. He argued, begged, bullied, and beseeched the Public to leave off such ridiculous ways, but in vain. He then remembered the old saying, that "if the bill won’t come to the King, the King must go to the bill," and recanted. As a proof of his sudden and miraculous conversion, and as a token of his sincere repentance for his past delirium, (not to the Public, but his till,) in a few days the little automaton coffee grinder, in his window, wore Egyptian mourning, the colour of which, we need not say, is yellow.

We assure Mr. Otley that we very frequently pay our visits to the Coffee House, and thus, after him and that other man, the Scotch Tea Dealer in Halifax. To us the door of his establishment is always open, and if our residence in that city continues, it will be very gratifying to have the pleasure of his company. We assure him that we shall always patronize his Tea, and that we shall not be the last to express our approbation of his conduct. We trust that his perseverance will be rewarded, and that he will soon have his just reward. We shall be happy to hear that he has succeeded in his object, and that he has obtained the respect of the public. We trust that he will continue to be a faithful and zealous advocate for the cause of impartiality and justice.
Suicide.—An old man, named Thomas Bates, lodging with John Pickles, wool-comber, Thompson's Buildings, Silsbridge Lane, terminated his existence on Tuesday morning, by hanging himself. Pickles had gone out early in the morning to wash his wool, and when he returned, he found his lodger suspended by a small rope from the stair bannisters, but life was extinct. He had been turned out of employment about a week since, and this circumstance was the probable cause of the rash act. He was upwards of 70 years of age.

HALIFAX.

CAUTION to Coach Travellers.—Last week Mr. Ramsden, a very respectable person, residing in Gibbet-street, Halifax, booked his place to York, by a Halifax coach, when, upon nearing Leeds, the coachman told him that he could go no farther than Leeds, and returned him 4s., which was half the fare; Mr. Ramsden had paid 10s. to York, and consequently was cheated out of a shilling, the fare from Halifax to Leeds being only 4s. The proprietor would do well to call upon Mr. R. and make restitution for the insolence and over charge, otherwise he shall hear from us again upon the subject.

Tea Hawking.—We beg to direct the serious attention of our readers to the advertisement in our first page—"The Northern Locust and his Dupes." If half the allegations contained in it be true, it is, indeed, high time for the "Dupes" to "Purchase not only Ottley and Co.'s Teas, but those of other dealers, and see who supplies the best." A good market for their money is of vital consequence to all.

Lewdness and Drink.—A middle aged woman of the town was brought up before the magistrates under the following circumstances:—On Tuesday night, she was in Fox Ginnel, when a man, named Andrew Hartley, who was in liquor, went up to her. Some conversation took place, and she asked him to go to her house, which was in Gibbitlane. Hartley, a young man, who was standing near, and the woman, all accordingly went together. When they got to the house some ale was sent for; and, shortly afterwards, Hartley found that his watch was missing. He charged her with the robbery, which she denied. Hartley then went for a constable, leaving her in the custody of his companion. Three young men came into the house, while Hartley was away, and after talking with the woman, again left. Hartley then returned with Rawson, who took her to the lock-up; and when Hartley got home his watch had been left there by three young men. The magistrates, after reprimanding the prisoner, and cautioning her not to appear there again, dismissed her.

Fraser and the Topers.—On Sunday last, in the forenoon, two persons were discovered in the street who had been drinking too largely of their morning potations (by Fraser) and one of them, being somewhat more sober than the other, was desired by the constable to carry his companion upon his back to the lock-up, "Nay, none so," was the reply "if I am to go there myself." A cart was afterwards provided to take them both there.

Tea Controversy.—Audi alteram partem, hear both sides, is a very old and very proper adage. In our last we directed our readers to notice certain charges brought, in our advertising columns, against Tea Hawkers. To those charges a replication appears on our first page, and we hope all our readers will hear both sides.
Two advertisements for shredded wheat: the one below was designed to be placed next to news of the battle of Mukden. *Principles of Practical Publicity* (London 1909).
Penultimate page of the Leader showing how the two col. "Portfolio" – a department of original literature – becomes the 3 col. Commercial and Advertising section.

Notice Births Deaths and Marriages is between an advertisement for a patent medicine and "Commercial Affairs."

Leader, Volume 4, 8 July 1854, p. 645.
“Terms for Advertisements,”
Tomahawk, volume 1, 29 June 1868, p. 88.
"Literature," including reviews of the Westminster Review and Hawthorne’s The Blithedale Romance.

“Literature,” Leader, volume 3, 10 July 1854, p. 663
Advertisements, including those for *The Blithedale Romance* and the *Westminster Review*

*Leader*, volume 3, 24 July 1852, p. 716.
The note at the bottom reads “* These notices will carry additional weight with the Public when it is remembered that the Tomahawk, in his quarrel with Grub Street, has appealed to a Jury composed entirely of literary men.”
SOME OF CASSELL & COMPANY'S CHILDREN'S BOOKS.

WALTER CRANE, NEW PICTURE BOOK.


LITTLE FOLKS' CHRISTMAS VOLUME. (Re-engraved Series.) With Pictures on nearly every page. Boards, 6d.; cloth gilt, 6s. 10d.

BO-PEEP. VALUABLE VOLUME FOR 1888. Illustrated throughout. Boards, 2s. 6d.; cloth gilt, 6s. 10d.

CASSELL'S COMPLETE BOOK OF SPORTS AND GAMES, being a Complete Compendium of Children's Amusements. With more than 150 Illustrations. 16mo. 6d.

HEROES OF EVERY DAY LIFE. By LAURA LANE. With 16 Full-page Illustrations, 1s. 6d. each.

CASSELL'S PICTURE STORY BOOK, containing 30 pages of Pictures. Cloth, 6d. each.

Little Talks with Little Souls. A Nest of Stories. Cloth small 8vo., 6d. each.


Rory's Story of Pictures and Stories. Cloth, small 8vo., 6d. each.

Tiny Tales. A Collection of Fairy Tales. Cloth, small 8vo., 6d. each.

ONE STORY BOOK. Cloth, small 8vo., 6d. each.

THE SWALLOW SERIES OF GIFT BOOKS CONTAINING FULL PAGES OF ILLUSTRATIONS. Each book contains four full-page Original Illustrations.

1s. each.

THE MYSTERY AT BOBFIE'S SCHOOL. By the Author of 'The Children's Own.' 3d. each.

THE LIBRARY OF WONDERS. Illust. 9d. each.

THE WORLD OF NATURE. Illust. 9d. each.

THE WORLD OF WIT. Illust. 9d. each.


THE KEEPER AT THE ZOO. By Sarah Robinson. Half-Bag, 9d. each.


EIGHTH-PENNY CHILDREN'S FEATURES: Additional Features. 3d. each.

THE 'PROVERBS' SERIES. With Four Full-page Illustrations in each Book. Cloth, 3d. each.

HISTORICAL STORIES FOR BOYS. Half-Bag, 3d. each.

MAJOR MURK'S MOTION. THE TWO HANDHELDERS. Half-Bag, 3d. each.

FLORA'S FEAST CONTINUED. Illustrated throughout. 6d.

EARLY EXPLORERS. By THOMAS FROST.


THE HISTORY OF THE INDIAN INDIANS: By the Author of 'The Children's Own.' 3d. each.

THE BIBLE STORY OF CHRIST. By the Author of 'The Children's Own.' 3d. each.

THE LIFE OF MR. WILS'S 3d.

THE STORY OF THE LOST VENT.

5s. 6d. each.

THE GIFT BOOK OF THE YEAR. WITH NEARLY 500 PICTURES. Illustrated throughout.

THE ENGLISH ILLUSTRATED MAGAZINE, 1888. A Handsome Volume, consisting of 616 pages, with nearly 500 Illustrations, extra cloth, price 3s.

Published in 51, 6 December 1888, pp. 1596-1597.
CIRCULATION OF THE NORTHERN STAR.

As many bets are pending with respect to the Circulation of the Northern Star, and as we have received several communications expressing a wish to know our present Circulation; we subjoin, an average for the last six weeks, together with the numbers sold in Leeds, Huddersfield, Bradford, and Halifax, respectively, during that period. This we give against our own interest, as the Star is rising Weekly; but we give it on our own word, which can be confirmed by Messrs. J. Wragg and Son, Paper Manufacturers, from whom we get Stamps, and from our several Agents, and will be confirmed by the Parliamentary Returns we pledge ourselves. The present is the Twentieth Number of the Star.

Leeds ..........11,432 or 1,903 Weekly.
Bradford ........5,026 or 836 Weekly.
Halifax .......5,188 or 837 Weekly.
Huddersfield ..5,998 or 1,000 Wanting a Fraction Weekly.

Should this prove incorrect we shall pay all the bets.

Total Circulation of the "Northern Star" for the last six weeks 63,954 or 10,659 Weekly.

Some time ago we announced to our readers that the circulation of the Star had become so great, as to render it necessary for us to erect a Steam Engine, to enable us to print off the quantity required in time. That Engine we have now at work for the second week; and we notice it here for the purpose of publicly testifying to the merits of the makers, Messrs. Smith, Beacock, and Tonnage, Engineers, Leeds. The Engine is of two horse power, and the whole of it, with the exception of the fly wheel, stands in a space not more than two feet six inches square. The working of it is most satisfactory; indeed, it commenced work without the least difficulty the first moment the steam was properly applied to it. To those requiring a similar Engine, or, indeed, Engine work of any kind, we can most heartily recommend the above Firm.
A New Theory.—“A new and startling theory as regards the natural duration of human life, appears in a little book, called "The Extraordinary Life and Times of Thomas Parr," generally called Old Parr: this little work, besides the said theory, contains much that is instructive and profitable, as regards the means of ensuring good health, and all may be obtained gratuitously of any agent for Parr's Life Pills—a medicine which is rapidly superseding all others, as it has never yet failed to conquer the most inveterate disorders.”
CHARTIST PILLS.

IMPORTANT TO THE AFFLICTED.

Mr. J. Hobson, Northern Star Office, Leeds, having accepted the Wholesale and Retail Agency of these Pills, is authorized to give Two-pence out of each Is. 1d Box, to be divided between the Executive and the Families of the Imprisoned Chartists.

The many medicines lately offered to the public would have prevented the proprietors from advertising these Pills (although convinced of their efficacy), did he not feel it his duty to give his suffering fellow Chartists an opportunity (by their affliction) to forward the cause of Democracy, and assist the families of their incarcerated brethren.

To no one is health so important as to the Working Man, when deprived of it, his means of subsistence are suspended and his sufferings aggravated by reflections on his poverty, and the helplessness of his family.

These Pills are not put forth as a cure for all diseases, but their use will avert much of the illness usually affecting the Working Classes. The Proprietor has witnessed with pleasure their extraordinary efficacy in numerous instances of loss of appetite, head ache, heart burn, palpitations of the heart, bilious and nervous diseases, pains in the stomach, and other symptoms indicating an imperfect action of the Digestive Organs.

To those of sedentary habits whose trade confines them in an unwholesome atmosphere, and perhaps for hours together in a continued posture, thereby inducing habitual costiveness, indigestion, and nervous debility, they are strongly recommended and have been found of essential service, as they enable the system to throw off those morbid accumulations which occasion disease, at the same time strengthening and giving tone to the stomach, and invigorating the whole system, by these means establishing health on a firm foundation.

Until Agents are appointed generally, those persons who wish to try them can receive a box, with ample directions, post-free, by sending One Shilling in silver, and two Postage Stamps, in a pre-paid Letter, to Mr. J. Hobson, Star Office, Leeds.

Applications for Agent will be attended to, and the terms sent by return of Post, by writing either to Mr. Hobson, or to the Proprietor. All Letters to be Pre-paid.