

CHRONOLOGY

A list of important dates e. g. "firsts" in advertising, media, new products, major events / eras etc - UK events unless otherwise stated.

NB: events in the same year are not necessarily in chronological order.

References to "Nevett" are to "Advertising in Britain: a history" by T. R. Nevett (Heinemann / HAT, 1982). Those to "Henry" are to "British Television Advertising: the first 30 years" edited by Brian Henry (Century Benham / HAT, 1986)

Note: This list has been compiled by E. T. Vanderpump at The History of Advertising Trust Archive and may not be used without its permission. It is still at the research stage and HAT Archive cannot accept any responsibility for any omissions or inaccuracies.

- c. 2000 BC In Egypt some public announcements carved on stelae
- c. 500 BC In Ancient Greece, public announcements appeared on *axones*, rotating display panels; advertisements about runaway slaves written on papyrus; shop signs in use etc
- c. 140 BC Ephesus, capital of Roman province of Asia: carved inscriptions, wall signs etc for pharmacies, brothels etc
- 79 BC Destruction of Pompeii: ruins had painted wall advertisements, shop signs etc
- 704 First printed book, from woodblocks, Kyongju, now South Korea
- 1136 Arabic numerals introduced in Europe
- 1141 Town criers licensed by Louis VII in France
- 1174 Woodblock printing used in Europe, Engelberg, Switzerland
- 1205 Cider manufactured in Norfolk
- 1234 Book printed in movable type, Korea
- 1282 Spectacles (eye glasses) mentioned in official document (probably invented by Roger Bacon)
- 1299 First mention of town criers in England
- 1362 English used in court proceedings in England (superseding French)
- 1400 Beer imported to UK from Flanders
- 1446 Lottery, first recorded in Bruges
- 1451-56 Gutenberg printed first bibles, Mainz, Germany
- 1461 First books printed in vernacular by Albrecht Pfister, Bamberg, Germany
- 1466 First known printed advertisement – handbill by Heinrich Eggerstein in Strasbourg
- 1477 First printed UK advertisements, for Caxton's "Pyes of Salisbury" (books about religious matters)
- 1477 Until 1641 all printing had to be approved and licensed by the Government and printing of home news was prohibited
- 1480 First printed dictionary in UK, French-English, published by Caxton
- 1492 First illustrated advertisement, handbill for *The Lovely Melusina*, Antwerp
- 1500 First printed cookbook in UK: *This is the Boke of Cokery*, London
- 1510 Copyright (UK) granted to Thomas Godfry for *The History of King Boccus*
- 1512 *Royal Mail* established
- 1513 First printed newssheet in England, about battle of Flodden Field, published by Richard Fawkes
- 1520 Theatrical playbill, Rostock, Germany
- 1534 *Cambridge University Press* received Royal Letters Patent
- 1539 Francis I of France instituted large display boards (hand-lettered) for royal edicts and public announcements
- 1544 Copyright Act passed, Venetian Republic
- 1547 UK's first marine insurance policy issued
- 1549 *The Book of Common Prayer*, compiled by Thomas Cranmer, adopted in England
- 1553 First Joint Stock Company, *The Muscovy Co*, London

- 1556 Tobacco introduced into Europe from Brazil
- 1564 Starching introduced in London by Flemish refugee, D. van den Plasse
- 1565 Pencils described by Konrad Gesner of Zurich
- 1567 First National Lottery, £5000 first prize, with promotion by John Johnson
- 1575 Gin produced commercially by *Bols*, Schiedam, Netherlands
- 1577 British guide book produced, *Description of England* by William Harrison
- 1583 Life Insurance policy issued, London
- 1586 Tobacco introduced to UK (attrib. to Lane, Price & Raleigh)
- 1586 Potatoes introduced to UK from Colombia by Sir Thomas Harriet
- 1589 Water closets invented & successfully installed by Sir John Harrington, at Kelston (his own home) & Richmond Palace (for Elizabeth I)
- Fire insurance contract (municipal) issued in Hamburg
- Illustrated broadside issued in London with woodcuts of "a boulting hutch, a new kinde of fire and a portable pompe".
- 1604 English dictionary published by Robert Cawdrey, London
- 1608 Municipal public library established, the Jerrom Goodwyn Library, in Norwich
- 1609 Two printed journals (the first newspapers) appeared in Germany
- 1611 Sir Arthur Gorges and Sir Walter Cope opened an office called *The Publicke Register for Generall Commerce* where sellers could list products and services.
- 1612 First known newspaper ads appeared in the *Journal General d’Affiche*, Paris
- 1615 Tea mentioned for the first time in UK, in a letter from an *East India Company* employee
- 1619 First UK Post Office founded at Royal Exchange, London
- 1621 *Corrant out of Italy Germany, etc*, the UK’s first newspaper, printed in Amsterdam
- 1622 *The Weekly Relations of News* founded, the UK's first regularly published newspaper, including first UK press ad, for itself
- 1622 The Printing Act attempted to control printing, confining it to Master Printers (reduced from 59 to 20), the two universities & Archbishop of York
- Bureau d’Adresse* (similar to London’s *Publicke Register* of 1611) opened in Paris by Theophraste Renaudot, with great success
- 1631 In France La Gazzette carried classified advertising
- 1633 *Hoare’s Bank* opened in London
- 1633 Bananas introduced in UK, displayed at *Thomas Johnson’s*, London
- 1636 Harvard University, USA’s first, founded in Cambridge, Mass.
- 1637 The Office of Intelligence established with official approval in London: included a registry of servants & masters etc
- 1641 Government restrictions on printing suspended, allowing home news to be published
- 1643 Censorship of news reintroduced
- 1646 First UK press ads (for books) appeared in *The Perfect Diurnall*
- 1651 Tea marketed in UK
- 1652 *The Faithfull Scout* carried the first illustrated UK press ad about jewels stolen from Hugh Clough, Goldsmith
- 1657 *The Publick Advertiser* published, made up entirely of "classifieds ads" (including several for coffee houses, coffee, drinking chocolate etc)
- 1658 Tea advertisements appeared in *Mercurius Publicus*, London
- 1660 First printed wrapper in UK, for *Buckworth’s Cough Lozenges*
- 1660 Dentifrice (sold in "sealed papers") advertised in *Mercurius Publicus* by Robert Turner, London
- 1660 General Post Office founded
- 1660 Advertisement appeared in *Mercurius Publicus* about a dog stolen from King Charles II
- 1661 *Mercurius* newspaper founded in Edinburgh
- 1663 The Printing Act eliminated all newspapers except *The London Gazette* (the Act lapsed in 1679). Roger L’Estrange appointed by Charles II to suppress unauthorised newspapers
- 1665 Official *London Gazette*, published twice weekly (originally *Oxford Gazette*)

- 1666 Great Fire of London (many businesses & trade signs etc destroyed)
- 1666 *Publick Advertisements*, a pamphlet, published by Roger L'Estrange. The *Intelligencer* and *The News* were also started by him around this time as a part of the government's policy of "prudent guidance of the public"
- 1676 *Hamburger General-Feuer-Cassa* founded (first regularly established fire insurance company)
- 1677 First trade directory, Samuel Lee's *Collection of Names of Merchants living in & about the City of London*
- 1680 *Fire Office* founded in London, later renamed *Phenix* (or *Phoenix*) *Fire Insurance*
- 1680 Postage stamps introduced by William Dockwra for his *London Penny Post*
- 1681 *The Merchants Remembrancer* printed first list of price quotations for London Stock Exchange
- 1682 *A Collection for the Improvement of Husbandry & Trade* published by John Houghton in London, one of the first to carry situations vacant / wanted and other small ads
- 1683 Ashmolean Museum, Oxford, opened, first public museum in UK
- 1686 Ice cream ordered for James II and his officers
- 1687 Aphra Behn became first published woman novelist
- 1692 *Gentleman's Journal*, UK's first magazine, published in London
- 1692 *Collection for the Improvement of Husbandry & Trade* (published by John Houghton) first appeared, a publication with a large amount of advertising
- 1693 *The Ladies' Mercury*, UK's first women's magazine published, London
- 1693 First "giveaway" newspaper published – *The City Mercury*, London
- 1694 Bank of England founded
- 1694 Lamp posts erected in London by *Convex Light Co*
- 1694 State lotteries were held forty-two times between 1694 and 1788 and were much advertised. It was proposed that the 1694 lottery should raise £1.5m
- 1695 Bank of England issued banknotes of £10, £20, £30, £40, £50 & £100
- 1695 Censorship allowed to lapse by Parliament, establishing freedom of the press, although reporting of Parliament was still banned. Repeal of Licensing Act also encouraged appearance of several new triweekly papers with advertisements
- 1695 First advertisement for a stock-jobber (i.e. a stockbroker) appeared in *Collection for the Improvement of Husbandry and Trade*
- 1695 *Bank of Scotland* founded
- 1696 *Lloyd's News* first published as a shipping news-sheet
- 1696 First envelope used in UK but charged as an extra sheet
- 1696 Evening newspaper published, *Dawks's News-Letter*, London
- 1698 Steam engine patented by Thomas Savery, London
- 1699 *Edinburgh Gazette* founded
- 1700 Advertising playing cards issued by *Thomas Tuttle, Scientific & Mathematickall Instrument Maker*, London
- 1701 *The Norwich Post* and *Warwick Post* both founded (both claim to be first provincial newspaper published in England)
- 1701 *Memoirs for the Curious*, UK's first illustrated magazine, published in London
- 1701 Seed drill built by Jethro Tull, Basildon, Berkshire
- 1702 *The Daily Courant* founded - first successful, long-running daily paper - regular press advertising established
- 1702 *Savery's Engines* for mines & collieries were advertised
- 1703 First illustrated trade advertisement, for patent chocolate maker, in *The Daily Courant*
- 1704 First English encyclopaedia published, *Lexicon Technicum* by John Harris
- 1704 *The Review* newspaper founded by Daniel Defoe in London
- 1704 *The Boston Newsletter* founded, the first daily newspaper in the US, with advertisements from the first number
- 1705 Charles Povey established *The Traders Exchange House* in Hatton Garden, offering some advertising services
- 1705 *Edinburgh Evening Courant* founded

- 1706 Life Insurance Company established, *Amicable Society for a Perpetual Assurance Office*, London
- 1707 *The Generous Advertiser*, a free paper, claimed a circulation of 4,000 in London & Westminster
- 1709 *The Tatler* first published (possibly first magazine, but see 1731)
- 1709 *The Female Tatler* published - first UK magazine edited by a woman, "Mrs Crackenthorpe", pseudonym of Mary de la Riviere Manley [sic]
- 1709 Chinese porcelain successfully copied by *Boettger* of Dresden
- 1710 Copyright Act
- 1710 *Sun Fire Office* established in London by Charles Povey
- 1711-1720 *South Sea Trading Company* pioneered the use of the press release and the press conference
- 1712 The Stamp Act (sometimes known as the "Tax on Knowledge") imposed an Advertisement Tax of one shilling on each advertisement, as well as a duty of a penny or halfpenny on each newspaper (according to size) - the effect may have been to boost other media (posters, bill-posting etc)
- 1713 *The Spectator* founded
- 1715 *Cognac* produced by Jersey-born *Jean Martell*, Cognac, France
- 1718 *Whitehall Evening Post* founded by Daniel Defoe
- 1719 *Daily Post* published (Daniel Defoe, again, was one of the founders)
- 1719 Colour printing service (red, blue and green) offered in London by Jacob Christian Le Blon
- 1720 Rush for investments (leading up to South Sea Bubble collapse) increased demand for stock quotations and advertisements in the press
- 1720 Mustard paste produced commercially by Mrs Clements of Durham, retailed in London in earthenware pots covered with parchment from old legal documents
- 1720-1729 *Holman's Ink Powder* was an early branded product advertised in the 1720s
- 1721 *Universal Etymological English Dictionary* by Nathaniel Bailey published
- 1721 *Daily Journal* founded
- 1722 *The Morning Post & Daily Advertising Pamphlet* launched by a group of businessmen (to promote their own businesses) and edited by Henry Bate
- 1726 *Lloyd's News* revived as *Lloyd's List*
- 1727 Laws of cricket drawn up by the Duke of Richmond
- 1730 *Daily Advertiser* published stock-market quotations
- 1731 *The Gentleman's Magazine* (first to use the word "magazine" in title) published by Edward Cave, London
- 1731 Birmingham Coach (and other coach services) used illustrated timetables / posters
- 1734 The *London Daily Post & General Advertiser* (from 1744 the *General Advertiser* and the *Public Advertiser* from 1754) founded by Henry Woodfall
- 1734 Annual trade directory published, *Kent's Directory*, London
- 1735 Sir Robert Walpole became first Prime Minister to occupy Downing Street (often referred to as "Britain's first Prime Minister")
- 1737 *The Newsletter* founded, Northern Ireland's first newspaper
- 1740 The *London Daily Post & General Advertiser* charged two shillings for an advertisement of "reasonable length" and its proprietor, Woodfall, declared that it was completely financed by advertising
- 1740 Henry Fielding (novelist & magistrate) wrote satirically in *The Champion* about "the Art of Puffing", especially about lotteries & bookselling, suggesting himself for the post of "Puff-Master General"
- 1744 *Sotheby's* founded
- 1745 *Chelsea Porcelain Manufacture* started making soft-paste porcelain
- 1744/5 *The General Advertiser* founded - the first successful paper entirely dependent on advertising
- 1749/50 Henry & John Fielding established *The Universal Register Office*
- 1752 First use of "unsolicited testimonial", for *Mr Parson's Stays*, "compulsory items of apparel" at Elizabeth Gardiner's girls' boarding school
- 1752 Henry Fielding established *The Covent Garden Journal*

- 1755 Dr Johnson published *A Dictionary of the English Language*, London
- 1755 *Axminster Carpets* manufactured, Devon
- 1756 *The Young Lady* published, first magazine for girls
- 1757 Stamp duty raised to one penny for all newspapers and advertisement tax doubled to two shillings
- 1759 British Museum opened, UK's first national museum
- 1759 Dr Johnson wrote (probably ironically) in *The Idler* that advertising was "near to perfection" and also that "Promise, large Promise is the soul of an Advertisement". He also called for the advertiser to refrain from "censoring his neighbour" or criticising competitors
- 1762 First woman newspaper editor, Anna Maria Smart, *Reading Mercury* (Berkshire)
- 1762 Royal Proclamation required removal of all hanging signs for shops etc
- 1763 Printed cheques used by *Hoare's Bank*, London
- 1766 *Christie's* founded
- 1767 *Political Register*, first magazine to feature cartoons
- 1768 *Encyclopaedia Britannica* first published (in parts, 1768 -1771)
- 1769 First Co-operative society founded, *Weavers' Society*, Fenwick, Ayrshire
- 1769 *Morning Chronicle* founded
- 1772 *Morning Post* founded - Charles Lamb & S. T. Coleridge were contributors
- 1772 Travellers' cheques issued by *London Exchange Banking Co.*
- 1772 Keep-left regulation applied to traffic in Scotland
- 1773 Stock Exchange opened
- 1774 Hotel opened, *Low's Grand Hotel*, Covent Garden
- 1774 *The Builder's Magazine* published
- 1775 *Ketley's Building Society* founded, Birmingham
- 1775 *The Public Advertiser* carried advertisements on the same page for a new edition of the Holy Bible and *Harris's List of Covent Garden Ladies* "with an exact Description of the most celebrated Ladies of Pleasure"
- 1778 *Bramah's Water Closet* patented
- 1778 Duplicating machine (a sort of off-set press) invented by James Watt, Birmingham
- 1779 First wholly iron bridge, Ironbridge, Shropshire
- 1780 *British Gazette & Sunday Monitor* published, UK's first Sunday paper
- 1785 *The Times* was published by John Walter as *The Daily Universal Register* (though not changing its name to *The Times* until 1788)
- 1785 Textile machinery driven by steam power, *Watt Engines*, Papplewick, Notts
- 1785 *Rawlings Soda Water* manufactured, London
- 1786 *William Tayler (sic)* established in London offering advertising services (possibly the first advertising agency, though not offering a full range of services - see *Whites* 1800). *Newton's* agency is also said to have been established in this year, although the range of services provided has not been established.
- 1788 Daily evening newspapers published, *Star & Evening Advertiser*, London
- 1788 Threshing machine patented by Andrew Meikle
- 1789 Stamp Duties increased to discourage new publications (advertisement tax raised from 2 shillings to 2/6d)
- 1789 First public railway (horse-drawn) opened, *Loughborough & Nanpanton Railway Co.*
- 1792 Laws on seditious libel changed: cases had to be decided by a jury, leading to a decline in prosecutions
- 1793 Jacob Schweppe (*Schweppes*) began advertising in the press
- 1793 The kilogram introduced in France (first metric weights)
- 1793 *Rowland's Macassar Oil* introduced by Alexander Rowland; in Victorian times It became one of the most heavily advertised products (and provoked the invention of the "anti-macassar")
- 1794 *The Gallery of Fashion*, UK's first fashion magazine, published
- 1795 *The Morning Advertiser* published by the Licensed Victuallers Society
- 1796 *Bell's Weekly Messenger* (Sunday paper) founded

- 1797 Top hat introduced by *John Hetherington, Haberdasher*, London
- 1790s Lithography invented & developed by Alois Senefelder, Germany, advancing illustration & production of printed posters (date of invention sometimes given as 1794, 1798 etc)
- 1799 Income Tax introduced
- 1800 *The Times* wooden press replaced by the Earl of Stanhope's new iron press
- 1800 *Whites* agency founded (later *R. F. White*) - James White's advertising agency, probably the UK's first to offer a range of services including copy writing.
Newton & Co may have been founded in the same period (see also *Robertson's* entry, 1819)
- 1800 First Christmas tree in UK, Queen's Lodge, Windsor (Queen Charlotte)
- 1800 Gas fire installed at *Hotel Seignelay*, Paris
- 1801 First UK Census
- 1801 *The Times* daily sale was between 2,500 and 3,000, *Morning Herald* & *Morning Advertiser* about 2,500
- 1802 Humphry Davy published an article describing Thomas Wedgwood's method "of copying Paintings upon Glass ... by the agency of Light upon Nitrate of Silver", an early form of photography
Hansard first published as *Cobbett's Parliamentary Debate*
- 1805 *William Taylor* became *Taylor & Newton* (later known as *Newtons*)
- 1805 Stereotyping (in printing) introduced commercially
- 1805 Semaphore used at the Battle of Trafalgar
- 1806 *Bowles Universal Essence for Soups & Gravies* advertised in *Brighton Herald*, obtainable from their warehouse in London and eighteen named stockists in the south of England
- 1807 First carbonated fruit drink, *Nephite Julep*, manufactured in Philadelphia, US
- 1809 Charles Lamb wrote copy for "Lottery Puffs" (for *White's* agency)
- 1809 Post Office letter boxes introduced (not pillar boxes - see 1852)
- 1810 Friedrich Koenig's mechanical press patented
- 1811 *Annual Register* produced at a rate of 400 sheets per hour on Koenig's press
- 1812 *Reynell & Son Ltd* agency founded in London
- 1812 Samuel Deacon set up "a coffee mart & tea-house" (see also 1822)
- 1812 *Charles Barker* agency founded as *Lawson & Barker* - other agencies (possibly *Deacon's*, for one, under other titles) already trading in London
- 1812 *Gas Light & Coke Co* established, London, the first gas company
- 1812 World's first food cannery established, *Donkin & Hall*, London
- 1813 Gasworks opened by *Gas Light & Coke Co.*, London
- 1813 Permanent gas street lighting introduced by *Gas Light & Coke Co.* in Downing St, Millbank and some other London streets
John Haddon & Co established
- 1814 *The Times* introduced steam-powered *Koenig & Bauer* cylinder press capable of 1,100 sheets per hour
- 1815 *The Westminster Central Mart & Universal Register* established by John Bell
- 1817 *The Scotsman* founded
- 1818 *Street Bros* agency in operation in London. (The agency *G. Street & Co* was founded later - see 1848)
- 1819 *Robertson's Agency* founded in Edinburgh "on the plan of *Newton & Co* and *J. White* of London".
- 1820 *Warren's Shoe Blacking* ads appeared, probably the UK's first nationally advertised household product
- 1820 Mrs Margaret White is thought have taken over the running of the firm on the death of her husband James White, becoming the first woman head of an advertising agency. *White's* then trading as *Richard Barker*, later as *Taylor & Newton*, and later *Newton & Co*
- 1821 *Manchester Guardian* founded - it carried illustrated advertisements for the first ten years
- 1821 Raincoats manufactured by *G. Fox*, London
- 1822 *Sunday Times* first published

- 1822 *Deacon's* moved to Walbrook as "Coffee House and Country Newspaper and general advertising agent" (later also directory publishers)
Charles Macintosh & Co won contract to supply Franklin's expedition to the Arctic
- 1823 *The Lancet* published – trade or specialist publications not subject to Stamp Duty
Whites trading as *Richard Barker* (no relation to Charles) and later as *Barker & White*
- 1825 First public steam railway opened, *Stockton & Darlington Railway*
- 1825 Size limitations on newspapers dropped
- 1826 Tea sold in packets by *Horniman* of Ryde, Isle of Wight
- 1826 Photograph taken from nature by N. Nepce, Gras, France
- 1826 Gas stove installed in own home by James Sharp of *Northampton Gas Co.*
Eating-chocolate on sale in UK, *Fry's Chocolate Lozenges*
Sir Robert Peel's new police force for London created
- 1828 *Webster's Dictionary* published (US)
- 1828 *The Times* produced at a rate of 4,000 sheets per hour using *Applegarth & Cooper* Presses
- 1829 London omnibuses carried advertisements outside from their introduction (Geo. Shillibeer founded first regular bus service in London)
- 1829 First full-page ad appeared, in *The Times* (for *Portraits & Memoirs of the Most Illustrious Personages in British History*)
- 1830 Railway post service introduced
- 1830 *R. F. White* established as a London agency, founded by James White's son Robert (but see Whites' 1800 entry)
Streets Agency probably also operating at this time (but see 1848)
- 1832 Reform Bill inspired many new publications
- 1832 *The Penny Magazine* reached a circulation of 100,000
- 1832 *Fryers Washing Machines* advertised in unstamped (illegal) weekly *Cosmopolite*, claiming to launder one hundred shirts in thirty minutes
- 1832 Earliest cartoon in English newspaper appeared in *Bell's New Weekly Messenger*
- 1833 Advertisement Tax reduced to one shilling per advertisement
- 1833 Scheduled service for self-propelled omnibuses, *London & Steam Carriage Co*
- 1834 Gas stoves (cookers) installed at Bath Hotel, Leamington & Angel Inn, Northampton
W. H. Fox Talbot made paper negative photograph (foundation of modern photographic process)
First railway opened in London, Bermondsey-Deptford.
- 1836 Colour lithography developed in France. Poster for book "Comment Meurent les Femmes" designed by Lalance
- 1836 Stamp Duty reduced
- 1836 *The Newspaper Society* founded to represent regional & London suburban press – one particular aim was the complete abolition of Advertisement Tax
- 1836 *Charles Mitchell* established as "Town & Country Advertising Agent", London, later publishing *Mitchell's Directory*
- 1837 Queen Victoria succeeded to throne - start of "Victorian age"
- 1837 Registration of births, deaths & marriages
- 1838 Morse code first used, US
- 1838 Electric telegraph installed between Paddington & Slough, *Great Western Railway*
- 1839 *Bradshaw's Railway Companion* - the first national railway timetable to be published
- 1839 Metropolitan Police tried to prevent unauthorised bill-posting
- 1839 First commercially successful photographic process, *Daguerre*, Paris
- 1840 Penny post introduced by Rowland Hill
- 1840 *Schweppes* used the royal arms in an advertisement in the *Stamford Mercury*
- 1840 *Willing & Co* founded
- 1840 Full-page press ad for *British Cornflour* appeared on back page of the *Courier*

- and West End Advertiser*
- 1841 *Jewish Chronicle* published
- 1841 Volnay Palmer launched first US ad agency, in Philadelphia
- 1842 *Illustrated London News* founded
- 1842 Lager beer brewed, *Pilsner Urquell*, Pilsen, Bohemia
- 1842 First full-page illustrated ad, for *British Cornflour*, in *Courier & West End Advertiser*
- James Willing sets up his first hoardings on toll gates
- First tunnel under the Thames at Rotherhithe.
- 1843 *News of the World* launched, price 3d
- 1843 *The Economist* founded
- 1843 Branded soap powder, *Babbitt's Best Soap*, marketed in US
- 1843 *Great Western Advertiser* founded, an early free paper
- 1843 Fax machine patented by Alexander Bain, a Scottish clockmaker
- 1843 CHECK: first advertisement with photograph, Philadelphia, USA
(source internet, no refs)
- 1844 Advertisements in *The Times* for *Huntley & Palmers* (& other well-known branded goods)
- 1844 *Advertiser's Guide to the Newspaper Press of the UK*, first serious directory of British press
- 1844 *D. J. Keymer & Co Ltd* founded
- 1845 UK telegram service introduced
- 1845 Pneumatic tyres patented by R. W. Thompson of London, later sold as *Thompson's Ariel Wheels* from 1847
- 1846 *Newspaper Press Directory* founded by Mitchell
- 1846 *Pictorial Times* founded
- 1846 *Thomas Cook* of Leicester ran first tours, Temperance railway excursions
- 1846 *Dubonnet* (wine with quinquina from S. American tree bark) first marketed, Paris
- 1847 Brand names introduced by *Ricketts, Wills & Co* of Bristol, who launched *Best Bird's Eye* and *Bishops Blaze* cut tobaccos
- 1847 *Von Liebig* developed meat extract, Royal Pharmacy, Munich
- 1848 *W. H. Smith* railway bookstall opened, Euston
- 1848 *The Times* introduced a new printing machine, invented by Augustus Apple garth, that increased production to 10,000 impressions an hour
- The Times* opened its own Advertisement Office – advertising previously handled by a clerk in the Counting House, George Street. He later established his own agency in Serle Street, Lincoln's Inn.
- 1848 *The Marble Dry Goods Palace*, possibly first department store, opened New York
- 1849 Safety pin patented in US by Walter Hunt
- 1850s "Government communication began when a dedicated publicity unit was set up by the Post Office" (COI website)
- 1850 *Mather's Agency* founded in Fleet Street by Edmund Charles Mather (later *Mather & Crowther*)
- 1850s Gavarni & Manet (among others) worked on poster design in France
- 1850 (approx.) First "sandwich board men" appeared in London
- 1851 The Great Exhibition stimulated trade & advertising
- 1851 *Reuters News Agency* founded, London
- 1851 Domestic sewing machine marketed by *Singer Manufacturing Co*, US
- 1852 *The Guide to Advertisers* listed 13 "respectable and responsible" established London advertising agencies
- 1852 Post Office introduced pillar boxes in Jersey, then Carlisle (London 1855)
- 1852 *The Englishwoman's Domestic Magazine*, first UK mass circulation women's magazine published by Samuel Orchart Beeton – later with "household management" articles by his wife, Mrs Beeton
- 1853 *Northern Daily Times* published in Liverpool (England's first provincial daily)
- 1853 Newspaper Advertisement Tax abolished

- 1853 Tax on soap abolished
- 1853 *Gordon & Gotch* founded
- 1853 "Vehicular placards" (advertising carts) prohibited by the *Hackney & Stage Carriage Act*
- 1854 Photographs used in posters at railway stations for "residences for sale", reported by *La Lumière* magazine, Paris – possibly first photographic
- 1855 Newspaper Stamp Tax abolished – increase in press advertising & publications
- 1855 *Daily Telegraph* founded
- 1855 *The Times* daily sales neared 60,000 (nearest rivals did not reach 10,000)
- 1855 *Gordon & Gotch*, later called "the first international advertising agency", established in Melbourne, Australia
- 1855 *Heal & Son* spent £6,000 and *Moses & Son* (Tailors) £10,000 per annum on advertising
- 1855 *Crosse & Blackwell* advertised in *Morning Chronicle* as "Purveyors in Ordinary to Her Majesty"
- 1855 *Yarmouth Bloaters* advertised in *Morning Chronicle*, sent direct to readers' homes by train
- The Boy's Own Magazine* published (the first for boys' entertainment rather than instruction)
- London General Omnibus Co.* became largest operator in London
- 1856 Mitchell published in his Directory an essay (*The Philosophy of Advertising*) with principles of copywriting, circulation-monitoring and market analysis
- 1856 Stamp Duty abolished (previously one penny per copy of publication)
- 1856 London postal districts introduced by Postmaster General – EC, E, WC, W, N, NW, SE, SW, S, NE
- 1856 First hire purchase scheme, introduced for *Singer Sewing Machines*
- 1856 Domestic gas fire marketed by *Pettit & Smith*
- 1856 Paraffin manufactured and lamp introduced by James Young, Glasgow
- 1857 *David Allen Advertising Agency* founded
- 1857 Lubricating oil manufactured by *Price's Patent Candle Co.*, London
- 1857 Football club with open membership founded, *Sheffield FC*
- 1857 Toilet paper marketed, *Gayetty's Medicated Paper*, New York
- 1857 Oil rig struck oil, Weitz, Germany
- 1858 First Jewish MP took his seat (Baron Lionel de Rothschild)
- 1858 *The Stereoscopic Magazine* regularly published photographs, including three in stereo. *Padbury & Dickins* produced stereographic photograph cards for salesmen of church furniture, possibly UK's first photographic advertising material..
- 1858 Can opener invented by Ezra J. Warner, and adopted by US Army in Civil War
- 1859 *George Street & Co* (advertising agency) established in London
- 1859 UK's first branded cigarette *Sweet Threes*, produced by Robert Peacock Gloag, London
- 1859 *Beecham's Pills* introduced "Worth a guinea box" slogan
- 1859 First woman doctor in UK (Dr Elizabeth Garrett Anderson)
- 1859 "Big Ben" (the bell, named after the Commissioner of Works, Sir Benjamin Hall) installed in the clock tower of the Palace of Westminster
- 1860 *Moss Bros.*, UK's first dresswear hire firm, opened in Covent Garden
- 1860 First tramway in UK opened, in Birkenhead
- 1860s *T. B. Browne Ltd* (advertising agency) founded in London
- 1861 Paper Duty abolished on newsprint, last of the taxes on newspapers – many provincial papers began daily publication in this era
- 1861 Interclub football match with admission charge, Sheffield vs Hallam, Sheffield
- 1861 *Cadbury* introduced boxes of chocolates, *Cadbury's Fancy Boxes*
- Colour photography demonstrated at Royal Institution by Sutton & Maxwell
- 1861 GF Train's experimental horse tramway, central London
- 1861 US Civil War, until 1865: during this period the US Government bought

- advertising space for War Bonds in most Northern newspapers, using the New York advertising agency *Peaslee & Co*
- 1862 *UK Billposters' Association* founded by Edward Sheldon
- 1862 Christmas cards (commercially produced) introduced by *Charles Goodall & Sons* (London)
- Traffic islands introduced in Liverpool
- 1862 Henry Isaac Rowntree bought cocoa side of Wm Tuke & Sons, York
- 1862 Blazers adopted for sportswear, Lady Margaret Boat Club, Cambridge
- 1863 *Central Press Agency* founded
- 1863 Canned peaches sold by *Cutting Co*, California
- 1863 *Perrier Water* marketed, France
- 1863 Football Association founded, Freeman's Tavern, London
- 1863 Rented poster sites introduced by *Sheldon, Son & Co*, Leeds
- 1863 *Linoleum* patented by *Frederick Walton*, London
- 1863 Propelling pencil marketed by *Faber* of Nuremberg, Germany
- 1863 First underground railway opened, *North Metropolitan Railway Co, Metropolitan Line*, London
- 1863 *Whiteley's of Bayswater* opened, UK's first real department store
- 1864 *Liebig's Meat Extract (Extractum Carnis)* manufactured, Fray Bentos, Uruguay
- 1864 In the US, William James Carlton began "to canvass for advertisements", starting what was probably the first US ad agency – see 1877
- 1864 *Jelly Babies* manufactured by *Steinbeck*, Nelson, Lancs
- 1864 Traffic island privately installed by Col. Pierpoint, St James's St, London to enable him to cross to his club
- 1864 First bicycle (production model) imported to UK from France
- 1865 US Civil War ended
- 1865 Red Flag Act restricted horseless carriages to 4mph (with a man carrying a red flag)
- 1865 Rubber *Wellington Boots* manufactured, *North British Rubber Co*, Edinburgh
- 1865 Fax machine in commercial use, *Pantelegraph*, Paris-Lyon
- 1865 Disinfectant (branded) manufactured by *Frederick Calvert*, Manchester
- 1866 One hundred "advertising-related businesses" operating in London (Nevett, but see also 1906)
- 1866 *The Times* introduced a rotary press, printing 12,000 complete newspapers per hour
- 1866 *Yorkshire Post* founded
- 1866 Jules Cheret produced the first of his posters in France, using large illustrations in colour
- 1866 Cocoa marketed in UK, *Cadbury's Cocoa Essence*
- 1866 Fish & chip shop opened, *Dyson's*, Oldham, Lancs
- 1866 Transatlantic cable in operation
- 1866 *Patent Single Stroke Staple Press* (stapler) developed in USA
- 1867 First international advertising agency opened, *Gordon & Gotch*, London
- 1867 Condensed milk marketed in UK, *Milk Maid, Anglo-Swiss Condensed Milk Co*
- 1867 Bicycles imported for UK sale by *Samuel & Pearce*
- 1867 Decorative biscuit tins introduced by *Huntley & Palmer*
- Processed baby food introduced *Liebig's Soluble Food for Babies* in Germany (& the following year in UK)
- Royal Albert Hall begun
- Wills Ltd* founded
- 1868 Traffic lights installed, New Palace, Yard, London – powered by gas, red & green lanterns operated by a policeman
- 1868 Telegraph Act (31 July) nationalised private telegraph companies
- 1868 *Press Association* founded (6 November)
- 1868 Cricket touring team, the Australian Aborigines, visited UK
- 1868 Trades Union Congress held in Manchester
- 1869 First UK bicycle manufacturer opened, *Coventry Machinists Co*
- 1869 Notable English pictorial poster, by Godfrey Durand for launch of *The Graphic*

- Sells Ltd* (agency) founded by Henry Sell in Fleet Street
Postcards introduced in UK
- 1870 Education Act introduced universal elementary education
- 1870 *Post Office Telegrams* introduced, one shilling for 20 words
- 1870 Press Association started 24 hour telegraph service with an exclusive contract for *Reuter's* to supply foreign telegram news & disseminate PA news overseas
- 1871 Frederick Walker's poster *The Woman in White* appeared in London (often cited as the first UK poster to rely on visual rather than verbal effect)
- 1871 Whit Monday became the first Bank Holiday in Britain
- 1872 *T. B. Browne* (agency) founded
- 1873 Levi Strauss and Jacob Davis (in California, USA) patented trousers strengthened with rivets
- 1874 *Willings Press Guide* appeared for first time
- 1874 QWERTYUIOP keyboard introduced, *Sholes Typewriter*, US (later *Remington*, see 1876)
- 1875 Universal Postal Union introduced, increasing international mail & trade
- 1876 Government's "first wide-scale publicity campaign ... a million handbills ... to alert the public to the virtues of government saving schemes, life insurance and annuities" (COI)
- 1876 Telephone demonstrated by Alexander Graham Bell
- 1876 *Bissell's Carpet Sweeper* patented, US
- 1876 *Remington No 1 Typewriter*, the first commercially available, went on the market
- 1877 *Boots the Chemists* took the largest advertising space in the *Nottingham Daily Express*, itemising 128 branded goods and reported a doubling of profits within a month
- 1877 Tin-foil phonograph invented by Thomas Edison
- 1877 In New York J. Walter Thompson bought *Carlton & Smith* from the retiring Mr Carlton & a year later changed the name to *J. Walter Thompson*
- 1877 Telephones offered to UK public by *Bell Telephone Co*
- 1878 Light bulbs produced in US by Edison
- 1878 *Publicity* published by Donald Nicoll. This included an advertisement for his own agency promising services such as "advising as to the disposition of advertisements ... recording the number of insertions ... registering replies" etc. All this was done "for no charge" ie profit came from the discount on the normal tariff given to agencies
- 1878 *Smith's Agency* operating in London (but see 1885) under founder Thomas Smith
- 1879 Improved, practical light bulbs mass produced and marketed in US by Edison
London Telephone Exchange established by *The Telephone Co*
T. B. Browne (agency) operating in London
- 1880 Kampfe Bros in US patented safety razor (but not with disposable blades)
- 1880 Telephone Directory published by *London Telephone Co.*
- 1880 *Eastman Dry Plate Co* founded, USA
Standard British Time introduced
- 1881 *Rowntrees Fruit Pastilles* and *Elect Cocoa* introduced
- 1881 *The People* newspaper launched
- 1881 "Post Early For Christmas" slogan introduced by GPO
- 1882 *Sells Ltd* published first edition of *Dictionary of the World's Press* under the title *The Philosophy of Advertising*
- 1882 England lost to Australia for the first time at cricket (at Kennington Oval) – from an epitaph that appeared in *The Times*, "The Ashes" came into being
- 1883 Gottlieb Daimler & Wilhelm Maybach produced an internal combustion engine (see 1886)
- 1884 *National Cash Register Co* founded, US
- 1884 *C. Vernon & Sons* (agency) operating in London
- 1885 First Jewish peer took his seat in House of Lords (Sir Nathaniel de Roths child)

- 1885 Thomas Smith opened new Fleet Street office of *Smith's Mutual Advertising Agency*, (*Thomas Smith's Agency*) publishing *Successful Advertising* annually
- 1885 *Advertiser's Guardian* founded by Louis Collins
- 1885 *Pears Ltd* bought Millais' painting *Bubbles* for use as poster
- 1885 *The Lady* launched, weekly UK women's magazine (oldest surviving – 2008)
- 1885 *Canadian Pacific Railway* completed
- 1885 Grand Hall Olympia opened for exhibitions
- 1886 Internal combustion engine (developed by *Daimler & Maybach*) first fitted to a carriage (car)
- 1886 Henry J. Heinz introduced seven *Heinz* products to UK (at *Fortnum & Mason*)
- 1886 *Advertiser's ABC* first published by *T. B. Browne Ltd*
- 1887 Queen Victoria's Jubilee (50 years reign)
- 1887 First photographically illustrated advertisement in UK publication, for *Harrison Patent Knitting Machine Co* in the 11 November issue of *The Parrot* (humorous magazine, Manchester)
- 1888 *Mather & Crowther* partnership formed. Their 1888 yearbook quoted a turnover of £20,000 for that year alone (Nevett – see also 1903)
- 1888 *Kodak* roll-film camera patented by Eastman, *Kodak No 1 Box Camera* launched
- 1888 John Boyd Dunlop fitted pneumatic tyres to *Edlin & Co's* bicycles, Belfast
- 1888 *Kinetoscope* (forerunner of cine camera) patented in US by Edison
- 1888 London evening newspaper, *The Star*, founded
- 1889 *Indecent Advertisements Act*
- 1889 *Thomas Smith* (advertising agency) offered "Ad-writing & Designing Department"
- 1889 First typewriter manufactured in UK by *Maskelyne British Typewriter & Manufacturing Co*
- 1889 *Pneumatic Tyre Co* founded by Dunlop
- 1889 Computer for data processing - *Hollerith Electrically Operated Calculator* - built for 1890 US Census. Hollerith went on to found *the Tabulating Machine Co*, which became *IBM*
- 1889 *Foster's Lager* launched, Collingwood, Victoria, Australia.
- 1889 Margarine manufactured by *O. Monsted Co*, Cheshire, marketed by *Maypole Dairies*
- 1890 *Comic Cuts*, UK's first comic, launched
- Photographs began to be used in press ads (half-tone block)
- 1890s Linotype ("hot metal") machines introduced
- 1890 United Bill-Posters Association and London Bill-Posters Association set up Joint Censorship Committee to examine, amend or withdraw dubious posters
- 1890 *Daimler Automobile Company* founded, Cannstadt, Germany
- 1890s *Pears Soap* used Lillie Langtry for "celebrity endorsement", combining it with a reproduction of her portrait by Sir John Millais
- 1891 *Advertising* launched as a monthly magazine by *Thomas Smith* agency, as an offshoot from their annual *Successful Advertising*
- 1891 In the first meeting of what was to become *APS / ISBA* (though not officially founded until 1900) seven advertisers got together to combat dubious circulation figures
- 1891 First public showing of moving film, *Edison Laboratories*, US
- 1892 *London Press Exchange* founded
- 1893 *S. H. Benson Ltd* (advertising agency) founded at 100 Fleet Street with *Bovril* as its first account (founder had worked for them since leaving the Navy)
- Dixon's Agency* buys out *Collins* - pioneered moving pictures in advertising with *he Biogen*
- 1893 *SCAPA* founded as Society "to check the abuses of Public Advertising, the spoliation of rural scenery, and architecture."
- 1893 *The Times* appointed two "advertisement canvassers"
- 1893 First full-page colour ad, *Mellin's Foods*, US
- First breakfast cereal, *Shredded Wheat*, manufactured, Denver, US

- 1893 *Rowntrees Fruit Gums* introduced
- 1893 Electric oven manufactured, *Crompton & Co*, Chelmsford, UK
- 1893 Colour supplement published by *The New York World*
- 1893 Motor vehicle licence plates introduced, France
- 1893 First woman to edit a national paper - Rachel Beer edited both *The Observer* and *The Sunday Times* (also proprietor of the latter)
- 1894 *Paul E. Derrick Advertising Agency* founded
- 1894 Exhibition of Poster Art at Royal Aquarium, Westminster
- 1894 (April) First cinema (*Kinetoscope Parlor*) opened in New York
- 1894 (October) First film shown commercially in UK, *Kinetoscope*, Old Broad St, London
- 1894 *Coca-Cola* produced by Joseph Biedenharn, Vicksburg, US
- 1894 *HP Sauce* produced by *Midland Vinegar Co.*, Birmingham, UK
- 1895 Cinematic shows staged commercially by Lumiere brothers, Grand Café, Paris
- 1895 "Electric Advertising" appears (projection of luminous ads on buildings & the air)
- 1895 *Practical Advertising* first published by *Mather & Crowther*
- 1895 *Erwood's Ltd* founded
- 1895 First flaked breakfast cereal, *Granose Flakes*, manufactured by Dr John Kellogg, US
- 1895 First UK motoring magazine, *Autocar*, published
- 1895 Service station / garage established by A. Borol, Bordeaux, France
- 1895 First UK motoring association founded, *Self Propelled Traffic Association*, later merged with *Automobile Club of Great Britain* (1898)
- 1895 *The Rugby League* formed, Huddersfield
- 1896 *Samson Clark* (agency) founded
- 1896 International Motor Show & Cycle Tournament held at Olympia
- 1896 Modern Olympic Games revived by Pierre de Coubertin, Athens
- 1896 Public cinematic show in UK at Regent Street Polytechnic
- 1896 *Daily Mail* launched by Alfred Harmsworth, later Lord Northcliffe – first mass readership morning paper
- 1896 *Bensons* produced "Alas! My poor brother" poster by W. H. Caffyn for *Bovril*
- 1896 First public demonstration of radio, Guglielmo Marconi, London
- 1896 Red Flag Act repealed, allowing vehicles to travel at 14mph (without a man with red flag walking ahead)
- 1897 First advertising film made by *Edison Co*, for *Admiral Cigarettes*, shown in US, UK & France simultaneously
- 1897 *Frederick Potter* (agency) founded
- 1897 Marconi sets up the *Wireless Telegraph & Signal Co Ltd* in London
- 1897 *Royal Automobile Club (RAC)* founded as *Automobile Club of GB*, London
- 1897 *Cadbury's Milk Chocolate* introduced
- 1897 Taxi cabs introduced by *The London Electric Cab Co.* - these electric cabs were withdrawn in 1900
- 1897 Blackwall Tunnel, London, opened
- 1898 *The Poster*, a magazine devoted to poster art, published in London
- 1898 *Bile Beans* launched by Mr Charles Fulford with the slogan "Bile Beans for Biliousness"
- 1898 *Pepsi-Cola* introduced as antidote to dyspepsia, New Bern, NC, US
- 1898 *John Jaques & Son Ltd* marketed the first table tennis sets under the name *Gossima*
- 1898 First loudspeaker, *Auxetophone*, patented by Horace Short, London
- 1899 Niagara Hall Exhibition of Advertising organised in London by *S. H. Benson Ltd* (four poster-designs by the Beggarstaff Brothers appear)
- 1899 *J. Walter Thompson Company* opened London office
- 1899 *Saward Baker & Co Ltd* founded
- 1899 *Aspirin* manufactured by *Bayer AG*, Leverkusen, Germany
- 1899 *Oxo* cubes first produced in Fray Bentos, Argentina
- 1899 Motor buses introduced in London

- 1899 *Bassett's Liquorice All-sorts* introduced, Sheffield, UK
- 1899 Electric hair-drier manufactured by AEG, Nuremberg, Germany
- 1899 FIAT (Fabbrica Italiana di Automobili Torino) founded in Turin, Italy
- 1900 2nd Olympic Games (of modern era) held, Paris
- 1900 Legislation to empower local authorities to regulate advertising hoardings
- 1900 *Eastman Kodak* launched *Box Brownie* camera in USA
- 1900 *Daily Express* founded
- Advertisers' Protection Society (APS)* founded by the original seven advertisers (see 1891), Oatzmann, Catesby, Masters, Bennet, Warren, Wilde and Frohlich
- 1900 *Coca-Cola* introduced to UK
- 1900 *Publicity Bureau of Boston* (US) established, possibly the first PR company
- 1900 (1 March) *Daily Mail* becomes first UK newspaper to reach 1 million circulation
- 1900 Hamburger introduced at *Louis Lassen's Diner*, New Haven, US
- 1900 First public use of loudspeakers, *Auxetophone*, at Paris Exposition
- 1901 Death of Queen Victoria
- 1901 Edward VII succeeded to throne / start of "Edwardian Age"
- 1901 (23 March) First ever front page headline - *Daily Express* on death of Queen Victoria
- 1901 First cinema opens in Britain, *Mohawks' Hall*, Upper Street, Islington
- 1901 First transatlantic radio communication, by Marconi
- 1901 *Meccano* devised by Frank Hornby, Liverpool, UK
- 1901 King Camp Gillette applied for patent for *Gillette Safety Razor* in US (see '02, '04)
- 1901 Driving school opened, *Liver Motor Car Depot & School of Automobilmism*, Birkenhead, UK
- 1901 *Heinz Baked Beans* marketed in the north of England
- 1901 *The Tatler* magazine published (revived)
- 1902 All German-built *Daimlers* marketed as *Mercedes* (after daughter of Emil Jellinek, a director)
- 1902 First "instant" breakfast cereal in UK, *Force* wheat flakes (Kellogg's Corn Flakes 1895, US)
- 1902 *Marmite* manufactured, Burton on Trent, UK
- 1902 *Gillette* started manufacture of safety razor with disposable blades
- 1902 *British American Tobacco Company* formed. *Philip Morris* starts selling British brands, including *Marlboro*, in US
- 1902 Teddy bears marketed in USA (after incident where President Teddy Roosevelt refused to shoot a bear cub)
- 1903 *Daily Mirror* first published
- 1903 First powered, sustained flight, Wright Brothers, Kittyhawk, N. Car., US
- 1903 "Mellin's Airship" flew over London, advertising *Mellin's Foods*
- 1903 First public relations consultant (*Ledbetter Lee*, New York)
- 1903 Petrol-driven taxi cabs introduced in London, still competing with Hansoms (not yet known as "taxis", see 1907)
- 1903 *Ford Motor Company* established in US
- 1903 Car number plates were introduced under the Motor Car Act
- 1903 Letchworth garden city founded by Ebenezer Howard
- 1903 First successful powered flight (17 Dec) by Wright Brothers, USA
- 1903 Harley-Davidson motorcycles produced in USA
- 1903 *Tour de France* staged for first time
- 1903 *Mather & Crowther* quoted annual turnover of £200,000, a ten-fold increase on 1888
- 1904 3rd Olympic Games held, St Louis, Missouri
- 1904 First rotogravure magazine illustrations (*Der Tag*, Germany)
- 1904 Display advertisements appeared for the first time in *The Times*
- 1904 *Daily Mirror* became first newspaper in the world to employ staff photographers
- 1904 *Gillette* granted patent in US for safety razors with disposable blades

- 1905 *Heinz Baked Beans* more widely marketed in UK
- 1905 *Dorland* (US agency) opened a London office in Fleet Street with George Kettle as manager
- 1905 *Incorporated Society of Advertising Agents* (ISAA) founded but dissolved in 1909 (see 1917 entry for ABAA)
- 1905 First portable electric vacuum cleaner (domestic), marketed by *Chapman & Skinner*, San Francisco, US
- 1905 *Aspirin* (*Bayer*) first marketed in UK
- 1905 *The Thirty Club of London* founded
- 1905 First strip lighting used for advertisements, *Moore Electric Co*, London
- 1905 *Automobile Association* founded, London
- 1905 *Cadbury's Dairy Milk Chocolate* (sweeter than *Cadburys Milk*) introduced
- 1905 *Austin Motors* began production at Longbridge plant
- 1905 *S. H. Benson Ltd* incorporated as a private limited company, Tudor Street EC4.
Published first edition of *Benson's Facts for Advertisers* (continued until 1922), took on *Marmite* account
- 1905 Bakerloo & Piccadilly lines opened (London underground)
- 1906 Five hundred "advertising-related businesses operating in London, a five-fold increase from 1866 (Nevett)
- 1906 *Dorland Advertising* opened London office
- 1906 Coca-Cola (USA) replaces cocaine with caffeine
- 1906 *Newspaper Publishers Association* (owners of national press), *Press Advertisement Managers Association* and *Newspaper Proprietors' Association* founded
First co-operative advertising campaign (*California Orange Growers*) – "horizontal" co-operation between producers
- 1906 First UK vacuum cleaners introduced, *Vacuum Cleaner Co.*, London
- 1906 First full length feature film (*The Story of the Kelly Gang*, shot in Australia)
- 1906 First radio broadcast (programme of classical music, *National Electric Signalling Company*, Mass., USA.
- 1906 *D'Arcy Advertising* founded in St Louis, USA.
First UK film newsreel (changed daily at *Empire Leicester Square*, London)
- 1906 *Rolls-Royce* motor company established and 40/50 model launched
- 1906 *John Bull* magazine and *Tribune* (liberal national newspaper) launched
- 1906 In the first known radio broadcast in USA, R. A. Fessenden broadcast music, a poem & a talk which were heard by ships' radio operators
- 1907 Total UK advertising expenditure for the year 1907 was estimated at £22 million (figures published in *The Economics of Advertising* by F. W. Taylor in 1934 (compare 1912 etc)
- 1907 *National Union of Journalists* founded
Mother's Day initiated in US
- 1907 First photocopier marketed by *Rectigraph Co*, US
- 1907 Britain's first purpose-built cinema opened, *Central Hall*, Colne, Lancs
- 1907 Advertisements Regulations Act controls hoardings etc - sky signs banned (solid letters fixed to a frame and silhouetted against the sky)
- 1907 Notable use of publisher's blurb (*Duckworth: George Bourne's Memoirs of a Surrey Labourer*)
- 1907 Silk screen printing invented, UK (Samuel Simon, Manchester)
- 1907 First UK radio broadcast (concert for the Fleet at Chatham from *HMS Andromeda*)
Electric washing machines manufactured for first time, *The Thor, Hurley Machine Corp.*, Chicago
- 1907 Taximeters fitted to London motor cabs, which only then became known as "taximeter cabriolets", or "taxis" for short
- 1907 1st International Commercial Motor Vehicle & Boat Exhibition at Olympia
- 1907 *Isle of Man TT* (Tourist Trophy) races inaugurated (motor cycles)
- 1907 Territorial Army (volunteer force) established
- 1907 Pavlov published "Conditioned Reflexes" in Russia

- Thermos Flask* patented
- 1908 Lord Northcliffe acquired *The Times*
- 1908 4th Olympic Games held, London
- 1908 London's first Underground map published
- 1908 *Charles F. Higham Ltd* and *Pools Advertising Service* founded
- 1908 *Model T Ford* launched, Detroit, US
- 1908 First major oil-strike in Middle East, Persia (Iran)
- 1908 Tea bags invented by Thomas Sullivan, New York coffee & tea merchant, as a way of sending samples, originally in silk bags
- 1908 *Kinemacolor* launched at a trade show in Brighton by George Albert Smith with a colour feature "A Visit to the Seaside". Films using this colour process shown commercially 1909-1914
- 1909 Gordon Selfridge spent £36,000 promoting *Selfridges* before the opening, popularising display advertising, with many appearances in *The Times*
- 1909 Film censorship introduced in US
- 1909 *Daily Sketch* founded
- 1909 *S. H. Benson Ltd* moved to purpose-built premises in Kingsway Hall, first office in building in the new Kingsway
- 1909 Charles Higham founded his agency
- 1909 First Air Race held, Reims, France and known as "The Gordon Bennett"
- 1910 UK advertising expenditure first reached £10m between 1905 and 1910
- 1910 George V succeeded to the throne (strictly the end of "Edwardian period")
- 1910 *The Morning Post* removes restrictions & accepts treble-column ads
- 1910 Georges Claude demonstrated neon lamps, Paris
- 1910 *Marconi Transatlantic Wireless Service* inaugurated
- Colour photograph taken by night, France
- 1911 Moving staircase (escalator) introduced (Earls Court Station, London)
- First woman admitted to Royal College of Surgeons, Eleanor Davies Colley
- 1911 *MacManus Inc.* founded in Detroit, USA
- 1911 *Wrigley's Chewing Gum* marketed in UK
- 1911 *S. H. Benson Ltd* bought *Spottiswoode, Dixon & Hunting Ltd*
- 1911 *Ford Motor Co* opened first UK factory, Trafford Park, Manchester
- 1912 *Daily Herald* founded as independent Socialist newspaper
- 1912 Electric starter motors for cars introduced
- 1912 5th Olympic Games held in Stockholm, Sweden
- 1912 Bill-posters censorship body ordered modifications to nude athlete on Stockholm Olympic Games poster
- 1912 Clarence Saunders opened first self-service store, Memphis, Tennessee
- 1912 Exhibition entirely devoted to advertising organised by *Advertising World* at Horticultural Hall, Westminster (several previous exhibitions had been of posters only)
- 1912 First motor car assembly line, *Ford Motor Company*, US
- 1912 *Samson Clark* became a Limited Company, with Miss J. A. Reynolds becoming a director, possibly the first woman director of an advertising agency (MD from 1925, Chairman at her death in 1959)
- 1912 First International Motor Show, Olympia, London
- 1912 *British Board of Film Censors* set up by *Kinematograph Manufacturers' Association*
- 1912 First neon sign advertising a Paris barber erected (*Le Palace Coiffeur* in red letters) followed by *Cinzano* in Boulevard Haussman, Paris
- 1912 National Insurance Act comes into force
- 1912 First neon sign on building in UK, *West End Cinema*, London
- 1912 *National Telephone Company* nationalised
- 1912 *Vimto* launched in Manchester
- 1912 Total UK adspend estimated by the *Times* at £100m (£22m in 1912)
- 1913 NABS (National Advertising Society and General Benefit and Benevolent Society) established
- 1913 *Daily Express* acquired by Max Aitken, later Lord Beaverbrook
- 1913 *Periodical Publishers Association* founded

- 1913 *Brillo Pads* marketed, US
- 1913 *Carter's Crisps* introduced, taken over by *Smith's Crisps* in the 1920s
- 1913 First film archive established, Royal Library, Copenhagen
- 1913 *The Publicity Club of London* founded
- 1913 First woman magistrate appointed
- 1913 Road Safety poster issued by Joint Traffic Committee of London
- 1913 Film censorship comes into force in UK (under *British Board of Film Censors*)
- 1913 Benefits introduced: maternity (30 shillings a week), unemployment (7s) & sickness (10s) introduced
- 1913 First crossword in a newspaper, *New York World*, US (21 Dec)
- 1913 First Chelsea Flower Show
- 1913 Second Advertising Exhibition held
- 1914-18 World War I - Advertising extensively used for the first time for public & national purposes
- 1914 *W. S. Crawford* (Advertising Agency) established
- 1914 British Association of Advertising founded by members of the Thirty Club – suspended during WWI but led to the formation of the Advertising Association in 1926
- 1914 Samuel Herbert Benson died and was succeeded as Chairman of *S. H. Benson Ltd* by his son, Philip Benson
- 1914 Price of *The Times* reduced to one penny to counteract falling circulation
- 1914 First rotogravure colour supplement 8 pp. supplement in *New York Times* and seven other papers on Metropolitan Museum exhibition *American Audit Bureau of Circulations* formed
- 1914 First woman police officer / policewoman in UK
- 1914 First ad in strip cartoon form (*Colgate* toothpaste and toiletries, *Women's Home Companion*, New York)
- 1914 35mm still camera marketed, the *American Tourist Multiple* with 750 exposures per film, US
- 1914 First British aerial propaganda raid (October), France
- 1914 *Royal Flying Corps* (later *RAF*) adopts roundel for aircraft identification (11 Dec)
- 1914 First regular air-freight service, Karibib-Windhoek, SW Africa
- 1914 Die-cast model cars marketed, *Tootsietoys*, *Dowst Mnf Co.*, US
- 1914 White lines on road introduced in UK, Ashford, Kent
- 1914 Synthetic rubber manufactured in UK by *Synthetic Products Ltd*
- 1914 Aspirin manufactured in UK by *W. J. Bush & Co.*
- 1914 UK adspend estimated at between £80 and £100m (figures by G. W. Goodall in *Advertising: a modern business power*)
- 1915 First UK comic strip (*Adventures of Teddy Tail – Diary of a Mouse in Your House*, *Daily Mail*. Ran for over 40 years)
- 1915 Einstein published *Theory of Relativity*
- 1915 *Women's Institute* founded in Britain
- 1915 Georges Claude patented the neon lamp
- 1915 *Technicolor Motion Picture Corp* founded in US
- 1916 Summer Time Act came into operation
- 1916 September - first use of tanks in warfare, Cambrai, France
- 1916 National Savings Movement founded
- 1916 December - Lloyd George became Prime Minister of Coalition Government
- 1917 April – USA entered the war
- 1917 October – Russian Revolution, Russia made peace with Germany
- 1917 *Association of British Advertising Agencies (ABAA)* formed, later to become *Institute of Practitioners in Advertising (IPA)*
- 1917 Government seeks free advertising to sell War Bonds
- 1917 Introduction of Paper Restriction Order prohibiting catalogues, price lists, circulars and controlling newsprint
- 1917 Advertising prohibited of products for “any condition associated with sexual indulgence”
- 1917 November – Armistice, end of War in Europe

- 1918 Ministry of Information formed from the Home Office Information and other Whitehall units.
- 1918 Women over 30 got the vote
- 1918 First UK woman MP elected (but did not take seat), Constance, Countess Markievic (Sinn Fein)
- 1918 *Sunday Express* founded by Max Aitkin
- 1919 Traffic lights introduced (New York)
- 1919 *Publicity Films* (set up by *London Press Exchange*) released "Daddy's Birth day", a cinema advertising film for *Swan Pens*
- 1919 First woman MP took her seat (Lady Astor)
- Alcock & Brown flew the Atlantic
- 1919 Regular air mail service between London & Paris
- 1919 Regular internal UK flights started, between Manchester & Blackpool
- 1919 *The Children's Newspaper* founded by Arthur Mee
- 1919 War-time restrictions on advertising lifted
- 1919 Both sides in Railway Strike used press advertising
- 1920 7th Olympic Games held, Antwerp, Belgium (6th cancelled because of WW1)
- 1920 *Smith's Crisps* launched (by former employee of *Carter's Crisps*)
- 1920 League of Nations founded
- 1920 Prohibition (of sale of alcoholic beverages) declared in US
- 1920 Road Fund Tax introduced
- 1920 *International Advertising Exhibition* at the White City, London. 50,000 said to have attended on first day alone
- 1920 *Incorporated Society of British Advertisers* (ISBA), founded replacing APS (see 1900)
- 1920 *Watney's Pale Ale* introduced first beer mats
- Bovril "Prevents that sinking feeling" campaign (shipwrecked sailor floating on bottle) – poster held back since 1912 because of *Titanic* & WWI
- National Advertising Conference in London, organised by ISBA, guest speaker Sir Charles Higham
- 1921 "Times Agreement": *The Times* signed an agreement with 60 members of the *Association of British Advertising Agents* (ABAA) allowing commission only to recognised agents. This in effect stabilised the "old agency commission system" and protected against unfair rate-cutting by agencies.
- 1921 Car tax discs (on windscreen) introduced
- 1921 Soap powder for use in washing machines introduced In US (*Chipso*, Procter & Gamble, US)
- 1921 First chain of Hamburger bars, *White Castle Hamburgers*, Wichita, Kansas, US
- 1921 Birth control clinic, *The Mothers' Clinic*, opened by Marie Stopes, London
- 1921 Health Resorts & Watering Places Act allowed local government to advertise resorts & amenities
- 1921 *BBC* founded as *The British Broadcasting Company*
- 1921 *Publicity Films* produced "The Economist" cinema advertising film for *Osram Lightbulbs*
- 1922 *Austin 7* car launched
- 1922 William Lyons opened first factory of *Swallow Sidecars*, later *SS Cars*, later *Jaguar*
- 1922 *Lord & Thomas & Logan* opened London office
- 1922 First newspaper photograph sent by radio (Pope Pius IX – Munich-NewYork)
- 1922 First British market research, by *Bureau of Advertising Facts*
- 1922 First general release film in *Technicolor*, *The Toll of the Sea*, in US
- 1922 First portable radio launched in Chicago, US
- 1922 *BBC* radio programmes began
- 1922 First Royal Broadcast, Prince of Wales
- 1922 Miss E. M. Wood (daughter of Quintin Hogg) became a director of *Samson Clark & Co Ltd* (the second woman director on their board)
- 1922 Commercial radio started in US, *Station WEAf New York*
- 1922 *Wall's Ice Cream* sold by men on tricycles, with the slogan "Stop me & buy

- one"
- 1923 Stanley Baldwin became Prime Minister (Conservative), the first of three terms
- 1923 *Claude Neon* introduced neon signs (advertising *Packard* automobiles) in USA
- 1923 Railways rationalised into four regional systems: Southern Railway (SR), Great Western Railway (GWR), London, Midland & Scottish Railway (LMS) and London & North Eastern Railway (LNER)
- 1923 Domestic refrigerator on sale in UK, *Staines Mannesmann* (Germany)
- 1923 *WACL (Women's Advertising Club of London)* founded
FA Cup Final played at Wembley for the first time
- 1923 *Mather & Crowther* launched "*Eat More Fruit!*", the first "co-operative" campaign press advertising
- 1923 *Disney Studios* founded in Hollywood, USA
- 1923 Edward L. Bernays published *Crystallizing Public Opinion* in the US, an early work on professional Public relations
- 1924 First Labour Government formed - but Conservatives gained power in October
- 1924 *BBC Radio* introduced "the pips" as a time signal
- 1924 First neon advertisements in Piccadilly Circus, for *Army Club* cigarettes
- 1924 "Talkies" (films with soundtrack) introduced
- 1924 UK advertising industry set up *National Vigilance Committee* to police advertising complaints (initially patent and other medicines were targeted)
- 1924 *International Advertising Convention*, Wembley, London: 4,850 admen & women from all over the world (including 2,000 from US & Canada) came to the UK for ground-breaking conference
- 1924 First crossword in UK newspaper, *Sunday Express* (21 Nov)
- 1924 *J. Walter Thompson* moved to Bush House, Aldwych (remained there until 1942)
- 1924 *The Screen Advertising Association* formed to foster and regulate cinema advertising
- 1924 8th Olympic Games held, Paris
- 1924-32 Boom in cinema industry following removal of Amusement Tax
- 1925 *Advertising Association* founded with £2000 put aside from the Guarantee Fund of the *Wembley International Advertising Convention* (see 1924)
- 1925 *Press Association* acquired majority of *Reuters* shares
- 1925 *Lever House Advertising Service* (later *Lintas*) issued their first working manual (but had been in operation in London for years)
- 1925 Unemployment Insurance introduced
- 1925 *Vauxhall Cars* bought by *General Motors*, US
- 1925 First TV transmission, London (John Logie Baird)
- 1925 *J. Walter Thompson* (London) became a full service agency
- 1926 First electric traffic lights installed in UK
- 1926 General Strike
- 1926 *S. H. Benson* launched "*The Mustard Club*" (*Colman's Mustard*)
- 1926 *Electricity Board* founded
- 1926 Empire Marketing Board created a Film Unit
- 1926 *Winnie the Pooh* published
- 1926 *Aspro* ran campaigns featuring Lloyd George, Baldwin, Ramsay MacDonald and Austen Chamberlain (presumably without permission?)
- 1926 *Advertising Association* incorporated
- 1926 Merchandise Marks Act laid down various requirements including showing country of origin (see also 1938)
- 1926 Arrows & directional white lines on the road introduced, Hyde Park Corner, London
- 1926 Clarence Birdseye sets up *General Seafoods* for freezing fish, Gloucester, Mass., US
- 1927 *Institute of Incorporated Practitioners in Advertising* (later *IPA*) formed from *ABAA* (see 1921)

- 1927 British Advertising Convention (the third) at Olympia, organised by *Advertising Association*
- 1927 *The Solus Club* founded
- 1927 First sound movie newsreel (*Fox Movietone News*, New York)
- 1927 *Shell* withdrew all advertising signs in rural areas because of public opposition, retaining only those at filling stations describing brand and price
- 1927 *Mein Kampf* by Adolph Hitler first published
- 1927 German economy collapsed
- 1927 *Spillers Ltd* launched *Winalot* as a greyhound food
- 1927 *General Electric* market first modern flash bulbs, USA
- 1927 UK adspend estimated at £150m (figures Lord Kemsley)
- 1928 Women over 21 got the vote
- 1928 9th Olympic Games held, Amsterdam, Netherlands
- 1928 *Model T Ford* production reached 15 million
- 1928 *Dorland Advertising* (after forming a joint production company with Cecil Hepworth) released "One Good Turn...", a cinema advertising film for *Wolseley Cars*
- 1928 Sliced bread in regular US production on Otto Rohwedder's machines, Battle Creek, Michigan
- 1928 *Advertising Association* set up *Advertising Investigation Department* (succeeding National Vigilance Committee) to monitor advertising and started its "Scheme of Education in Advertising" (courses with syllabus, exams, certificates etc)
- 1928 *Lever House Advertising Service* became a limited company, *LHAS Ltd* (later *Lintas*)
- 1928 World's first scheduled television programmes shown in London theatre
- 1928 *Television* magazine (official organ of *the Television Society*) launched
- 1928 First all-talking feature film
- 1928 First cinema outside US to show full colour only films (*Oxford Theatre*, Manchester)
- 1928 Walt Disney produced first Mickey Mouse cartoon film, US
- 1928 First colour TV transmission, London (John Logie Baird)
- 1928 *Lady Chatterley's Lover* (by D. H. Lawrence) first published
- 1928 *S.H. Benson* took on *Guinness* advertising, using slogan "Guinness is good for you!"
- 1928 *BMW (Bayerische Motoren Werke)* produced first cars, British *Austin Sevens* under licence, under the name *Dixi 3/15* – previously they had produced aero engines & motor cycles
- 1929 First Advertising talkie film, UK (Meet Mr York, *Rowntree's* cartoon)
- 1929 *ISBA* conference set up *British Bureau of Circulations*, which became a limited company in 1931
- 1929 Packaged frozen food, *Fresh Ice Fillets* (haddock), Tsold in Toronto, Canada.
- 1929 Full-length colour "talkie" (*On with the Show*, *Warner Bros*)
- 1929 Colour advertising film UK, *It's an Ill Wind*, for *Tintex Dyes*
- 1929 UK tipped cigarette introduced, *Du Maurier*, *Peter Jackson Ltd*
- 1929 *Graf Zeppelin* made several intercontinental flights
- 1929 Labour Government formed
- 1929 Woman Cabinet Minister appointed, Margaret Bondfield, Minister of Labour
- 1929 *Lever Bros* and the *Margarine Union* (a Dutch conglomeration) merged to form *Unilever*
- 1929 *Museum of Modern Art* opened in New York 1929 UK adspend estimated at £180m (Lord Kemsley)
- Overall 20mph speed limit abolished – no speed restriction (see 1935), vehicle insurance made compulsory and minimum driving age introduced
- 1930 *Radio Normandy*, under Capt. Plugge [sic], beamed commercial radio to the UK
- 1930 London Olympia opened for British Industries Fair, with three exhibition halls: Empire, Grand and National Halls
- 1930 TV used for advertising (closed circuit) in both GB & US: Hairdressing Fair of

- Fashion, London Olympia, for *Eugene Method* & radio shops in Chicago for *Libby's* canned goods
- 1930 Sliced bread sold in Britain
- 1930 Press Association acquired the remaining 30% of *Reuters*
- 1930 UK's first multiple cinema (two screens) opened, *Regal Twins*, Manchester
- 1930 "Ashes Tour" - Australian cricket team with Bradman toured England
- 1930 World Cup (Association Football) held in Uruguay & won by hosts
- 1930 Amy Johnson flew solo from London to Australia (in a *Tiger Moth* named "Jason")
- 1930 Two million telephones and three million wireless licences in Britain
- 1930 *Daily Worker* newspaper launched
- First crossword appeared in *The Times*
- 1930 TV programmes listed for first time in UK newspaper (*Daily Express*)
- 1930 *S. H. Benson* took on *Macleans Toothpaste* account
- 1930 Paper teabags patented by William Hermanson of Technical Papers Corporation, Boston, US
- 1931 Great Depression in US
- 1931 *CBS W2XAB* New York broadcast three hours TV per day
- 1931 National Coalition government formed under MacDonald
- Audit Bureau of Circulations (ABC)* set up, with help from *ISBA* whose Secretary was *ABC's* Director for three years. First issue of *Vigilance Bulletin* published
- 1931 Electric razor manufactured in US, *Schick Inc.*, Stamford, Conn.
- 1931 *Alka-Seltzer* introduced in US
- 1931 Riots in London & Glasgow over Government's economic measures - second National Coalition government formed
- 1931 *SS1*, the first true *Jaguar* although with a *Standard* chassis, produced at Coventry factory
- 1931 *Ford (UK)* opened new factory at Dagenham, Essex
- 1931 *Murder Must Advertise* (by Dorothy L. Sayers) published - a murder mystery set in an advertising agency (Sayers worked as a copywriter at *S. H. Benson*)
- 1932 10th Olympic Games held, Los Angeles
- 1932 First colour photographs in GB newspapers, *The Times Weekly Edition*, 17 March
- 1932 Agencies signed agreement with *Newspaper Proprietors Association (NPA)* to commission and monitor ad quality
- 1932 *IAMA* founded
- 1932 Autobahn opened in Germany
- 1932 *Nestle* introduced *Nescafe*, the first instant coffee available in UK
- 1932 *Agfacolor* film launched by *Agfa*, Germany
- 1932 *London Philharmonic Orchestra* founded by Sir Thomas Beecham
- 1932 *British Union of Fascists* founded by Oswald Mosley
- 1932 *The Talking Aeroplane Co* staged a Batchelor's Peas commercial, breaking the two-minute silence on Armistice Day. Batchelor's terminated their contract and sued them for loss of trade
- First TV Party Political Broadcast, *Democratic Party*, CBS, New York
- Adolph Hitler elected German Chancellor
- 1933 *London Transport* (London Passenger Transport Board) created
- 1933 Alexander Korda's *London Films* produced advertising films for W. D. & H. O. Wills (tobacco)
- 1933 Polythene invented at *ICI's* Northwich works (went into production 1939)
- 1933 *Black Magic Chocolates* introduced by *Rowntrees*
- 1933 First household detergent launched in US, *Dreft (Procter & Gamble)*
- 1933 *Anglepoise* lamp manufactured, *Terry & Sons*, Redditch
- 1933 *British Market Research Bureau (BMRB)* set up by *J. Walter Thompson*, which became a limited company that year
- 1933 "Sir Stephen Tallents moved to the Post Office, where the first full-scale government public relations division was created. The Post Office Film Unit

- was formed and produced ground-breaking documentaries such as 'Night Mail'" (COI website)
- 1933 First use of "continuity strip" in advertising - *Horlicks* "Night-Starvation" strip, *J. Walter Thompson*
- 1933 Advertising and Marketing Exhibition held at Olympia
- 1934 *Glyndebourne Festival* founded
- 1934 *J. Walter Thompson* became first agency to set up Packaging Dept., designing, among other brands, *Kit Kat*, *Black Magic*, *Polo*, *Smarties*, *Horlicks* and many *Kelloggs* packs
- 1934 Regular air mail service to Australia introduced
- 1934 *Radio Luxembourg* began broadcasting commercial radio to the UK
- 1934 Roy (later Lord) Thomson acquired his first newspaper, *Timmins Press*, Ontario, Canada
- 1934 *Advertising Association* launched its first "Campaign to the Consumer", promoting the advantages of advertising
- 1935 National Government formed by Stanley Baldwin
- 1935 *Penguin Books* launched by Allen Lane, initially as an imprint of *The Bodley Head*
- 1935 30mph speed limit introduced in residential & some other areas
- 1935 *Kodak* marketed 35mm *Kodachrome* colour film
- 1935 NPA agreement made agencies indemnify publishers against libel
- 1935 *Kit Kat* chocolate bars introduced as *Chocolate Crisp* by *Rowntrees* of York
- 1935 Beer first sold in cans, *Krueger Brewing Co*, US
- 1935 Leslie Mitchell became UK's first TV announcer (26 August) - Elizabeth Cowell became first woman TV announcer a few days later
- 1936 11th Olympic Games held, Berlin
- 1936 *Volkswagen* car launched in Germany (October), going into production in 1937
- 1936 *TIM*, the *Telephone Speaking Clock*, introduced (voice of Ethel Cain)
- 1936 *Advertising Association* published first issue of its Journal
- 1936 *Aero* introduced by *Rowntrees*
- 1936 *J. Walter Thompson* became first agency to have its own recording studio (for radio commercials, many for *Radio Luxembourg*), Bush House, London
- 1936 January - Death of George V, succeeded by Edward VII – he abdicated in December, succeeded by George VI
- 1936 *BBC* began UK Public TV Service, the first "High Definition Service", suspended on the outbreak of WWII
- 1936 First colour UK press ad, for *Dewar's White Label Whisky*, in *Glasgow Daily Record* completed by *ISBA*, press & agencies
- 1936 *Maltesers* introduced by Mars of Slough, UK
- 1936 UK adspend estimated by the *Economist* to have fallen to £56m
- 1937 UK's first frozen food went on sale: *Smedley's Asparagus*, Wisbech, Cambs
- 1937 Miss J. A. Reynolds Managing Director of *Samson Clark & Co Ltd* (first woman head of agency?)
- 1937 Francis (brother of David) Ogilvy became General Manager of *Mather & Crowther*
- 1937 Italy joined Germany & Japan in "Anti-Communist Pact"
- 1937 *Mather & Crowther* becomes first UK agency to start a graduate "apprentice" scheme
- 1937 First public opinion poll in UK, *Gallup Poll* on Spanish Civil War and compulsory military service (for the UK)
- 1937 *Butlins Holiday Camp* opened in Skegness
- 1937 Nylon stockings introduced
- 1937 Insulin successfully used to treat diabetes
- 1937 *Snow White and the Seven Dwarfs* launched by Walt Disney, the first full length cartoon feature (in Technicolor)
- 1937 Football televised for first time in UK (Wembley Cup Final)
- 1938 Len Hutton (cricketer) scored a record 364 against Australia and was signed up to advertise *Seagers Egg-Flip*, *Yorkshire Relish*, *BP Petrol*, *De Reske*

- Cigarettes, bread, milk etc*
- 1938 Germany annexed Austria
- 1938 *Volkswagen* production began at Wolfsburg factory, Germany
- 1938 *Advertising Association* sponsored the Fourth International Advertising Convention, held in Glasgow
- 1938 *International Advertising Association* founded
- 1938 *Picture Post* founded
- 1938 *ABC Cinemas* decided not to show any advertising films (continued this policy until the beginning of the 1950s)
- 1938 *ISBA / IPA* produced first survey into listening patterns of sponsored radio programmes
- 1938 First TV gameshow (*Spelling Bee*, BBC Television, Chairman Freddie Grisewood)
- 1938 *Snow White & the Seven Dwarfs*, first full-length colour cartoon, released by *Disney Studios, USA*
- 1938 *Beano* (comic) published for the first time
- 1938 New Trade Marks Act & second Merchandise Marks Act
- 1939 Second World War began 3 September. During the war "a second Ministry of Information mobilised public opinion through iconic campaigns such as 'Make Do and Mend' and 'Dig for Victory'"
- 1939 *International Chamber of Commerce Advertising Code of Standards* (ICC Code) adopted
- 1939 *Advertising Association* set up a "representative committee", under Lord Ashfield, which kept in close contact with Government departments
- 1939 First TV commercials on regular TV service, NBC / W2XBC New York City (*Socony Vacuum Oil, General Mills & Ivory Soap*)
- 1939 Polythene manufactured by *ICI* (see 1933)
- 1939 *Gone with the Wind* released
- 1939 *Pan-American Airways* began regular US to Europe flights
- 1939 Cancer Act forbade advertisements claiming cures or advising remedies
- 1939 King Size cigarettes launched, *Pall Mall, American Tobacco Co, US*
- 1939 By the end of the 30s *JWT* had become an important force in cinema advertising, commissioning, among others, cartoon animation films for Horlicks
- 1940-45 Government expenditure on advertising during WW II totalled some £9.5m. During the war the Government received a discount of 2½% on all space orders, with larger spaces allowed than other advertisers, who were restricted by paper/space rationing
- 1940 Food rationing introduced
- 1940 *Home Guard* formed
- 1940 Battle of Britain
- 1940 BBC requisitioned *JWT's* Bush House studios and gradually much of the office space. *JWT* moved to Grafton Street & Watford.
- 1940 Ministry of Information took over the Post Office Film Unit
- 1940 Clothes rationing introduced in UK
- 1941 (1 June) First colour TV service, *CBS, Station WCBW* New York
- 1941 First colour television commercial, for *Bulova* Watches on *WNBT, New York*
- 1941 *Terylene* invented at *ICI's* Accrington factory (see 1955)
- 1941 Single women aged 20-30 declared liable for military service
- 1941 Pearl Harbor (December). Japanese surprise attack – US entered war
- 1942 Beveridge Report on social security published
- 1942 Utility mark introduced: a sign of quality without excessive use of materials
- 1942 *Advertising Association* published "Advertising in War-Time" memorandum (guide) written by F. P. Bishop
- 1942 Lord Mackintosh became President of the *Advertising Association*
- 1943 Electronic computer, *Colossus I*, went operational at Government Research Establishment, Bletchley Park, UK
- 1943 Ball-point pen patented by Lasalo Biro, a Hungarian in exile in Argentina
- 1944 Ball-point *Biro* pens made under licence by Henry Martin for UK Government

- (especially for air crews)
- 1944 First high-fidelity recordings, *Decca*, UK
 - 1944 Allied invasion of Europe (D-Day 6 June)
 - 1944 Pay-as-you-earn (PAYE) Income Tax introduced
 - 1944 Olivier's film of *Henry V* released
 - 1944 *JWT* began their move from Grafton Street to 40 Berkeley Square
 - 1945 May – Victory in Europe celebrated (VE Day)
 - 1945 August – Atomic bombs dropped on Hiroshima & Nagasaki, Japan surrendered
 - Labour won General Election
 - 1945 *BBC Light Programme* launched
 - 1945 *J. Walter Thompson* established at 40 Berkeley Square (December)
 - Biros* launched commercially in UK by *Miles-Martin Pen Co* in time for Christmas
 - Central Office of Information* established (1 April), "formed mainly from the production division of the Ministry of Information" (*COI* website)
 - 1946 Paper rationing partly lifted, boosting newspaper circulations (22 Sept)
 - 1946 Television transmission resumed, TV licences introduced (£2)
 - 1946 *Radio Luxembourg* resumed commercial radio broadcasting to UK
 - 1946 Boom time of UK cinema industry with 635m admissions to 4,703 cinemas
 - 1946 United Nations General Assembly held first session
 - 1946 Bank of England nationalised
 - 1946 National Health & National Insurance Acts came into force
 - 1946 Free school milk introduced for all pupils
 - 1946 "Bebop" dancing popular in US
 - 1946 Bikini swimsuit (designed by Louis Reard) first modelled, at Paris fashion show
 - 1946 First photosetting machine (*Harris Intertype*, US)
 - 1946 *BBC Third Programme* introduced
 - 1946 *Scrabble* launched in US but known as *Lexico*
 - 1947 First recorded TV transmission, US
 - 1947 Newspapers freed from wartime restrictions on sales
 - 1947 Royal Commission on the Press established to look into editorial matters and possible domination by large groups – recommended establishment of Press Council
 - 1947 Advertising Convention held in Margate
 - 1947 Independence of India
 - 1947 First supersonic flight
 - 1947 Coal industry nationalized
 - 1947 Transistor invented at *Bell Telephone Laboratories*, USA
 - 1947 School-leaving age raised to 15
 - 1947 Marriage of Princess Elizabeth & Prince Philip
 - 1947 Dead Sea Scrolls discovered
 - 1948 Israel founded
 - 1948 National Health Service established (July)
 - 1948 Electricity & inland transport nationalized
 - 1948 Bread rationing ended
 - 1948 14th Olympic Games held, London
 - 1948 Prince Charles born
 - 1948 *Institute of Public Relations* - inaugural meeting held
 - 1948 "A Statistical Analysis of Advertising Expenditure and the Revenue of the Press" published in book form. This was a report by the National Institute of Economic & Social Research, commissioned by the *Advertising Association*, to counter criticism of the industry and "ill-informed or purely partisan articles"
 - 1948 *News of the World* claimed over 8m readership
 - 1948 *Code of Standards of Advertising Practice* established relating to film and slide advertising – from now on cinema ads were shown with house lights down (after campaigning by ISBA)

- 1948 *Hewitt Ogilvy Benson & Mather (OBM from 1952)* founded in New York by David Ogilvy (with backing from both *Benson's* & *Mather & Crowther* in the UK)
- 1948 First "dry" photocopier demonstrated, *Xerox Model A*
- 1948 Transistor invented
- 1948 *Polaroid* cameras introduced by Edwin Land
- 1948 *Morris Minor* launched – the new design by Alec Issigonis (previous *Minor* from 1929)
- 1948 First regular UK TV news, *BBC Television Newsreel*, introduced by Richard Baker
- 1948 *Carnation* introduced *Friskies*, a canned dogfood
- 1949 Gas industry nationalized
- 1949 *BBC* began first regular TV (UK) weather forecast
- 1949 "Apartheid" policy began in South Africa
- 1949 Dock Strike
- 1949 George Orwell's *1984* published (written in 1948)
- 1949 North Atlantic Treaty (NATO) signed
- 1949 Royal Commission on the Press
- 1949 Advertising Convention held in Buxton
- 1949 First 331/3 RPM LP (*Decca*, UK for US market)
- 1949 Sales of ball-point pens outstripped fountain pens
- 1949 Self-service launderette opened by *Bendix Home Appliances*, Queensway, London
- 1950 Petrol rationing ended
- 1950 GCE 'O' and 'A' Levels introduced (replacing School Certificate)
- 1950 Korean War began
- 1950 *S. H. Benson Ltd* acquired a controlling interest in *H. C. Longley Ltd* (Birmingham)
- 1950 Credit cards issued by *Diners Club*, New York
- 1950 32,516 people divorced in the year (8,396 in 1940)
- 1950 Total sale of national newspapers reached 17,000,000 per day
- 1950 First self-service *Sainsbury's* store opens in Croydon
- 1950 Another woman head of advertising agency: Olive Hirst, *Sell's Advertising*, London (but see 1937)
- 1950 First floppy disc, Imperial University, Tokyo, licensed to *IBM*
- 1950 Contraceptive pill invented in US (developed over next few years but see 1960)
- 1951 Iron & steel industries nationalized
- 1951 Zebra crossings introduced
- 1951 *Festival of Britain*
- 1951 *Miss World* contest held for first time, organised by Eric Morley of *Mecca Ltd* (to coincide with Festival of Britain)
- 1951 Electronic computer manufactured, by *Ferranti* (and by *Remington Rand* simultaneously in US), *Ferranti Mark I* installed at Manchester University
- 1951 First pay TV, US
- 1951 Lifting of war-time paper restrictions in UK
- 1951 Conservative government elected (October), Churchill became PM again
- 1951 X-Certificate classification of films introduced
- 1951 *The Archers* came on the air (*BBC Radio*) for the first time
- 1952 15th Olympic Games held, Helsinki, Finland
- 1952 Britain tested A-bombs in Australia
- 1952 Advertising expenditure £123 million, 0.77 of GNP
- 1952 First flip-top cigarette pack (*Rothman's*, South Africa)
- 1952 Elizabeth II came to the throne (on death of father, George VI)
- 1952 Kitemark replaced Utility mark as a British Standard symbol of quality & safety
- 1952 Misleading descriptions in beer and spirit ads prohibited
- 1952 *The Scotsman* bought by Roy Thomson
- Hydrogen bomb detonated by USA, Marshall Islands

- 1952 Tea bags introduced in UK by *Tetley* (1952-1953)
- 1952 *Austin & Morris* merged to form the *British Motor Corporation (BMC)*
- 1952-54 Lifting of wartime controls boosted advertising spend
- 1953 Death of Stalin
- 1953 Eisenhower became US President
- 1953 Everest climbed
- 1953 Coronation of Elizabeth II – estimated 20 million audience on 2.5 million sets in UK
- 1953 Road transport and iron & steel industry denationalized
- 1953 Myxomatosis (disease in rabbits) outbreak in UK and Europe
- 1953 Cinemascope film, *The Robe*, premiered in US
- 1953 *Babycham* launched
- 1953 Roy Thomson acquired *The Scotsman*
- 1954 End of food rationing
- 1954 London Gold Market reopened (March) after fifteen years
- 1954 Advertising expenditure up to £157 million, 0.87% of GNP
- 1954 Cannes Lions International Advertising Festival launched in Monte Carlo, sponsored by *Pearl & Dean*
- 1954 *Institute of Incorporated Practitioners in Advertising* became *Institute of Practitioners in Advertising (IPA)*
- 1954 Bill Haley recorded "Rock Around the Clock" (US)
- 1954 UK Television Act passed
- 1954 The UK Television Act set up ITA and laid down rules for future TV advertising (Advertising Advisory Committee set up).
TV advertisements had to be "clearly distinguishable as such and recognisably separate from the rest of the programme" and only "at the beginning or end of the programme or in natural breaks therein".
Subliminal advertising was thus prohibited, although not explicitly.
- 1954 Billy Graham preached in London
- 1954 Roger Bannister ran the mile in under four minutes
- 1954 First electronic computer in regular business use, *Lyons Electronic Office, LEO* at *J. Lyons & Co*, London
- 1954 Nasser seized power in Egypt
- 1954 Connection between lung cancer & smoking first proposed
- 1954 *The Grove Family* launched by *BBC*, UK's first TV drama series – it ran for over three years
- 1955 Conservatives won general election with majority of 60, Eden became Prime Minister, succeeding Churchill
- 1955 *Luncheon Vouchers* launched in UK
- 1955 *Terylene* mass-produced by ICI (see 1941), licensed to *Dupont* in USA (as *Dacron*)
- 1955 Commercial TV launched in UK
- 1955 First UK TV commercial (*Gibbs SR Toothpaste*) on opening of *Independent Television (ITV)*, 22 September – agency *Young & Rubicam*
- 1955 Other ads on first night of *ITV* were: *Kraft Cheese Slices* (claimed by *J. W. Thompson* to have been second ad), *Cadbury's Drinking Chocolate* (often said to have been second ad), *Guinness*, *Batchelor's Peas*, *Brillo*, *Crosse & Blackwell*, *Dunlop Rubber*, *Esso*, *Ford*, *Remington Rand*, *Shredded Wheat*, *Surf*, *Watneys*, *National Benzole*, *Woman* (magazine), *Coty*, *Brown & Polson*, *Express Dairy Co.*, *Crompton Lamps*, *Lux*, *Summer County Margarine*, *E. K. Cole* (*Ecko Radio & TV*)
- 1955 First animated UK TV ad, *Remington Razor* (on opening night)
- 1955 Sir John Barbirolli (conductor of the Hallé orchestra) announced that he would not allow any commercial breaks in any of his broadcast concerts
- 1955 *Advertisers Weekly* (the highest weekly selling trade journal) published guidelines on TV advertising: "Product demonstrations must be believable", "Use the kitchen for believability", "Wild claims look absurd on TV" among them
- 1955 *TV Times* magazine launched

1955 IPRA founded
 1955 First UK shopping centre, Coventry
 1955 First Fluoride toothpaste (*Crest*, Procter & Gamble, US)
 1955 *Lego* launched in Denmark (from "leg godt" "play well")
 1955 *News of the World* claimed 8,000,000 circulation
 1955 Ruth Ellis became last woman to be hanged in UK
 1955 Salk polio vaccine developed
 1955 Yellow lines restricting parking introduced, Slough, Bucks (town later moved to Berks)
 1956 16th Olympic Games held, Melbourne, Australia
 1956 £10.5m spent on UK TV advertising in its first year. Advertising expenditure overall up from £157 million (1954 figure) to £196 million, 0.93% of GNP
 1956 TAM TV ratings began (research by Television Audience Measurement Ltd)
 1956 *Tesco* supermarket opened
 1965 *PG Tips* launched its "Chimps Tea Party" ad campaign
 1956 Merchandise Marks Act introduced, the forerunner of Trade Descriptions Act (1968)
 1956 Newsprint rationing restrictions lifted
 1956 Control of Suez Canal seized by President Nasser of Egypt
 1956 Cyprus "troubles" began
 1956 Hungarian uprising (October)
 1956 Aldermaston march by CND
 1956 UK's first nuclear power station opened, Calder Hall, Cumbria
 1956 Wedding of Prince Rainier of Monaco & Grace Kelly
 1956 *Birds Eye Peas* - "Sweet as the moment when the pod went 'Pop'" slogan introduced by *Lintas* (copywriter Len Heath)
 1957 IPA banned the use by its members of subliminal advertising
 1957 *Scottish Television* began broadcasting (Roy Thomson acquired commercial TV franchise)
 1957 An estimated 55% (ie the majority) of British households had TV sets
 1957 *Picture Post* ceased publication
 1957 *Which?* Consumer magazine launched / Consumer Association founded by Michael Young
 1957 *Velcro* manufactured, Aubonne, Switzerland
 1957 Transistor radio launched (*Sony-TR63*, Japan)
 1957 First UK sponsored sports event, *Whitbread Gold Cup* (horse racing)
 1957 Anthony Eden succeeded as PM by Harold Macmillan
 1957 Rome treaty signed, establishing "Common Market"
 1957 *Sputnik* launched, first space satellite
 1957 Britain tested Hydrogen bomb (H-Bomb) in central Pacific
 1957 *Premium Bonds* introduced, winners selected by ERNIE
 1957 "Go to work on an egg" campaign by *Mather & Crowther* for *BEMB*
 1958 "Race riots" in Nottingham & Notting Hill
 1958 European Economic Community (EEC) established
 1958 CND (Campaign for Nuclear Disarmament) established with Bertrand Russell as President
 1958 Advertising expenditure up to £249 million, now above 1% of GNP (1.08%)
 1958 *Texas Instruments* unveiled first integrated circuits
 1958 *Benton & Bowles* opened London office (their first international one)
 1958 Restrictions on opticians advertising introduced
 1958 Parking meters introduced in London
 1958 Subscriber Trunk Dialling (STD) service introduced in Bristol for UK
 1958 *Blue Peter*, BBC children's programme, transmitted for first time
 1958 *S. H. Benson Ltd* moved to larger premises at 129 Kingsway
 1958 "Drinka Pinta Milka Day" campaign started by *Mather & Crowther*
 Last debutante presented at Court
 1958 £303,000 spent on TV laxative advertising, £179,000 on bread and bakeries
Thomson Organisation bought *The Sunday Times* & rest of *Kemsley Newspapers Ltd*

- for £5 million
- 1959 *The Manchester Guardian* became *The Guardian* & started printing in London & Manchester
- 1959 First section of the M1 motorway opened
- 1959 Mini (car) - first *BMC Mini* produced, launched simultaneously as the *Morris Mini-Minor* and the new *Austin Seven*
- 1959 *Garrad* launched first UK cassette recorder
- 1959 Labour Party (in Opposition) set up independent Advertising Inquiry Committee to "watch for all kinds of socially harmful advertisement"
- 1959 Conservatives retained power at General Election
- 1959 *Face to Face* began (TV interview programme)
- 1959 *Anglia TV* began commercial broadcasting in East Anglia
- 1959 Semiconductor integrated circuits patented by *Fairchild Semiconductors USA*
- 1959 Independent TV launched in Northern Ireland by *Ulster TV*
- 1959 *Coors Co* introduced aluminium tab tops on beer cans, USA
- 1959 *Sutherland Paste* withdrew £4,600 worth of advertising because Granada TV did not play the National Anthem at closedown
- 1960s Number of TV receivers up to 10 million by 1960, proliferation of advertising to new media including minicabs, buses, bingo halls, launderettes, tee shirts etc. In France Jean-Claude Decaux introduced advertising on bus shelters, offering the shelters free to local authorities
- 1960 17th Olympic Games held, Rome
- 1960 Prime Minister Macmillan made "winds of change" speech about African nationalism to South African parliament
- 1960 "Call-up" for National Service ended
- 1960 Advertising expenditure around £323 million, 1.24% of GNP
- 1960 Advertising was allowed on taxis ("ambient media")
- 1960 "The Lonely Man Theme" (composer Cliff Adams) for *Strand Cigarettes* entered the UK Hit Parade
- 1960 *Milky Way* slogan: "The sweet you can eat between meals without ruining your appetite"
- Oral contraceptive ("The Pill") first marketed
- 1960 *News Chronicle* and *The Star* ceased publication
- 1960 *Sunday Graphic* ceased publication
- 1960 MOT Tests and parking tickets introduced
- 1960 First plastic carrier bags produced in Sweden, with ads for a hotel & *Strom Shoes*
- 1960 Use of aircraft and balloons for advertising prohibited
- 1960 *Coronation Street*, UK's first "soap opera"
- 1960 TV confrontation between Nixon & Kennedy
- 1960 Sharpeville massacre in South Africa
- 1960 Mrs Banderanaiké became first woman PM (of Ceylon, now Sri Lanka)
- Pacemaker device (for heart surgery) developed
- 1960 *Xerox 914* photocopier marketed, first automatic copier to use plain standard paper
- 1960 *News Chronicle* ceased publication (incorporated into *Daily Mail*)
- 1960 GMU (General Municipal Workers Union) advertised on ITV
- 1960 *Jaguar* took over *Daimler (UK)*
- 1961 Advertising Association set up the Committee on Advertising Practice (CAP)
- 1961 *Thomson Publications (UK)* formed to launch acquire business & consumer magazines & book publishing companies
- 1961 John F. Kennedy inaugurated as 35th President of the USA
- 1961 Yuri Gagarin became first person to orbit the earth in space
- 1961 Berlin Wall erected
- 1961 *British Code of Advertising Practice* published by CAP- independent TV companies agreed to abide by the voluntary code
- 1961 Consumer Protection Act
- 1961 Royal Commission on the Press (see also 1947) to examine economic & financial structure

- 1961 First British TV series on US TV (*Danger Man*, Patrick McGoohan)
- 1961 ISBA operated the *Code of Standards for Advertising on Business Premises* ("Anti-clutter Code") resulting in some 500,000 ads being removed over nine years
- 1961 *Sunday Telegraph* launched
- 1961 *E-Type Jaguar* launched
- 1962 Cuban missile crisis
- 1962 Advertising expenditure increased to around £348 million, 1.19% of GNP
- 1962 Advertising Standards Authority (ASA) established and adjudicated on the first complaints (under 100 in first year)
- 1962 Outdoor advertising controls introduced
- 1962 Design & Art Directors Association (D&AD) formed
- 1962 *Grey Advertising* (USA) bought London agency *Charles Hobson*
- 1962 Beeching Report on the Railways (March)
- 1962 Newspaper published by facsimile reproduction (*Wall Street Journal*, US)
- 1962 *Telstar 1* (US) launched, first active communications satellite
- 1962 First Trans-Atlantic TV transmission
- 1962 Marilyn Monroe died
- 1962 First UK newspaper colour supplement published, *The Sunday Times Colour Section* (4 Feb)
- 1962 Royal College of Physicians report linked smoking with health problems and suggested restrictions on advertising
- 1962 ITA and tobacco manufacturers code of practice ended romantic situations and "an over-emphasis of pleasure" in tobacco advertising. Cigarette ads limited to periods when children were least likely to be watching.
- 1962 *Private Eye* (magazine) launched
- 1962 *After Eight* (mints) introduced by *Rowntrees*
- 1962 *That Was The Week That Was* TV satire show appeared
- 1962 Centigrade first used in UK for weather forecasts
- 1962 Jamaica and Trinidad & Tobago became independent
- 1963 UK refused entry to EEC by De Gaulle's veto
- 1963 Layton Awards discontinued
- 1963 D&AD held first awards ceremony & exhibition (opened by Lord Snowdon) at London Hilton, 2500 entries, one black & sixteen yellow pencils awarded
- 1963 IPC (*International Publishing Corporation Ltd* formed to implement merger of *Daily Mirror Newspapers Ltd* & *Sunday Pictorial Newspapers Ltd*)
- 1963 Betting advertising restricted
- 1963 Infomercial style TV advertising was banned in UK
- 1963 Six-minute ad shown for *Vauxhall Viva*
- 1963 The Beatles' *She Loves You* reached No 1
- 1963 Great Train Robbery
- 1963 Profumo scandal
- 1963 Sir Alec Douglas-Home succeeded Macmillan as PM
- 1963 (November) President Kennedy assassinated in Dallas, Texas
- 1963 Dartford (Kent) – Purfleet (Essex) road tunnel opened (Dartford Road Crossing)
- 1963 The Royal Navy withdrew from eight years' participation in *Senior Service* cigarette commercials
- 1963 *Polaroid* instant colour film & cameras introduced
- 1964 18th Olympic Games held, Tokyo
- 1964 Advertising expenditure up to around £416 million, 1.23% of GNP
- 1964 *The Sun* launched by IPC, replacing *The Daily Herald* and ending connection with the TUC
- 1964 *Radio Caroline* (pirate radio station) launched by Ronan O'Rahilly
- 1964 *BBC 2* launched
- 1964 BEMB (British Egg Marketing Board) took a full page ad in *Television Mail* to announce (with a mock theatre poster) a TV ad directed by Joan Littlewood, produced by Anthony Shaffer, starring Avis Bunnage and George Sewell, with cameraman Nicholas Roeg

- 1964 Automatic ticket barriers introduced on the London Underground (Stamford Brook)
Labour Government elected, Harold Wilson became Prime Minister (October)
- 1964 Perforated teabags introduced in UK by *Tetley*
- 1964 Home perm TV commercials dropped (long straight hair became more fashionable)
- 1964 *Observer* launched colour supplement
- 1964 *OBM* and *Mather & Crowther* merged in New York to form *Ogilvy & Mather International*
- 1964 US Surgeon General's Report on Smoking & Health
- 1964 *IBM Wordprocessor* introduced, US
- 1964 *Action Man* toy launched by *Mattel*, California
- 1964 *Correges* (Paris) introduced above the knee skirts (mini skirts)
- 1964 First Low Tar cigarettes, *Carlton*, *American Tobacco Co*, US
- 1964 *ICI Paints Dulux* dog (an Old English Sheepdog) introduced in TV campaigns
- 1965 Death of Sir Winston Churchill
- 1965 First strike of North Sea Oil
- 1965 First woman High Court judge appointed
- 1965 UK TV advertising spend increased to £92.5m (after first 10 years)
- 1965 *Radio Caroline* & other radio "pirates" launched
- 1965 Viet Nam war – 3,500 US marines landed
- 1965 Cigarette advertising (but not ads for cigars and pipe-tobacco) banned on UK TV despite industry protests
- 1965 Most of *Samson Clark* reformed as *Davidson Pearce Berry & Tuck Ltd* - but continued under the old name as a financial advertising agency
- 1965 Fibre-tipped pen, *Penline*, introduced
- 1965 *Wilkinson Sword* introduced stainless steel razor blades
- 1965 *Thomson Travel* formed by acquiring existing travel companies & *Britannia Airways*
- 1965 *Early Bird* (US) satellite launched, enabling telephone calls by satellite (eg US – UK)
- 1965 Capital punishment abolished in UK
- 1965 *Longlife Milk*, *Express Dairies*, Manchester
- 1966 NABS (National Advertising Benevolent Society) Peterhouse retirement care complex established
- 1966 England won World Cup (Association Football), beating West Germany 4-2 (Hurst 3)
Number of agencies (estimated at 20,000)
- 1966 Advertising expenditure up to £447 million, 1.15% of GNP
- 1966 *Ogilvy & Mather International* went public in London & New York
- 1966 *Barclaycard*, the first UK credit card, introduced
- 1966 *Advertising Standards Authority* formed by a partnership CHECK 1962!!!
- 1966 D&AD introduced new design award pencils
- 1966 *The Times* bought by Roy Thomson who set up *Times Newspapers Ltd* to publish both it and *The Sunday Times*
- 1966 *The Times* moved news to the front page, replacing classified ads
- 1966 *Daily Telegraph* launched colour supplement (moved to *Sunday Telegraph* in 1976)
- 1966 Desk-top office fax machine launched, *Xerox Magnafax Telecopier*
- 1966 Commercials for starch, previously regularly seen, dropped from TV because of changing shirt fashions
- 1967 *North Sea Gas* first pumped ashore by *BP*
- 1967 *W. S. Crawford & Dorland Advertising* merged
- 1967 Colour TV service introduced in UK, on BBC only (2 December – BBC2) – official launch, Wimbledon tennis etc
- 1967 *Kattomeat* started using the Arthur the white cat in TV campaigns
- 1967 Marine Broadcasting Offences Act made it an offence to supply or buy time on pirate radio stations. There were up to 10 pirate stations, with *Radio Caroline* and *Radio London* between them estimating their audience as

- exceeding 13 million
- 1967 *BBC Radio One* launched
- 1967 Ads giving hire purchase terms regulated
- 1967 Statutory breathalyzer test introduced
- 1967 "Beanz Meanz Heinz" slogan by *Young & Rubicam* (written by Maurice Drake)
- 1967 *Maclaren Minor*, first lightweight aluminium baby buggy introduced
- 1967 First local radio station, *BBC Radio Leicester*
- 1967 The Beatles released *Sergeant Pepper's Lonely Heart's Club Band* (LP / album)
- 1967 "Six Day War" in Middle East
- 1967 Pound Sterling devalued
- Cash dispenser introduced, *Barclays*, Enfield, opened by Reg Varney
- First human heart transplant, Cape Town, South Africa
- 1968 19th Olympic Games held, Mexico City
- 1968 Advertising expenditure up to £503 million, 1.14% of GNP
- 1968 Free school milk for secondary schools abolished (by Labour Government)
- Cramer Saatchi* founded in London by Ross Cramer & Charles Saatchi
- 1968 *Benson Needham Univers* (international network) formed
- 1968 *BMC* taken over by Leyland, forming *British Leyland Motor Corporation*
- 1968 Robert Kennedy & Martin Luther King assassinated in US
- 1968 Richard Nixon (Republican) elected US President
- 1968 Trade Descriptions Act made it an offence to apply a "false trade description" (in effect, any statement that might influence a purchasing decision) to any goods
- 1968 *Time Out* listings magazine launched
- 1968 *Campaign* magazine launched (6 September), replacing *World's Press News & Advertising Review*
- 1968 First radio phone-in programme in UK, *Radio Nottingham*
- 1968 *ISBA* report on overseas advertising expenditure by UK companies
- 1968 Health Education Council (now Authority) set up
- 1968 *National Bus Company* formed (later *National Express* etc)
- 1968 System introduced to control ads for medicines
- 1968 *Theatres Act* abolishes theatre censorship
- 1968 *Hair*, a musical with "full frontal nudity", arrived on London stage
- 1968 London post codes introduced, starting with W1 area
- 1968 Microprocessor introduced by *Intel*, USA
- 1968 *Jacuzzi Roman Bath / Jacuzzi*s introduced by Roy Jacuzzi, California
- 1968 Wimbledon Tennis became Open, to amateurs and professionals
- 1968 First UK heart transplant
- 1968 Abortion legalized by Abortion Act, introduced by David Steel
- 1968 "Two-tier postal system" (1st & 2nd Class) introduced
- 1968 Enoch Powell made anti-immigration speech about "rivers of blood"
- 1969 Laxative TV advertising annual spend reached all time high of £597,000 but declined thereafter (see 1978)
- 1969 Voting age reduced from 21 to 18
- 1969 Golda Meir became PM of Israel
- 1969 Investiture of Charles as Prince of Wales at Caernarvon Castle
- 1969 British Army took over policing & security in Northern Ireland
- 1969 Manned lunar landing (21July), Neil Armstrong became "first man on the Moon"
- 1969 *S. H. Benson Ltd* went public
- 1969 Revised edition of *Independent Television Code of Advertising Standards and Practice*, with references to new legislation: Trade Descriptions Act, Medicines Act and Children (Performers) Regulations
- 1969 Colour TV launched on ITV and BBC1 (BBC2 only from 1967) - First UK colour TV commercial, *Come Home to Birds Eye Country* for *Bird's Eye Peas* (agency *Lintas*) transmitted by *ATV Midland Region*, 10.05am, 15 November
- 1969 Group of newspapers & magazines, including *Radio Times*, announce non-acceptance of tobacco advertising

- 1969 *ISBA* promoted outdoor advertising site evaluation and classification scheme
- 1969 First media independent, *Media Buying Services (MBS)*, launched (later part of *Interpublic Group*)
- 1969 *Booker Prize* (literature) inaugurated
- 1969 Microprocessor (first commercially produced) launched by *Intel Corporation*, US
- 1969 Colour photocopier launched by *3M*, St Paul, US
- 1969 50 pence (10 shillings) coin introduced (14 Oct)
- 1969 Multiplex (triple) cinema opened, *ABC* Edinburgh
- 1969 *The Sun* acquired by Rupert Murdoch, already owner of *The News of the World*
- 1969 *The Black & White Minstrel Show* closed at London's Victoria Palace Theatre after a seven year run (longest-running musical up to that time)
- 1969 Maiden flight of *Concorde*
- 1969 *J. Walter Thompson* won the *Guinness* account from *Benson's* (after 40 years)
- 1969 "Pregnant Man" campaign for Health Education Council - copywriter (originator) Jeremy Sinclair, agency *Cramer Saatchi*
- 1969 *London Press Exchange* and *Leo Burnett* merged, forming the fourth largest advertising network in the world
- 1970 Advertising expenditure up to £554, 1.06% of GNP
- 1970s Expansion of "freesheets" as an advertising medium
- 1970 Advertising Codes of Practice tightened (alcohol advertising only allowed to promote specific brands, not to encourage drinking in general)
- 1970 *Saatchi & Saatchi* launched
- 1970 Equal Pay Act passed
- 1970 *Reed International & IPC* merged
- 1970 TV annual advertising spend on photography-related products reached £533,000
- 1970 Germaine Greer's *The Female Eunuch* published
- 1970 First topless models in national papers (Page Three Girls) introduced by *The Sun*
- 1970 Conservatives won general election by 31 seats (June), Ted Heath became Prime Minister
- 1970 UK's first "sex shop", *Ann Summers Sex Supermarket* opened in London
- 1970 Car cassette player, *Philips N2602*, developed & marketed in UK
- 1970 Total TV ad spend on records, cartridges and cassettes only £3,000 (see 1978)
- 1970 Decimal postage stamps available in UK from 17 June
- 1970 Pocket calculator with paper print-out (*Canon*, Japan)
- 1970 *Boeing 747* (Jumbo Jet) London-New York service introduced
- 1970 *Harpers & Queen* launched (following merger)
- 1970 *Davidson Pearce Berry & Tuck* amalgamated with *Spottiswoode Advertising* to form *Davidson Pearce Berry & Spottiswoode*
- 1971 *Ogilvy & Mather* (London) took over *S. H. Benson* to form *Ogilvy Benson & Mather*
- 1971 *Open University* inaugurated
- 1971 US ban on radio and television advertising of cigarettes
- 1971 *Time Buying Services* launched
- 1971 UK adopts decimal currency system (15 Feb)
- 1971 First Industry /Government agreements on tobacco advertising and promotion control
- 1971 Government Health Warning on cigarette packets ("voluntary agreement")
- 1971 Free school milk abolished (Margaret Thatcher, Education Secretary)
- 1971 First car with fully-automatic transmission, *Daf Variomatic*, Netherlands
- 1971 Digital watch, *Pulsar*, introduced by *Theiss & Crabtree*, Dallas, US
- 1971 "Clunk, Click, Every Trip" road safety / seat belt campaign, TV ads with Jimmy Savile
- 1971 Annual UK TV advertising spend rose to £143m

- 1971 *Thomson* joined consortium to explore for oil and gas in the North Sea
- 1971 Persil priced at p per lb (pound)
- 1972 20th Olympic Games held in Munich – death of Israeli athletes
- 1972 Advertising expenditure up to £714 million, 1.09% of GNP
- 1972 Miners' Strike led to power cuts & state of emergency (Feb)
- 1972 Watergate crisis in US
- 1972 Silver / white on black car number plates were phased out
- 1972 First video game (*Pong*) marketed in US by Nolan Bushnell, founder of *Atari*
- 1972 UK Sound Broadcasting Act provided for setting up of 60 independent radio stations under *Independent Broadcasting Authority*
- 1972 ITA (The Independent Television Authority) became IBA (The Independent Broadcasting Authority) with increased responsibility to cover commercial radio as well as television
- 1972 Labour Party Green Paper on Advertising condemned it for creating an imbalance between consumer & producer to be rectified by creating an independent *National Consumers Authority*. Troubles besetting newspaper industry blamed on "excessive reliance on advertising revenue". This led to the strengthening of the industry-financed self-regulatory *Advertising Standards Authority*, thus removing the threat of legislation
- 1972 Ban on tobacco advertising at sports events
- 1972 Shoe polish advertising began a marked decline
- 1972 40,000 Ugandan Asians expelled by President Amin
- 1972 UK, Eire & Denmark joined the Common Market (January)
- 1972 *J. Walter Thompson* was the top agency network with worldwide billings of \$779,000.
Cosmopolitan magazine launched in UK 1972
- 1972 *Masius Wynne-Williams* merged with *D'Arcy-MacManus* International.
- 1972 New IBA Code for radio & TV advertising, including sponsorship
- 1972 Cable TV introduced in UK, *Greenwich Cablevision*, Plumstead (SE London)
- 1973 Ceasefire agreement signed in Viet Nam, US troops withdrew
- 1973 Wedding of Princess Anne & Mark Philips
- 1973 TBWA established in London by French agency *Tragos, Bonnange, Weisendanger & Arjoldi*, with John Bartle and Nigel Bogle as joint managing directors and John Hegarty as creative director
- 1973 Launch of first personal computer based on a microprocessor, *Micral*, Paris
- 1973 Video game marketed in UK, *Tele-Tennis* (based on *Pong*), by M. Green, Oldham
- 1973 *LBC* launched, first commercial radio station in UK, followed by *Capital Radio* a week later (both in London)
- 1973 Cigarette advertising banned on radio
- 1973 Fair Trade Act and Office of Fair Trading set up
- 1973 UK's first black TV newscaster, Trevor MacDonald, ITN
- 1973 Sydney Opera House opened (designed by Danish architect Joern Utzon)
- 1973 Independent Broadcasting Authority Act controlled advertising on commercial TV & radio
- 1973 Excessive world demand for paper restricted supplies in boom advertising period
- 1973 VAT (Value Added Tax) introduced
- 1973 Access credit card launched
- 1973 Annual TV ad spend on motor cars up from £761,000 in 1972 to £1,677,00 by the end of 1973 (see also 1975 & 1978)
- 1974 Advertising expenditure up to £907 million, 1.06% of GNP
- 1974 Miners' strike, three day week, fall of Conservative Government under Ted Heath
- 1974 Minority Labour Government formed under PM Harold Wilson (March), with second general election in October giving them an overall majority of three
- 1974 Joint Franco-British trial boring of Channel Tunnel began
- 1974 ASA restructured and refinanced
- 1974 TV adspend dropped for the first time, from £210m to £195m at end of year

1974 IRA bombing of Birmingham pubs & Tower of London
 1974 US President Nixon resigned, replaced by Gerald Ford
 1974 *The History of Advertising Trust Archive* founded
 1974 Use of loudspeakers in the street prohibited for advertising purposes
 1974 Domestic Video Cassette Recorder (VCR) launched by *Philips*
 1974 Personal computer for home use launched, the *Altair 880*
 1974 Barcodes introduced in shops
 1974 World's first teletext service, CEEFAX, launched by BBC
 1974 *Gillette* introduced disposable razors in US
 1974 *Bic* Disposable razors launched
 1974 *Hovis* "Bike Ride" ad directed by Ridley Scott
 1974 *French Gold Abbott* took over *Colman Prentis and Varley*
 1974 Annual TV ad spend fell on flour and baking products (thrift indicators)
 1975 Arthur Ashe won Wimbledon singles, first black man to do so
 1975 Comprehensive schools made compulsory in state sector
 1975 End of Viet Nam war
 1975 Soft drink sold in cans in UK, *Tizer* in cans by *A. G. Barr Ltd*
 1975 Sex Discrimination & Equal Pay Acts forbade ads indicating an intention to discriminate on grounds of gender
 1975 ASA "Cigarette Code" introduced
 1975 UK's first national referendum ("yes" to staying in EEC)
 1975 *North Sea Oil* came on line at Isle of Grain refinery
 1975 *Bohemian Rhapsody* by Queen, "first pop video", shown on *Top of the Pops*
 1975 Channel Tunnel boring suspended by UK on financial grounds
 1975 *Millward Brown* founded (research company specialising in tracking studies)
 1975 Annual TV ad spend on motor cars up to £5,098,000 (see also 1978)
 1975 Central Office of Information was the biggest spender on TV advertising
 1976 21st Olympic Games held, Montreal
 1976 Advertising expenditure up to £1,205 million, 0.95% of GNP (down from 1.06% in 1974)
 1976 James Callaghan became new Labour PM (April)
 1976 Jimmy Carter (Democrat) elected US President
 1976 Ads indicating an intention to discriminate on racist grounds forbidden under Race Relations Act
 1976 *The History of Advertising Trust Archive* registered as a charity (No. 267154)
 1976 *Apple I* launched (as microprocessor computer board – see 1977)
 1976 *CIA* and *The Media Business* (later *Carat*) launched
 1976 First supersonic airline passenger service, *British Airways Concorde*, Heathrow-Bahrain
 1976 *VHS* format home video launched by *JVC* in Japan
 1976 Stricter code on tobacco advertising implemented by ASA, effects included dropping of *Marlboro* cowboy, indirect messages and even surreal ads etc
 1976 *Yorkie Bars* introduced by Rowntrees
 National Theatre opened, South Bank, London
 D&AD Student Awards introduced
 1977 *Abbott Mead Vickers* founded
 1977 *The Sun* overtook *The Daily Mirror* as the UK's most widely read daily paper.
 Sir Freddie Laker pioneered low-cost flights, with *Skytrain* to New York
 1977 *British Rail* commercial on Christmas Day became longest (7 mins) on UK TV
 1977 Firemen's strike (Nov, until Jan 1978)
 1977 Queen's Silver Jubilee
 Further restrictions on tobacco advertising (leading to some non-verbal or "surrealist" cigarette ads)
 1977 Britain's first breakfast TV show launched, *Yorkshire TV's "Good Morning Television"*
 1977 *Apple II* personal computer launched
 1978 Advertising expenditure up to £1,869 million, 1.10% of GNP
 1978 Fibre optic telephone cable in service, *General Telephone Co.*, US
St Ivel Gold launched, first low fat spread in UK

- 1978 May Day Bank Holiday introduced
- 1978 Inflation fell to single figures
- 1978 *The Times* & *Sunday Times* ceased publication for 11 months because of industrial disputes.
- 1978 *The Sun* overtook *The Mirror's* circulation
- 1978 Launch of *The Daily Star* (from Manchester)
- 1978 Launch of *FHM* and *Smash Hits* magazines
- 1978 VHS video recorders (*JVC*) available in UK
- 1978 "Test tube baby", Louise Brown, born Oldham, Lancs
- 1978 *Texas Instruments Speak & Spell* (synthetic speech synthesizer) marketed in US
- 1978 346 Vietnamese "boat people" arrived in England
- 1978 TV ad spend on motor cars up to £12,810,000
- 1978 TV ad spend on records, cartridges and cassettes reached £12,682,000 (from only £3000 in 1970)
- 1978 Annual TV advertising spend on photography-related goods continued to increase, reaching £3,537,000
- 1978 Laxative TV advertising annual spend sputtered out at £37,000
- 1979 Shah of Iran exiled, Ayatollah Khomeini declared country an Islamic republic
- 1979 Earl Mountbatten (and others) killed in IRA bomb attack
- 1979 ITV closed down for eleven weeks (from 10 August) by ACTT strike. Resulting analysis by *D'Arcy-MacManus & Masius* was influential in IPA's decision to set up the Advertising Effectiveness Awards
- 1979 *Rubik's Cube* manufactured by *Ideal Toy Co*, US
- 1979 *Trivial Pursuit* launched at toy fairs in US & Canada
- 1979 "Labour isn't working" campaign (*Saatchi & Saatchi*) for Conservatives
- 1979 Margaret Thatcher became UK's first woman Prime Minister (4 May)
- 1979 *Intercity* High Speed Trains introduced by *British Rail*
- 1979 Teletext service (*Prestel*) introduced by UK Post Office
- 1979 *VMX* in US patented first voicemail system, later sold to *3M*
- 1979 *Now!* magazine launched by Sir James Goldsmith
- 1979 *Viz* magazine launched
- 1979 Heart transplant carried out at Papworth Hospital, near Cambridge
- 1979 *WCRS (Wight Collins Rutherford Scott)* agency launched
- 1979-1980 *Fiat Strada* two-minute long TV ad (directed by Hugh Hudson) voted No. 1 ad in '80 TABS (TV Advertising Bureau Surveys) poll
- 1980 22nd Olympic Games held, Moscow
- 1980 Advertising expenditure up to £2,604 million, 1.12% of GNP
- 1980 Rhodesia became independent as Zimbabwe
- 1980 John Lennon murdered in New York
- 1980 Ronald Reagan elected US President (Republican)
- 1980 Bjorn Borg won Wimbledon men's singles a record fifth consecutive time
- 1980 IPA launched its Advertising Effectiveness Awards
- 1980 *Gold Greenlees Trott* founded.
- 1980 *Jordan's Crunchy Bar* launched, first cereal bar in UK
- 1980 Rollerblade skates introduced, Minneapolis, US
- 1980 *The Evening News* closed, leaving *The Evening Standard* as only London evening paper
- 1980 *Sinclair ZX80* launched (UK home computer boom)
- 1980 First digital telephone exchange opened
- 1980 *Sony Walkman* personal stereos launched in UK
- 1980 *Mini Metro* launched by *Austin* (later *British Leyland / BL*)
- 1980 Transport Act deregulated long distance coach travel
- 1980 Compact discs (CDs) developed by *Philips*, demonstrated at Salzburg Festival
- 1980 All advertising of High-Tar cigarettes banned
- 1981 Control of telecommunications passed from the Post Office to *British Telecom*
- 1981 Wedding of Prince Charles & Lady Diana Spencer – all commercials dropped during the 7-hour coverage
- 1981 *The Times* group of newspapers bought by Rupert Murdoch (previously

- owned by *Thomson*)
- 1981 *Now!* magazine closed
- 1981 First portable home video game, *Game & Watch (Nintendo)*
- 1981 *Broadcasting Act* with new "rules as to advertisements" and "no-sponsorship clause"
- 1981 Broadcasting Complaints Commission (BCC) set up
- 1981 British Audience Research Bureau (BARB) launched
- 1981 *Kerrang* (music) magazine launched
- 1981 Phonecards introduced in UK by BT
- 1981 First London Marathon
- Saatchi & Saatchi* took over *Garrott Dorland Crawford Holdings*.
- Salman Rushdie, a copywriter at *Ayer Barker* published his first novel, "Midnight's Children".
- 1981 Frank Lowe and Geoff Howard-Spink left *CDP* to form *Lowe Howard-Spink*.
- 1981 *IBM* launched first personal computer with *MS-DOS, Microsoft Disk Operating System*
- 1982 Advertising expenditure up to £3,211 million, 1.15% of GNP
- Saatchi & Saatchi* took over *Compton Advertising* (New York) in what Campaign called "the biggest deal in the history of advertising".
- Guinness* switched from *J. Walter Thompson* to *Allen Brady & Marsh*.
- 1982 *British Airways* switched its account from *FCB* to *Saatchi & Saatchi*
- 1982 *Horlicks* used first "amateur" athlete allowed to take part in a commercial, Sebastian Coe
- 1982 *Britoil* privatised
- 1982 Computer Fair and CETEX Consumer Electronics Trade Exhibition at Earls Court Olympia
- 1982 Telegram service taken over by BT
- 1982 Falklands / Malvinas War
- 1982 Unemployment reached three million, inflation lowest for ten years
- 1982 Satellite TV service launched in UK, *Satellite Television*, London
- 1982 *Kodak Disc* cameras / film launched
- 1982 *Vegeburgers* introduced, Gregory Sams, London
- 1982 *Diet Coke* introduced in US
- 1982 *Channel 4* launched (the UK's second commercial TV channel)
- 1982 New TV licences / franchises announced: *Central, TVS, TSW* launched
- The Voice* magazine launched
- IBA increased (by two minutes) the amount of advertising time permitted per day
- First UK commercial aimed at "gay market" – on Channel 4 for *Capital Gay*
- 1983 Conservative government re-elected with *Saatchi & Saatchi* running the advertising campaign
- 1983 *Harrods* terrorist bombing
- 1983 Number of UK commercial radio stations reached 38
- 1983 *Microsoft* launched *Interface Manager*, soon renamed *Windows*
- 1983 *Lowe Howard-Spink* partners sold a majority of the agency shares to Interpublic
- 1983 *TV-am*, *ITV's* first breakfast TV service launched. First commercial was by the Davidson Pearce agency for Walls (Meat), on 28/1/83
- 1983 Telephone banking / shopping service, *Homelink*, linked to TV / Prestel
- 1983 Cordless telephones (used up to 600ft from base) launched by BT
- 1983 Pound notes replaced by pound coins
- 1983 *J17* magazine launched
- 1983 First "National No Smoking Day" (9 Feb)
- 1983 CD players marketed in UK
- 1983 Wheelclamps introduced in London
- 1983 Laptop computer launched, *Tandy TRS-80*, US
- 1983 Computer mouse introduced with *Apple LISA*
- 1984 Indira Gandhi assassinated in India
- 1984 23rd Olympic Games held, Los Angeles

- 1984 Advertising expenditure up to £4,188 million, 1.29% of GNP
- 1984 Miners' strikes against pit closures
- 1984 *Mirror Group* bought by Robert Maxwell
- 1984 First satellite TV channel, *Sky TV*
- 1984 Speed humps introduced, Hammersmith, London
- 1984 *Ultraspar* introduce filling-station cum groceries in UK
- 1984 Baby born from frozen embryo, Melbourne, Australia
- 1984 Pocket colour TV sets introduced by *Seiko*, Tokyo
- 1985 End of miners' strike
- 1985 Ethiopian famine
- 1985 Post Office telephone service (*British Telecom*) privatised
- 1985 New edition of *The IBA Code of Advertising Standards and Practices*, with special mention of advertising to children, privacy, religion, subliminal advertising, "unacceptable products & services" etc
- 1985 Camcorders marketed in UK, *Panasonic VHS CCDV8*
- 1985 *DMB&B* formed by merger of several agencies (D'Arcy, Masius, Benton & Bowles)
- 1985 *Chat* magazine launched
- 1985 Transport Act deregulated road passenger transport (bus) and privatised the *National Bus Company* and municipally owned operators
- 1985 First mobile cellular phone in UK, *Racal-Vodaphone*
- 1985 Video films retailed in UK for first time
- 1985 CD-ROM, laser-read CDs for computers introduced by *Philips*, Netherlands
- 1985 8mm compact camcorder launched in Japan by *Sony*
- 1986 Advertising expenditure up to £5,328, 1.38% of GNP
- 1986 New Channel Tunnel Treaty signed by UK and France.
- 1986 Ban on tobacco advertising in cinemas, six new health warnings, ban on ads showing people smoking etc
- 1986 In the US *Saatchi & Saatchi* bought *Dancer Fitzgerald Sample* and with it acquired the *Procter & Gamble* account. In May they also acquired *Ted Bates* and were said to be the largest ad agency in the world
- 1986 Nicotine chewing gum, *Nicoret*, introduced, developed in Sweden
- 1986 *Today*, UK's first colour newspaper, launched by Eddie Shah
- 1986 *The Independent* and *Sunday Sport* launched
- 1986 *News International* titles (*The Times*, *The Sun* etc) moved to Wapping, *Today* bought by Rupert Murdoch
- 1986 "Big Bang" day – deregulation of the money market - (27 Oct) on London Stock Exchange – computer failed
- 1986 First CD to sell 1m copies, *Brothers in Arms* by Dire Straits
- 1986 *British Gas* privatised, "Tell Sid" campaign
- 1987 Southern England hit by gale force winds, 19 deaths, hundreds of millions of pounds worth of damage ("October Gales")
- 1987 *J. Walter Thompson* bought by *WPP* for \$566m
- 1987 First woman editor of daily newspaper Lori Miles, *Evening Standard* (London)
- 1987 Broadcasting hours extended – Thames TV first to go 24 hour
- 1987 *Saatchi & Saatchi* again ran Conservative election campaign advertising
- 1987 Hugh Hudson directed Labour leader's (Neil Kinnock's) party political broadcast
- 1987 *Bella* and *Best* magazines launched
- 1987 Wendy Henry became editor of *The News of the World*, the first formally appointed woman editor of a national
- 1987 First commercial for condoms shown on TV, KRON San Francisco, US, followed by first UK condom ad (*Durex*)
- 1987 *The Daily Telegraph*, *Sunday Telegraph*, *Observer* & *Evening Standard* all moved out of Fleet Street
- 1987 Singing press ad, centrefold for *Absolut Vodka* in *New York* & *New Yorker*
- 1987 Debit card launched: *Barclays Connect Card*
- 1988 24th Olympic Games held, Seoul, South Korea
- 1988 Lockerbie bombing / disaster, Scotland

1988 Advertising expenditure up to £7,085 million, 1.5% of GNP

1988 ASA backed by statutory powers under Control of Misleading Advertisements Regulations, with ultimate sanction of prosecution by the Office of Fair Trading

1988 All ITV companies provided 24 hour service

1988 *Zenith* launched when *Saatchi & Saatchi* bought *Ray Morgan & Partners* and merged this media agency with other Saatchi media operations

1988 *Rover Group* bought by *British Aerospace*

1988 PR Week acquired by Haymarket Press

1988 *GQ*, *Hello*, *Marie Claire*, *More*, *New Woman* magazines launched

1988 *Zenith Media Buying* launched

1988 World Wide Web launched

1988 WPP listed on NASDAQ exchange, New York

1988 European Community passports introduced

1988 GCSE exams introduced

1988 Red Nose Day (5 Nov)

1989 *Sky* Satellite TV service launched

1989 European Union Broadcasting Directive sought to ban TV tobacco advertising and restrict alcohol advertising

1989 Internet invented by Tim Berners-Lee

1989 IBA relaxed sponsorship rules (eg for weather forecasts, arts & instructional programmes)

1989 WPP bought *Ogilvy & Mather International* for \$864m

1989 Fifteen leading UK advertising men invited to Moscow to run a two-day seminar under IPA auspices

1989 *Empire* magazine launched

1989 *Thomson Newspapers & International Thompson Organisation* merged to form *The Thomson Corporation*

1989 House of Commons debates televised

1990 Advertising expenditure up to £7,946 million, 1.44% of GNP

1990 Margaret Thatcher replaced as PM by John Major. Poll tax riots

1990 WPP named biggest agency group in the world

1990 *ITC (Independent Television Commission)* set up by Broadcasting Act "to license and TV in the UK" and to enforce the Code of Advertising Practice

1990 First home-shopping TV channel in UK, *Metrochannel*, offering goods from *Selfridges* and *Dillons Bookshop* in London

1990 *Independent on Sunday*, *The European* (newspapers) and *Take A Break* (magazine) launched

1990 *Sky TV* and *British Satellite Broadcasting* merged

071 / 081 London telephone numbers introduced

1991 *BBDO* merged with *AMV*.

1991 *Lowe Howard-Spink* took over *ABM*.

1991 European Advertising Standards Alliance (EASA self-regulating body) established

1991 Ban on TV advertising of tobacco (UK and several EC countries)

1991 First religious TV commercial in UK, for Diocese of Lichfield

1991 Deregulation of TV listings

1991 *The Big Issue*, *Esquire*, *TV Quick*, *What's On TV* magazines launched

1991 TV sponsorship introduced

1991 *Benetton's* "bloodied baby" campaign prompted over 800 complaints

1991 ASA introduced fast-track complaints system

1992 25th Olympic Games held, Barcelona

1992 *Carlton* replaced *Thames TV*, *GMTV* took over from *TV-am*, *Westcountry TV* replaced *TSW* and *Meridian*, *TVS*

1992 BSkyB paid £304(million?) for rights to Premier League football

1992 Launch of *Radio Advertising Bureau*, giving industry-approved listening figures

1992 *Classic FM* launched, UK's first national commercial station

1992 Digital mobile phones introduced in UK by *Orbitel*

- 1992 Speed cameras introduced, West London
- 1992 Official national league tables announced for school exam results
- 1993 *Guardian Media Group* bought by *The Observer*
- 1993 Rainey Kelly Campbell Roalfe founded. Marie-Therese Rainey was "the only woman to lead a successful start-up in Britain in the twentieth century (Fletcher, 2008)
- 1993 *OK Magazine* launched
- 1993 TV commercial by *Church of England*, during *News at Ten*
- 1993 Whisky advertising in golf holes (*Glenmorangie*), Royal Dornoch Golf Club, Scotland
- 1993 First UK satellite TV home shopping channel, *SKY's QVC*
- 1993 *Virgin 1215* (later *Virgin Radio*) launched
- 1993 BBC launched *Digital Audio Broadcasting (DAB)*
- 1993 *London Transport* spun off ad sales arm as *LT Advertising*
- 1994 Channel tunnel opened
- 1994 Telephone codes had extra digit '1' added (Feb-March)
- 1994 John Smith died and Tony Blair became leader of the Labour Party
- 1994 *Loaded* magazine launched ("lads' mags")
- 1994 First ad on the World Wide Web (for *Wired* magazine)
- 1994 *National Lottery* launched in UK
- 1994 Videodiscs introduced
- 1994 Interactive TV introduced in US
- 1994 *Carlton* took over *Central TV*, *Meridian* took over *Anglia* and *Granada LWT*
- 1994 *British Telecom* introduced "It's good to talk" campaign, with Bob Hoskins in TV commercials
- 1994 *BBC Radio 5 Live*, national 24-hour "rolling-news & sport" radio channel introduced
- 1995 PHONEday campaign (*JWT*) - extra digit "1" introduced into UK phone area codes, "releasing nine billion numbers" eg London numbers became 0171- or 0181-
- 1995 M & C Saatchi founded (22 May). Billings reached £65 by the end of the year
- 1995 *Today* daily newspaper closed
- 1995 *Thompson Corporation* disposed of last UK regional newspapers
- 1995 Voluntary ban on TV ads for spirits was lifted. *Bells* and *Bacardi* ads appeared.
- 1995 *AuctionWeb* launched, later known as *eBay*
- 1995 *Elle*, *Maxim's*, *Men's Health*, *That's Life* magazines launched
- 1995 *Talk Radio UK* launched
- 1995 Smoking ban on most air travel (partial or voluntary bans up to this time)
- 1995 *Maiden Outdoor* acquired *LT Advertising*
- 1996 26th Olympic Games held, Atlanta, USA
- 1996 POSTAR (Poster Audience Research) replaced OSCAR (Outdoor Site Classification & Research)
- 1996 Virtual video posters in UK (*Smirnoff Vodka*)
- 1996 *Now*, *Wallpaper* magazines launched
- 1997 Government announces future ban on tobacco sponsorship of sport
- 1997 Outdoor advertising of tobacco banned in USA
- 1997 *Channel 5 TV*
- 1997 The Conservative Party spent £13.1m on advertising for the May election, including the M&C Saatchi "Demon Eyes / New Labour, New Danger" campaign. Labour spent £7.4m, the Referendum Party £7.2m, other parties around £3m. Labour won a landslide victory
- 1997 *Cordiant* dissolved, *Saatchi & Saatchi* and *Bates Group* demerged
- 1997 Internet advertising measured at £8m, 0.1 per cent of total
- 1997 D&AD introduced separate category for internet advertising
- 1998 *Metro* launched as a freesheet in London
- 1998 BSkyB Sky Digital TV launched
- 1998 *Carlton & Granada TV* launched digital terrestrial pay-TV, *Ondigital*, a month

- after Sky
- 1998 *Thomson Corporation* sold its UK travel companies
- 1998 All UK tobacco advertising banned
- 1999 *D'Arcy* (formerly *DMB&B*) taken over by *Leo Burnett*
- 1999 *Interpublic* merged *Ammurati Puris Lintas* into *Lowe Howard-Spink*, rebranding it as *Lowe Lintas*
- 1999 WARC (World Advertising Research Center) launched in UK (databanks built up since 1997)
- 1999 *Tesco* offered weekly shopping on Internet
- 1999 *Domino's* delivered first pizza ordered from interactive TV
- 1999 European Union (EU) *Directive on Tobacco Advertising* sought to ban all tobacco advertising
- 1999 *Heat*, *Men's Fitness*, and *TV Choice* magazines launched
- 1999 *Napster* launched (downloading music from the web)
- 1999 *Talk Radio* bought by *Wireless Group* and rebranded as *TalkSport*
- 1999 *Big Brother* launched, starting "reality TV" boom
- 2000 27th Olympic Games held, Sydney
- 2000 (From April 22) Telephone area codes and other prefixes changed, standardising mobile phones as 07-, freephone & special rate as 08-, premium as 09-. London numbers were 0207- for inner & 0208- for outer areas (changed from earlier 0171- & 0181- numbers)
- 2000s ASA handling over 13000 complaints a year
- 2000 *Young & Rubicam* bought by *WPP*
- 2000 *Dare* launched by Mark Collier (ex-BBH) as a "digital design and production company"
- 2000 EU *Directive on Tobacco Advertising* annulled by European Court of Justice
- 2000 *Mother* launched media agency *Naked*
- 2000 *Business a.m.* launched, first new daily in Scotland for a century
- 2000 *Channel 4* launched *Big Brother*, "reality TV" show
- 2000 *United* sold *Anglia*, *HTV* and *Meridian* to *Granada*, *HTV* was then sold on to *Carlton*
- 2000 Digital radio - first local digital multiplex CE Digital launch
- 2000 Ulster TV rebranded as UTV
- 2000 Reed Business information closes Supermarketing magazine due to poor advertising uptake.
- 2001 C&A cease all trading in the UK.
- 2001 September 11th attack on "World Trade Center", New York
- 2001 COI became the UK's biggest advertising spender (despite Department of Transport breaking away from its control)
- 2001 New car registration plates introduced with area codes and year (two digits starting with 51 to indicate '01, 52 for '02 and so on)
- 2001 UK internet advertising reached £166 million, 1.0 per cent of total
- 2001 *Brand Republic* launched (Haymarket Press)
- 2002 *Closer* and *Jack* magazines launched
- 2002 *D'Arcy* agency network closed and broken up by owner *Publicis Groupe*
- 2002 BBC launched "digital-only services" (radio) such as BBC 6, Five Live Sports Extra, Asian Network
- 2003 All general tobacco advertising (with some exceptions for pubs etc) and sports sponsorship made illegal in the UK
- 2003 *Newspaper Marketing Agency* launched
- 2003 OfCom founded – The Communications Act combined ITC, the Radio Authority, the Offices of Telecommunications and of Radiocommunications into one body, OfCom
- 2003 Communications Act also opened up radio to US & international companies
- 2003 *Sky TV* subscribers reached seven million mark
- 2003 Frank Lowe left *Interpublic*, forming *Lowe & partners Worldwide* with the result that the name *Lintas* disappeared
- 2004 28th Olympic Games held, Athens
- 2004 ASA took over regulation of broadcast advertising (delegated from OfCom)

- 2004 *M&C Saatchi* went public
Colin Millward died
- 2004 Government White Paper "Choosing Health" criticised advertising targeted at children
- 2004 *Zoo Weekly*, *Nuts* magazines launched
- 2004 Over 29 million Britons online, Nielsen reported
- 2004 *WPP* paid \$1.5 billion for the *Grey* network
- 2004 Ban on large tobacco advertisements in pubs etc
Announcement (6 July) that London would host 2012 Olympics
- 2005 Terrorist bombings of London (7 July, 7/7 bombings)
- 2005 *Grey Global* bought by *WPP*
- 2005 *WPP* estimated to be worth £5b, employing 84, 000 staff worldwide
- 2005 Advertising codes on alcohol toughened further
- 2005 All tobacco advertising and sponsorship banned
- 2006 John Webster died (January)
- 2006 Gunn Report placed UK advertising top in terms of creativity
- 2006 £460 million spent on display advertising on the internet compared to £3,929 million spent on TV advertising
- 2006 ASA's contract for regulating broadcast advertising extended for a further eight years
- 2007 (June 29th) Apple Computers release touch screen smart phone, the iPhone
- 2007 Government ban on smoking in all public enclosed spaces
- 2007 OfCom restricted timing of food advertising aimed at children
- 2007 Government announced a ministerial enquiry into "the commercialisation of childhood"
- 2007 *Advertising Association* predicted advertising expenditure would grow 36 per cent (in real terms) over the next twelve years (up to 2018), mostly from the internet (24 per cent)
- 2007 World-wide recession
- 2008 D&AD introduced two new awards, for Broadcast Innovation and Mobile Marketing
- 2008 ASA had a budget of £9m a year, handling between 25,000 and 30,000 complaints
- 2008 Beijing Olympics (29th Olympiad, modern era)
- 2008 Collapse of Lehman Brothers (New York) and other banks
- 2008 Ferrari stopped carrying Marlboro logo on F1 cars
- 2008 Percentage of smokers in UK fell to 21% (from 26.5% in 2000)
- 2009 BBH staff voted to take a 3.5% pay cut to avoid redundancies
- 2010 (Jan 26) UK economy officially came out of recession with 0.1% growth in fourth quarter of 2009.
- 2010 (April 3rd) Apple Computers release first generation iPad
- 2011 (January) Outdoor Advertising Association changed its name to the Outdoor Media Centre.
- 2011 (February 28th) First UK TV Product placement on 'This Morning' (ITV1). The brand was Nestle coffee brand Dolce Gusto. A coffee machine bearing this logo was featured on the show.
- 2011 (March 1st) ASA begins monitoring of brand websites, social networks and similar tools. The oversight function applies to properties such as Twitter and Facebook, reflecting the rapid growth of these services among 'netizens' and brands alike.
- 2011 (20 June) Google makes a deal with British Library to digitise and make available online its collections of historic books pamphlets and periodicals.
- 2011 (July 10th) Rupert Murdoch closed the News of the World due to the effects of the phone hacking scandal.
- 2011 (03 October) The National Archives takes over responsibility for archives in the UK, from the MLA.
- 2012 (13 February) The first television commercial only dogs can hear was screened on ITV1 at 7:15pm. The commercial was for Bakers complete and was a canine spoof of classic 1969 movie 'The Italian Job'. In tests dogs

2012 (27th July - 12th Aug) 2012 Summer Olympics held in London
2012 (29th Aug - 9th Sept) 2012 Summer Paralympics held in London
2012 (23 October) Final stage of the UK digital switch over is completed
Northern Ireland was the last region to make the switch from analogue which was in use for more than 70 years. The digital switchover also sees the end of the Ceefax text news service which was in operation for 38 years. The Olympian Dame Mary Peters was asked to switch off the last analogue switch at the Divis transmitter in Belfast.

References

Fletcher 2008: "Powers of Persuasion" by Winston Fletcher, OUP, 2008
Nevett 1982: "Advertising in Britain: a history" by T. R. Nevett, Heinemann / HAT, 1982
Henry, 1986: British Television Advertising – the first 30 years, edited by Brian Henry, Century Benham / HAT, 1986
Millard, N. (2012) It's Mutt-See TV, *The Sun*, 13 February, p.21.