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 Pompei: 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 Bocus

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

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 kind of fire and a portable pumpe”.

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
1693  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
1698  Steam engine patented by Thomas Savery, London
1699  *Edinburgh Gazette* founded
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
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 Crackenstorpe”, 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
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  *Kettle’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  Threshing machine patented by Andrew Meikle
1789  Stamp Duties increased to discourage new publications (advertisement tax raised from 2 shillings to 2/6d)
1792  Laws on seditious libel changed: cases had to be decided by a jury, leading to a decline in prosecutions
1793  Jacob Schweppes (*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 Tayler became Tayler & 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 also1822)
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
1814 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 Tayler & 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*  
Size limitations on newspapers dropped

1826  Tea sold in packets by *Horniman* of Ryde, Isle of Wight  
Photograph taken from nature by N. Nepce, Gras, France  
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)  
*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)  
First full-page ad appeared, in *The Times* (for *Portraits & Memoirs of the Most Illustrious Personages in British History*)  
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  
*The Penny Magazine* reached a circulation of 100,000

1833  Advertisement Tax reduced to one shilling per advertisement  
Scheduled service for self-propelled omnibuses, *London & Steam Carriage Co*  
Gas stoves (cookers) installed at Bath Hotel, Leamington & Angel Inn, Northampton

1834  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  
Stamp Duty reduced

1837  *The Newspaper Society* founded to represent regional & London suburban press – one particular aim was the complete abolition of Advertisement Tax  
*Charles Mitchell* established as "Town & Country Advertising Agent", London, later publishing *Mitchell’s Directory*

1838  Queen Victoria succeeded to throne - start of “Victorian age”  
Registration of births, deaths & marriages  
Morse code first used, US  
Electric telegraph installed between Paddington & Slough, *Great Western Railway*

1839  *Bradshaw’s Railway Companion* - the first national railway timetable to be published  
Metropolitan Police tried to prevent unauthorised bill-posting  
First commercially successful photographic process, *Daguerre*, Paris

1840  Penny post introduced by Rowland Hill  
*Schweppes* used the royal arms in an advertisement in the *Stamford Mercury*  
*Willing & Co* founded  
Full-page press ad for *British Cornflour* appeared on back page of the *Courier*
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 quinina 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 Applegarth, 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

(abbrev.) 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

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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
1855  *The Boy’s Own Magazine* published (the first for boys’ entertainment rather than instruction)
1855  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  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)

1862
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

1867
Processed baby food introduced Liebig’s Soluble Food for Babies in Germany
(& the following year in UK)

1868
Royal Albert Hall begun

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
1879  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
1880  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  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 Rothschild)
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
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)
1893 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
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1893</td>
<td><em>Rowntrees Fruit Gums</em> introduced</td>
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<tr>
<td>1893</td>
<td>Electric oven manufactured, <em>Crompton &amp; Co</em>, Chelmsford, UK</td>
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<tr>
<td>1893</td>
<td>Colour supplement published by <em>The New York World</em></td>
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<td>1893</td>
<td>Motor vehicle licence plates introduced, France</td>
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<td>1893</td>
<td>First woman to edit a national paper - Rachel Beer edited both <em>The Observer</em> and <em>The Sunday Times</em> (also proprietor of the latter)</td>
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<td>1894</td>
<td><em>Paul E. Derrick Advertising Agency</em> founded</td>
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<td>1894</td>
<td>Exhibition of Poster Art at Royal Aquarium, Westminster</td>
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<tr>
<td>1894</td>
<td>(April) First cinema (<em>Kinotop Parlor</em>) opened in New York</td>
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<tr>
<td>1894</td>
<td>(October) First film shown commercially in UK, <em>Kinotop</em>, Old Broad St, London</td>
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<tr>
<td>1894</td>
<td><em>Coca-Cola</em> produced by Joseph Biedenham, Vicksburg, US</td>
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<tr>
<td>1894</td>
<td><em>HP Sauce</em> produced by <em>Midland Vinegar Co.</em>, Birmingham, UK</td>
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<tr>
<td>1895</td>
<td>Cinematic shows staged commercially by Lumiere brothers, Grand Café, Paris</td>
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<td>1895</td>
<td>&quot;Electric Advertising&quot; appears (projection of luminous ads on buildings &amp; the air)</td>
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<tr>
<td>1895</td>
<td><em>Practical Advertising</em> first published by <em>Mather &amp; Crowther</em></td>
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<tr>
<td>1895</td>
<td><em>Erwood’s Ltd</em> founded</td>
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<tr>
<td>1895</td>
<td>First flaked breakfast cereal, <em>Granose Flakes</em>, manufactured by Dr John Kellogg, US</td>
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<tr>
<td>1895</td>
<td>First UK motoring magazine, <em>Autocar</em>, published</td>
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<td>1895</td>
<td>Service station / garage established by A. Borol, Bordeaux, France</td>
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<tr>
<td>1895</td>
<td>First UK motoring association founded, <em>Self Propelled Traffic Association</em>, later merged with <em>Automobile Club of Great Britain</em> (1898)</td>
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<tr>
<td>1895</td>
<td><em>The Rugby League</em> formed, Huddersfield</td>
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<tr>
<td>1896</td>
<td><em>Samson Clark</em> (agency) founded</td>
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<tr>
<td>1896</td>
<td>International Motor Show &amp; Cycle Tournament held at Olympia</td>
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<tr>
<td>1896</td>
<td>Modern Olympic Games revived by Pierre de Coubertin, Athens</td>
</tr>
<tr>
<td>1896</td>
<td>Public cinematic show in UK at Regent Street Polytechnic</td>
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<tr>
<td>1896</td>
<td><em>Daily Mail</em> launched by Alfred Harmsworth, later Lord Northcliffe – first mass readership morning paper</td>
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<td>1896</td>
<td><em>Bensons</em> produced “Alas! My poor brother” poster by W. H. Caffyn for <em>Bovril</em></td>
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<tr>
<td>1896</td>
<td>First public demonstration of radio, Guglielmo Marconi, London</td>
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<td>1896</td>
<td>Red Flag Act repealed, allowing vehicles to travel at 14mph (without a man with red flag walking ahead)</td>
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<tr>
<td>1897</td>
<td>First advertising film made by <em>Edison Co</em>, for <em>Admiral Cigarettes</em>, shown in US, UK &amp; France simultaneously</td>
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<tr>
<td>1897</td>
<td><em>Frederick Potter</em> (agency) founded</td>
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<td>1897</td>
<td>Marconi sets up the <em>Wireless Telegraph &amp; Signal Co Ltd</em> in London</td>
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<tr>
<td>1897</td>
<td><em>Royal Automobile Club (RAC)</em> founded as <em>Automobile Club of GB</em>, London</td>
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<tr>
<td>1897</td>
<td><em>Cadbury’s Milk Chocolate</em> introduced</td>
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<td>1897</td>
<td>Taxi cabs introduced by <em>The London Electric Cab Co</em>. - these electric cabs were withdrawn in 1900</td>
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<tr>
<td>1897</td>
<td>Blackwall Tunnel, London, opened</td>
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<td>1898</td>
<td><em>The Poster</em>, a magazine devoted to poster art, published in London</td>
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<td>1898</td>
<td><em>Bile Beans</em> launched by Mr Charles Fulford with the slogan “Bile Beans for Biliousness”</td>
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<tr>
<td>1898</td>
<td><em>Pepsi-Cola</em> introduced as antidote to dyspepsia, New Bern, NC, US</td>
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<td>1898</td>
<td><em>John Jaques &amp; Son Ltd</em> marketed the first table tennis sets under the name <em>Gossima</em></td>
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<td>1898</td>
<td>First loudspeaker, <em>Auxetophone</em>, patented by Horace Short, London</td>
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<tr>
<td>1899</td>
<td>Niagara Hall Exhibition of Advertising organised in London by <em>S. H. Benson Ltd</em> (four poster-designs by the Beggarstaff Brothers appear)</td>
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<td>1899</td>
<td><em>J. Walter Thompson Company</em> opened London office</td>
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<tr>
<td>1899</td>
<td><em>Saward Baker &amp; Co Ltd</em> founded</td>
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<tr>
<td>1899</td>
<td><em>Aspirin</em> manufactured by <em>Bayer AG</em>, Leverkusen, Germany</td>
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<tr>
<td>1899</td>
<td><em>Oxo</em> cubes first produced in Fray Bentos, Argentina</td>
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<tr>
<td>1899</td>
<td>Motor buses introduced in London</td>
</tr>
</tbody>
</table>
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), Oatzzmann, 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 Automobilism, 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 TheTimes
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

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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  *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
1906  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  *D’Arcy Advertising* founded in St Louis, USA.
1906  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
1907  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*)
1907  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
1908 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”) The Morning Post removes restrictions & accepts treble-column ads
1910 Georges Claude demonstrated neon lamps, Paris
1910 Marconi Transatlantic Wireless Service inaugurated
1911 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 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”

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 Birthday", a cinema advertising film for *Swan Pens*
1919 First woman MP took her seat (Lady Astor)
1919 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
1920 Bovril “Prevents that sinking feeling” campaign (shipwrecked sailor floating on bottle) – poster held back since 1912 because of *Titanic* & WWI
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...
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
1923  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 newssreel (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)
1927 Women over 21 got the vote
1927 9th Olympic Games held, Amsterdam, Netherlands
1927 Model T Ford production reached 15 million
1927 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
1929 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
1930 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 Alka-Seltzer introduced in US
1931 Riots in London & Glasgow over Government’s economic measures – second National Coalition government formed
1931 SSI, 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 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
1933 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)

1938  
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 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
1945  Labour won General Election
1945  BBC Light Programme launched
1945  J. Walter Thompson established at 40 Berkeley Square (December)

1944  Biros launched commercially in UK by Miles-Martin Pen Co in time for Christmas
1945  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
1948 Gas industry nationalized
1948 BBC began first regular TV (UK) weather forecast
1948 “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
1952 Hydrogen bomb detonated by USA, Marshall Islands
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1952</td>
<td>Tea bags introduced in UK by Tetley (1952-1953)</td>
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<td>1952</td>
<td><em>Austin &amp; Morris</em> merged to form the <em>British Motor Corporation (BMC)</em></td>
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<td>1952-54</td>
<td>Lifting of wartime controls boosted advertising spend</td>
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<td>1953</td>
<td>Death of Stalin</td>
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<td>1953</td>
<td>Eisenhower became US President</td>
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<td>1953</td>
<td>Everest climbed</td>
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<td>1953</td>
<td>Coronation of Elizabeth II – estimated 20 million audience on 2.5 million sets in UK</td>
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<td>1953</td>
<td>Road transport and iron &amp; steel industry denationalized</td>
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<td>1953</td>
<td>Myxomatosis (disease in rabbits) outbreak in UK and Europe</td>
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<td>1953</td>
<td><em>Babycham</em> launched</td>
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<td>1953</td>
<td>Roy Thomson acquired <em>The Scotsman</em></td>
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<td>1954</td>
<td>End of food rationing</td>
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<td>1954</td>
<td>London Gold Market reopened (March) after fifteen years</td>
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<td>1954</td>
<td>Advertising expenditure up to £157 million, 0.87% of GNP</td>
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<td>1954</td>
<td>Cannes Lions International Advertising Festival launched in Monte Carlo, sponsored by <em>Pearl &amp; Dean</em></td>
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<td>1954</td>
<td>Institute of Incorporated Practitioners in Advertising became Institute of Practitioners in Advertising (IPA)</td>
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<td>1954</td>
<td>Bill Haley recorded “Rock Around the Clock” (US)</td>
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<td>1954</td>
<td>UK Television Act passed</td>
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<td>1954</td>
<td>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.</td>
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<td>1954</td>
<td>Billy Graham preached in London</td>
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<td>Roger Bannister ran the mile in under four minutes</td>
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<td>1954</td>
<td>Nasser seized power in Egypt</td>
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<td>1954</td>
<td>Connection between lung cancer &amp; smoking first proposed</td>
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<td>1954</td>
<td><em>The Grove Family</em> launched by BBC, UK’s first TV drama series – it ran for over three years</td>
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<td>1955</td>
<td>Conservatives won general election with majority of 60, Eden became Prime Minister, succeeding Churchill</td>
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<td>1955</td>
<td>Luncheon Vouchers launched in UK</td>
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<td>1955</td>
<td>Terylene mass-produced by ICI (see 1941), licensed to <em>Dupont</em> in USA (as <em>Dacron</em>)</td>
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<td>1955</td>
<td>Commercial TV launched in UK</td>
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<td>1955</td>
<td>First UK TV commercial (<em>Gibbs SR Toothpaste</em>) on opening of <em>Independent Television (ITV)</em>, 22 September – agency <em>Young &amp; Rubicam</em></td>
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<tr>
<td>1955</td>
<td>Other ads on first night of <em>ITV</em> were: <em>Kraft Cheese Slices</em> (claimed by J. W. Thompson to have been second ad), <em>Cadbury’s Drinking Chocolate</em> (often said to have been second ad), <em>Guinness</em>, <em>Batchelor’s Peas</em>, <em>Brillo, Crosse &amp; Blackwell, Dunlop Rubber, Esso, Ford, Remington Rand, Shredded Wheat, Surf, Watneys, National Benzole, Woman</em> (magazine), <em>Coty, Brown &amp; Polson, Express Dairy Co., Crompton Lamps, Lux, Summer County Margarine, E. K. Cole</em> (Ecko Radio &amp; TV)</td>
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<td>1955</td>
<td>First animated UK TV ad, <em>Remington Razor</em> (on opening night)</td>
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<td>1955</td>
<td>Sir John Barbirolli (conductor of the Hallé orchestra) announced that he would not allow any commercial breaks in any of his broadcast concerts</td>
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<td>1955</td>
<td><em>Advertisers Weekly</em> (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</td>
</tr>
<tr>
<td>1955</td>
<td><em>TV Times</em> magazine launched</td>
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</table>
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)
1955   16th Olympic Games held, Melbourne, Australia
1955   £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
1956   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   “Drink a Pinta Milka Day” campaign started by Mather & Crowther
1958   Last debutante presented at Court
1958   £303,000 spent on TV laxative advertising, £179,000 on bread and bakeries

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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”
1960  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 Banderanaike became first woman PM (of Ceylon, now Sri Lanka)
1960  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 *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
1962 UK refused entry to EEC by De Gaulle’s veto
1962 Layton Awards discontinued
1962 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  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)
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 Telescopier
1967  Colour TV service introduced in UK, on BBC only (2 December – BBC2) – official launch, Wimbledon tennis etc
1967  North Sea Gas first pumped ashore by BP
1967  W. S. Crawford & Dorland Advertising merged
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

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

Benson Needham Univers (international network) formed

BMC taken over by Leyland, forming British Leyland Motor Corporation

Robert Kennedy & Martin Luther King assassinated in US

Richard Nixon (Republican) elected US President

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 / Jacuzzis 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

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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 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.
1972 Cosmopolitan magazine launched in UK 1972
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 control led 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

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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   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
1976   National Theatre opened, South Bank, London
1976   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.
1977   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
1977   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
1978   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
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
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
1982
The Voice magazine launched
IBA increased (by two minutes) the amount of advertising time permitted per day
1983
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
   First satellite TV channel, *Sky TV*
1984 Speed humps introduced, Hammersmith, London
1984 *Ultraspars* 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
   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
   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 *Newspapers 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 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
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  
  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 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
2005    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
(27th July - 12th Aug) 2012 Summer Olympics held in London
(29th Aug - 9th Sept) 2012 Summer Paralympics held in London
(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

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