Chapter - 3
Origin of Advertising

Advertising is news-style news - when and where and how to buy news. It tells the story of new appliances, new materials, new conveniences and many more. It is source of information on merchandise, services, and enables us, as a member of the public to meet our desires and needs with the least possible effort. It is helpful with suggestions.

Advertising is perhaps as old as civilisation. The concept of advertising stems from man's desire to know and be known, desire to communicate and attract; and from an urge to influence others. If this sounds mundane and self-centered philosophy, with the passage of time, advertising has assumed new dimensions liberating itself from prosaic propaganda to an art of public relations. In the process, it has acquired not only new medium, but new techniques as well. It has kept pace with the societies and complexities of life. This description of advertising is perhaps product oriented analysis. However, that advertising is more than a product selling exercise is clear from the following lines: "Advertising is as old humanity itself. Advertising tries to do what every man wants to do; to influence others to win their suffrage and to convince them." Therefore, advertising was born with civilization and grew up with it. Though advertising, in its present form, is the product of
the twentieth century, but as a business force it is not a new tool. Though we fail to determine the exact age of advertising, it can be said that advertising began, the moment man discovered the art of communication. Historical documents and archeological researches have confirmed the existence of advertising in the ancient times. It is advertising by word of mouth is perhaps the earliest form of advertising because oral skills were developed before reading and writing. However, advertising was given commercial status when it entered into the process of exchange.

In Babylon, 2000 years Before Christ, during the ruling period of Hammurabi, the artisans, bakers, shoemakers, greengrocers and other merchants were eager to exchange their goods and advertising came into existence. In ancient time, at first there was advertising by word of mouth, which used to express man’s feelings and convey thoughts. Then arrived display and picture of goods, and finally came writing.

The public criers of ancient Rome and Greece first used to circulate advertisement by announcing the sale of various products to passerby. At the very beginning they shouted to attract the public attention to the sale of items like slaves, cattles and imports. They also announced ship arrivals, about cargoes carried on the ships, the names of merchants hiring these goods for sale and the sales of wares
in general. During the twelfth and thirteenth centuries, the European merchants used to draw publicity only by the town criers. "There were four hundred licensed town criers in the city of Paris, in the middle of seventeenth century. In the province of Berry, France, in the year 1141, twelve criers organised a company and obtained a charter from Louis VII, giving them the exclusive privileges of town crying in the province."  

The advertising was furthered in the form of 'voice'. Public barkers equipped with the horns and bells were capable of attracting the attention of consumers. Then advertising was done either by the human voice or by hand executed signs and placards. In the 13th century, the number of criers for the taverns, pub and bar were so numerous in Paris that they formed a 'Union' and where chartered by King Phillippe Augustus. These men developed a new gimmick of free samples. An order was issued in France by Phillippe Augustus in 1258 regarding the town criers:

"Whosoever is a crier in Paris may go to any tavern he likes and cry its wine, provided they sell wine from the wood and that there is no other crier employed for that tavern; and the tavern keeper cannot prohibit him.

If a crier finds people drinking in a tavern, he may ask what they pay for the wine they drink; and he may go out and cry
the wine at the prices they pay, whether the tavern keeper wishes it or not, provided always that there be no other crier employed for that tavern.

If a tavern keeper sells wine in Paris and employs no crier, and closes his door against the criers, the crier may proclaim that tavern keeper's wine at the same price at the king's wine (the current price) that is to say, if it be a good wine year, at seven dinarii, and if it be a bad wine year, at twelve dinarii.

Each crier to receive daily from the tavern for which he cries at least four dinarii and he is bound on his oath not to calim more."  

Today the only survivor of the word-of-mouth advertiser is the barker who shouts his wares at fairs and occasionally in front stores.

**First written advertisement.**

The earliest written advertisement, now in the British museum, was issued about 1000 B.C. This 3000 years old ad was discovered by an archaeologist dealing with the ruins of Thebes. It was prepared on papyrus, a writing material made from the pitch of the papyrus plant. In it an Egyptian slave owner advertised for the return of a runaway slave named Shem and offered a whole gold coin for that. This very first commercial advertisement expressed the philosophy of
advertising. It offered a means of satisfying the desires of both the advertiser and the reader - the desire of the slave owner to have his slave back and the desire of the reader to earn a reward. In modern civilisation advertising offers similar incentives-profit for the seller and equally valuable advantages for the buyer.

The oldest form of advertising appeared as crude pictures and symbols on the walls and obelisks of ancient Egypt. The famous Rosetta stone from which scholars deciphered the Egyptian language was in the nature of a legal advertisement of the government, serving notice to all that taxes in arrears and tax penalties were cancelled by royal decree. At this stage signs and symbols were used for advertisement. A bunch of grapes used to signify a wine seller; a striped pole, a barber shop; three balls, a pawnbroker; the pestle and mortar, a druggstore. In the thirteenth century, English innkeepers began to adopt the custom of using imaginative picture signs by which hostelries such as "The Cat and the Fiddle", "The Red Lion Inn" and "The Hog in Armour" could be identified by the illiterate also.

This shows that in primitive times advertisements were really a form of news. It means one knows something and wanted to pass on his knowledge. Such news might be the discovery of shelter or food or the presence of any enemy and it would be conveyed by speech or gesture or a combination of both. The
close connection between news and advertisement is apparent in an ancient cave drawing discovered in the Pyrenees. It shows a goat and a horse on a steep slope. Although the drawing is antiquated, the message is clear. It is a warning that the slope is too dangerous for horses. But this drawing is news and in fact can be considered as an ancient road sign. This was the forerunner of poster advertisement.

**Greece and Rome**

These two ancient cities were the centre of world's civilisation. And the older form of advertising was the Greek luchoma and the Roman tabellae, both of which were father of our present day billboard. At the same time some attempts were made to advertise by means of handbills, but the inability to read by most of the people made this form of advertising ineffective. During this time, the only form of communication was "Wall Signs". On the walls of the tall buildings, or near important gathering places, Letter sign advertisements were seen and this helped to locate the taverns and goods for sale. Inscriptions were sometimes scratched on stones, written with chalk or charcoal or sometimes painted. In the ruins of Herculaneum, a wall was discovered containing painted announcements of a gladiator fights at the circus. As we see the modern advertisement like hoarding, there also the wall was divided into panels, and the tradesmen in Herculaneum also used pictorial signs as
A sixteenth century market scene. Street markets have survived through the centuries, and here the women are seen attracting passers-by to their fresh-fish stall, which consists of a simple wooden tub.
for example a baker used a grainmill, a wine shop had a sign of slaves carrying a wine jar on a pole, and a dairy displayed a goat. One shoemaker's sign was of a cherub flying with a shoe in each hand. These were the signs of earliest tradesmen.

After the fall of Roman empire, the development of advertisement had a set back for sometime. It was only in the Middle Ages, when trade and commerce revived, and advertising started to expand again. As most of the people could not read, the chief method of advertising was word-of-mouth or pictorial signs. The lettered posters and written advertisements only appeared with the invention of printing.

Sampson, in his History of Advertising, published in 1874, pointed out that "Signs over shops and stalls seem naturally to have been the first efforts in the direction of advertisements and they go back to the remotest portions of the world history." These early signs were, for the most part, made of stone or terracota and "set into the pilasters at the slides of the open shop fronts." These types of advertisements were found on the walls of the houses and buildings of the ancient city of Pompei. Those are preserved as the advertisements of 79 A.D., nearly two thousand years ago when this Roman resort town was wiped out in volcanic ashes from Mount Visuvias. These 'Graffite' were etched into the walls with a stylus or other sharply pointed
This placard-bearer's costume is enough to make him a striking advertisement in any city streets.
instruments or written boldly with red chalk or black charcoal. From these advertisements in the form of 'graffiti', we come to know the kind of business that went on in Pompeii - the drycleaners, the fruit sellers and from which the earliest trade marks system started.

Some of the advertisements discovered in the buried city of Pompeii are strikingly like the advertisements found in the classified columns of newspapers today. Here are a few translations from the original Latin:

"To rent. From the first day of next July, shops with flowers over them; finer upper chambers and a house in the Arius Pollio block, owned by Gnaeus Marius."

"Make Publius Furius Aedile, I beg of you; he's a good man. The sneak thieves request the election of Vatia as Aedile."

"A copper pot has been taken from this shop. Whoever brings it back will receive 65 sesterces. If any one shall hand over the thief he will receive an additional reward."

These are some of the excellent examples of ancient advertisements of Pompeii. The contents of those ads are also amazing. The House Rent ad described the location of the house, the description of the ground floor and first floor and the expecting month also. The content of the 'Lost' ad and offering reward were just like today's ad. Therefore, the imaginations and ideas of those days were not
A striking feature of the street market is the array of bleeding bowls hanging up to advertise the barber's stall. This was the reminder of their early work as surgeons. Notice the open fronted style of all the shops.
out of date even now, but similar to these days. Only the presentation of today's ads are more sophisticated in language and nothing else.

Criers of Shops, Fairs and Markets

In the Middle Ages, the face-to-face method was used by the shopkeepers and merchants. Goods were sold either on stalls in the street markets, or in shops which opened directly on to the streets and had no enclosed shop fronts. So that the customer could examine what was being offered and he could see the items in preparation, whether they were boots and shoes or the baker's hot pies. The shopkeeper and the stallholder picked out the means to attract the buyers. Many traders engaged men to tout for customer by shouting the price and variety of goods available. In this way, the craftsmen also made use of their apprentices. And the streets resounded with the strident calls of each shopkeeper.

The criers were also found in the weekly street markets and in the daily shops. There were some great fairs held all over the country. The eleventh century showed the emergence of these fairs by Royal Charter and many of them became famous, some lasting until the nineteenth century. The most famous were Sturbridge Fair in Cambridge and St Bartholomew's Fair in London. There were many local fairs like Winchester and St Ives, Huntingdonshire and well known in the West
For hundreds of years the streets of the cities rang to the sound of the criers. From the Cries of London (1638-1702) here is a man who made what must have been a hard living selling small coal in the streets.
Country, Pack Monday at Sherborne, Dorset. Like today, the businessmen competed avidly with one another. How the barked at that time? Here is a fine illustration of 'cry' of that period, which was found at the Great Michaelmas Fair at Bedford, warden pears were famous and they were baked and sold with this crying approach:

Smoking hot, piping hot,
Who knows what I've got
In my pot?
Hot baked wardens.
All hot! All hot! All hot!

There were no system of fixed price. So the businessmen needed strong carrying voices and clever bargaining ways. There were touts crying wares, minstrels, street musicians and ballad singers. However Queen Elizabeth I passed a law to forbid these criers because of agitation. The people were disturbed by their uproar and outcry. But the criers and bellmen added to the clamour of the street. These publicists were the forerunners of the today's journalists. In medieval period they informed the people of sale or of lost article and giving official and unofficial announcements. Bellmen carried bells and horns to attract the attention of the people. They were considerable, advertising force in England, France and other European countries, and were well organised. They proclaimed for merchants' various wares.
A woman street-crier is selling copies of the London Gazette. This picture comes from the Cries of London (1688-1702).
articles, lost and found, and some of the proclamations of rules and more or less of the current news.

Another attractive and excited divulge was the voice of pedlar who travelled from place to place to sell goods but with news and gossip. Shakespeare, in his play, The Winter's Tale, wrote about Autolycus, the pedler who sings of his products with great enthusiasm as did many a pedlar before:

Lawn, as white as driven snow;
Cyprus, black as e'er was crow;
Clove, as sweet as damask roses;
Masks for faces, and for noses;
Bugle-bracelet, necklace amber;
Perfume for a lady's chamber;
Golden quifs, and stomachers,
For my lads to give their dears;
Pins and poking-stick of steel,
What maids lack from head to heel.
Come, buy of me, come; come buy, come buy;
Buy, lads, or else your lasses cry;
Come buy of me, come; come buy; come buy.

This 'come buy' was the universal cry of the advertiser of that time and its range was limited as far as by the sound of the voice. There was also conflict among the business community regarding price and quality. But they understood that their first duty was to satisfy the customer, to
increase business. Even as early as the sixteenth century, Candido, a linen draper and an amusing character in one of Thomas Dekker's plays, began one speech: 'We are set to please all customers....'

These songs and street cries increased considerably during the sixteenth and seventeenth centuries. They were mainly connected with particular types of business. George, a mercer's young apprentice in Thomas Middleton's play, Anything for a Quiet Life (1622), allures prospective buyers in this way:

What is't you lack, you lack, you lack?
Stuffs for the belly or the back?
Silk, grosgrains, satins, velvet fine,
The rose-colour'd carnadine,
Your nutmeg hue, or gingerline,
Cloth of tissue or tabine,
That like beaten gold will shine,
In your amorous ladies' eyne,
Whilst you their softer silks do twine?
What is't you lack, you lack, you lack?

These are some of the long and charming trade songs. Many short and simple street cries were popular during this period. A poet of fifteenth century made a list of some selling goods which were famous in their names as the street criers sold those items and popularised the products by their
names like 'Hot peasceds', 'cherries in the ryse', 'Strawberry rype' and 'Rybbs of Befe'. A musician and composer of sixteenth century, Orlando Gibbous composed some ad cries with an interesting outlook as 'Hot codlings, hot'; 'Ha'ye any old bellowes or trayers to mend?' 'Buy any ink, will ye buy any ink, very fine writing ink, will ye buy any ink?', 'A good sausage, a good, and it be roasted.' These ad cries with music used to tempt the buyers to purchase the advertised products.

Trade signs illustrated by pictures:
The coloured signboards were opened out as a means of advertising much before the development of printing. As the people were illeterate, and they understood ads by signs and these signs used to remind the people about the particular businessman and details of the products. The interesting earliest sign of this type was Ivy Bush, which was hung outsides inns and wine cellars. Perhaps the famous but hardly truthful proverb, "Good wine needs no bush" emerged from this: A pitcher handle was deployed to inform people, where they could get drinks. It was almost a practice then to use a sign outside the inns. Many signs were based on heraldic symbols. Royal signs such as King's or Queens's Arms or Royal badges like the Two Boars of Richard III can be found in plenty even today. These signs sometimes depicted family crests, often of landholder. The practice was that
This draper concluded his business in old inn and used its sign, 'The Lamb and Black Spread Eagle', as part of the design for a trade card to advertise his goods.
the shopkeeper who started business in the premises of an old inn, and used to keep the 'inn' sign. Some businessmen made stratagem to use heraldic emblem of the land owner. Thomas Creede, a bookseller used the sign of the Eagle and Child in the Old Exchange, in 1584. This sign was an armorial ensign of the Stanley family and was used for inns. This sign was found in Manchester and in the eighteenth century, the same sign was used by five different businessmen like cabinet maker, mercers and an upholsterer etc.

Some of the historical events can be found from shop signs. For example, Three golden balls were the symbol of pawnbroker. This originated from the symbol of three golden coins used by the Lombard merchants of England in the thirteenth century. These usurers used to advance capital against valuable goods and seemed to be the pioneer of the modern pawnbrokers. The druggist used the sign of the pestle and mortar. The well known barber's pole with red and white stripes was used as sign outside the barber's shop and it too has an interesting history. In earlier times, the barber had to perform surgery over and above a hair-cut, and they used the pole for the purpose of operation. And since then the traditional sign of red and white blood stripped pole was introduced to indicate a barber's shop. Another emblem of the shallow bleeding-bowl or soap basin was painted on the exterior wall
A famous street sign was that of the Black Boy, shown here on the trade card of a worm maker whose promises were those of the Black Boy and Worm. Worms were spiral pipes used in the process of cooling and condensing vapours. There is one in the picture.
Robert Pelroy was obviously a model of tidiness and organisation as the appearance of his shop suggests. The counter and window provide space for the display of his wares. It makes a particularly effective trade card.
This doctor's sign, dated 1623, is a fine example of an outdoor sign and is full of interesting information about the various types of work he carried out. He is shown in the centre and in each small scene.
of the barber's house. A barber's guild had existed in 1388 and in 1461 they formed a Company. The signs or trademarks emerged with the formation of Companies, viz, Three Compasses of the Carpenters, the Gold Cup of the Goldsmiths and the Bible of the Booksellers.

When ad was making its foot-hold in Europe, Asia was not far behind. Printing originated from China, and the oldest book was printed in 868 A.D. Later, after a few centuries Johann Gutenberg laid the foundation of modern education by inventing casting movable type in 1438, in Mainz, Germany and printed the Bible in 1456. This discovery in the West, together with the spread of education was the essential ingredient towards growth of advertising.

In 1472, we came across the first ever printed English advertisement which was a handbill or poster announcement written by William Caxton, and ad started its voyage through printed medium.
First Printed English Advertisement.
The modern English translation of the advertisement is as follows:

"If anyone, cleric or layman, wants to buy some copies of two or three service books arranged according to the usage of Salisbury Cathedral, and printed in the same desirable type in which this advertisement is set, let him come to the place in the precincts of Westminster Abbey where alms are distributed, which can be recognized by a shield with a red central stripe (from top to bottom), and he shall have these books cheap.

Please don't tear down this notice."

The advertisement was perhaps pinned up at the printer's premises and circulated more widely in the form of broadsheet.

New methods of advertising are now available like printed posters, handbills, signs, pamphlets, books and newspapers. In 1593, handbills were issued by the fishmongers of England for the purpose of extending the custom of observing fish days within the realm. These announcements were like cooperative advertisements published today to stimulate wider use of oranges, apples, milk or eggs. The use of the term 'advertising' was seen in the writings of French essayist, Montaigne in 1580 and later in the writings o
A variety of early placard-bearers and 'sandwich' men, some of whom are in fancy dress. They were a common sight in mid-Victorian times, and represented one of the earliest forms of the mobile advertising.
Many nineteenth century handbills were very decorative, like this one for a steamship, with its attractive border design and finely drawn ship.

With the growth of railways more people were able to take holidays by the sea and take cheap excursions to places of interest. This trend is reflected in this typical excursion poster, showing the times and fares to Bournemouth from the Midlands.
The larger soap manufacturers, Pears, Lever, Hudson began to use mass-advertising in the late nineteenth century to build up their 'brand' names. This Hudson advertising makes good use of a dramatic illustration and some slick slogans.
A unique type of handbill was used by a hatter, Mr Marriot, who put them inside the crowns of his hats. They put forward his beliefs about Free Trade and at the same time advertised his goods.
Shakespeare in 1599. The Virginia Company advertised for skilled craftsmen for the colonies in 1612. Advertising started its modest beginning with eminent journalists like Defoe, Swift, Addison and Steele and their dexterity gave advertisement a new trend. Addison wrote a treatise in the Tatler on advertising. In this treatise he said; "The great art in writing advertisements is the finding out a proper method to catch the reader's eye."

During this period, most of the ads in the newspaper were about books and sale of remedies. London papers advertised the first advertisement of book was the essays of John Milton.

In 1611 some news agencies were also formed as "Publick Register for General Commerce", having its Central Office in London. From this publicity office people could exchange information, and advertise their goods and wants. Banking facilities were also available with low interest charges for loans. This agency business was more successful in France like Theophraste Renaudot which had a Central Office of information named the Bureau d'Adresse.
Theophrastus Renaudot, the Frenchman, was the founder of a central information office, the Bureau d’Adresse which had more success than its English counterpart, the Publicke Register for General Commerce.
This agency had contact with various classes and were involved in multiple business transactions. Such wide range of business activity required good amount of publicity, and it is said that this advertising agency first started commercial advertising in Europe. The newsbook of the bureau, named the Gazette and its advertisement leaflets, were the precursors of the early newspapers and weekly advertisement list, in France. Such agencies served as media to carry messages of sellers to potential buyers.

Types of advertisements as found in the early newspapers are, people requires servants, servants seeking positions, announcements of runaway slaves, slaves listed for sale, authors of pamphlets, publication of articles of association for public companies and formation of deeds of partnership etc.

An example of advertisement of that period which was set without display type:

"Irenodia Gratulatoria, a heroic poem, being a congratulatory panegyrick for my Lord General's return, summing up his success in an exquisite manner. To be sold by John Holden, in the New Exchange, London, Printed by Thomas, Newcourt, 1652." 12

The first newspaper of England also contained advertisements. In 1622, the first English Press advertisement appeared.
This was the advertisement for the News printed by Nicholas Browne and Nathaniel Butter. This advertisement was made by an author of a series of pamphlets. He inserted a note in The Times Handlist to inform public about the continuity and availability of the pamphlets. The text of that advertisement is given below:

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

Farewell; this twenty-third of August 1622.

This "first press advertisement" was purely informative in nature, but soft, decent and dignified. Whereas other advertisements of earlier period were full of exaggeration. They were mostly ads of cosmetics, patent medicines and beverages but were given an important place in the early media.
Some advertisements in the weekly papers of that period including the first offering of coffee (1652), chocolate (1657) and tea (1658) are also quite interesting. A excellent coffee advertisement came up in 1652 in the form of a handbill. This was illustrative of the early beverage advertisement. It is highly interesting to go through:

THE VIRTUE OF THE COFFEE DRINK

First made and publicly sold in England by

PASQUA ROSEE

The grain or berry called coffee groweth upon little tree only in the deserts of Arabia. It is brought from thence and drunk generally throughout all the Grand Seignour's dominions. It is a simple, innocent thing, composed into drink, by being dried in an oven, and ground to powder, and boiled up with spring water, and about half a pint of it t be drunk fasting an hour before, and not eating an hour after, and to be taken as hot as can possibly be endured the which will never fetch the skin of the mouth, or raise any blisters by reason of that heat.

The Turk's drink at meals and other times is usually water and their diet consists of much fruit; the acidities whereo are very much corrected by this drink.

The quality of this drink is cold and dry; and though it be a drier; yet it neither heats nor inflames more than ho
Bovril posters often depended on slogans for their impact. Here Bovril is advertised by a fine example of Victorian humour.
St. Bartholomew's Fair, London, was one of the earliest and most famous of all great fairs. This brings out its lively atmosphere. Scores of merchants and traders would have cried out their wares to passers-by. The gentleman in the centre seems on the point of losing his money to a pickpocket, who has skilfully distracted his attention.
A print of Cheapside in 1750. How different the streets of London looked before the hanging signs were abolished. Almost every building in the picture carries one of these signs, which were always indicated in design, and we can only imagine what a colourful sight they made.
posset. It so incloseth the orifice of the stomach, and forties the heat within, that it is very good to help digestion, and therefore of great use to be taken about three or four o'clock afternoon, as well as in the morning. It much quickens the spirits, and makes the heart lightsome, it is good against sore eyes, and the better if you hold your head over it and take in the steam that way. It suppresseth fumes exceedingly, and therefore is good against the headache; and will very much stop any defluxion of rheums that distil from the head upon the stomach, and so prevent and help consumptions and cough of the lungs.

It is excellent to prevent and cure the dropsy, gout, and scurvy. It is known by experience to be better than any other drying drink for people in years, or children that have any running humours upon them, as the King's evil, etc. It is a most excellent remedy against the spleen, hypochondriac winds and the like. It will prevent drowsiness, and make one fit for business, if one have occasion to watch, and therefore you are not to drink of it after supper, unless you intend to be watchful, for it will hinder sleep for three or four hours.

It is observed that in Turkey, where this is generally drunk, that they are not troubled with the stone, gout, dropsy or scurvy, and that their skins are exceedingly clear and white. It is neither laxative nor restringent.
Today we do not find such type of large advertisement. Though it was an informative advertisement, it gave the different uses of the product in the ad, from a hot drink to a rare medicine. Comparing to modern ad, it was a boring item to go through. In the same ad, we find repetition.

The advertisement of tea, was first published in September, 1658. This was printed without display type, and offered a new commodity "Tea" in the market. It was as follows:

"That excellent and by all Physicians approved China Drink, called by the Chineans, Tcha, and by other nations, Tay, alias Tee, is sold at the Sultaness Head, a cophee - house in Sweeting Rents by all the Royal Exchange, London."

The word advertisement did not come into use in its modern meaning until 1655. In June, 1666, the London Gazette No. 62 announced the first advertisement supplement as follows:

"An Advertisement - Being daily press to the daily publication of Books, Medicine, and other things not properly the business of a Paper of Intelligence. This is to notify once for all, that we will not charge the Gazette with Advertisements, unless they be matter of state; but ...
Today, we often find the newspaper with full of ads. But its beginning was back in May, 1657. The Publick Adviser was the forerunner of all modern weekly advertising papers. Advertising rates were very high commensurate with the value of goods. The most advertised products were coffee, medicine, ships, horses etc. In Phepian's column, we find the first coffee advertisement as a cure for disease. The language of the advertisement was exaggerative. It was:

"In Bartholomew Lane on the back side of Old Exchange, the drink called Coffee, which is a very wholsom and Physical drink, having many excellent virtues, closes the Orifice of the Stomach, fortifies the heat within, helpeth Digestion, quickeneth the Spirits, maketh the heart lightsom, is good against Eyesores, Coughs or Colds, Rhumes, Consumptions, Headache, Dropsie, Gout, Survy, King's Evil, and many others, is to be sold both in the morning, and at three of the clock in the afternoon."
Caption: Publick Adviser, the first weekly newspaper contained only advertisements, produced by Marchamont Nedham. This first issue was published in May, 1657.

In this advertisement, the address was lengthy and complicated. In other ads of those days the same things were happened. So it can be said that there was no system of numbering among the houses in those days. There were various types of ads. The notices were important. Some important ads of notice were, stage-coaches, school-teachers, journey, employment and lost or strayed of animals, articles and even people.

It is interesting to look into one advertised notice of 1657, when in India, there was no newspaper. The notice was:

A Woman Gone Astray.

There is a little woman which hath a dark coulored serge sute, liked with green Taffity, a brownish complexion with black Eye-brows, with her Nose somewhat short and turning up again, the said woman goeth by the name of Anne Gibbs, alias Boyle, who feloniously went out of her lodging from Mr. Edward Ravens house a saddler in St. Giles's in the fields, next door to the Swan near to Drury Lane, about the middle of April last where she left two small children behind her, and if anyone can bring any tydings of her unto the above said Edward Raven shall be thankfully rewarded."
The first weekly newspaper devoted entirely to advertising was the Publicke Adviser, produced by Marchamont Nedham. The first issue, shown here, was published in May 1657.
In this advertisement, the advertiser gave detailed descriptions of a depraved woman and sought any information for her retribution. In this ad a vivid description was given to locate the advertiser's house. It also depicts that in those days, there was no system of address as of today. It is noteworthy that if any woman had gone away from her house she was called 'felonious', means characterless, even in those days, although the woman of that century had the courage to leave houses, whether it was considered bad or good. This however proved that ladies of that century was courageous.

An enthusiastic advertisement of 1660 was:

"Most excellent and approved Dentifrice to scour and cleanse the Teeth, making them white as ivory, preserves from the Tooth-ach; so that being constantly used, the Parties using it are never troubled with the Tooth-ach; It fastens the Teeth, sweetens the Breath, and preserves the Gums and Mouth from cankers and Impothumes;... and the right are only to be had at Thomas Rookers, Stationer...."

This ad has similarity with modern ad and referred Physicians and its persuasion. This propaganda had the same views of Toothpaste of today's ad.

This advertisement paper of Marchamont Nedhom was forced to
cease publication by his rival group in September, 1657 a
he used to charge for the printing of advertisements. I
1660, when Charles II became king, Nedhom was compelled to
leave the Continent and his rivals took over his ideas. The
Intelligencer and the Newes were printed by Robert I
Estrange, whom Charles II appointed as surveyor of the
Press, Newsbooks, and Advertisements. During the years 1662
1666 when Plague broke out as epidemic, these paper
contained the names of doctors and various doubtful remedies
like "A little Bagg to hang about the Neck", 'A Celestial
Water' or 'A Fume'. This epidemic form of Plague gave
considerable boost to the sales of patent medicines. Street
posters and handbills proliferated which harangued the
public into buying "infallible preventative pills", 'never
failing Preservatives against Infection', 'Sovereign
cordials against the corruption of the air!' 'Antipestilential Pills' and 'The Only True Plague-water.
Mr. L'Estrange published only one copy of a special paper
containing only advertisements, was Publick Advertisement
in June, 1666. There were other two advertisement papers
important. The Merchant's Remembrancer (1679-1712)
dealt with prices of imported goods and gave information on
buying and selling. The Jockey's Intelligencer contains
advertisements for the buying and selling of horses and
carriages. Charges were 'a shilling for a horse or coach
for notification and six pence for renewing', 'The Only
True Plague-water.'
These small Books, Ballads and Histories undernamed, are Printed for and Sold by WILLIAM THACKERAT at the Angel in Duck-Lane, London; where any Chapman may be furnished with those or any other Books at Reasonable Rates.

Ballads

- The True History of the Goodman, Gent.
- The History of the Goodwife, Gent.
- The History of the Good Woman, Gent.
- The History of the Good Lady, Gent.
- The History of the Good Gentleman, Gent.
- The History of the Good Man, Gent.
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First Illustrated Press Advertisements

This was a new idea, an advertisement with illustration. During the period of Elizabeth I, broadsides were skillfully illustrated woodcuts and elaborate designs. There were rarely illustrated ads in the earliest Press but the use of an asterisk or a pointing hand were there. In April 1652, the Faithfull Scout first published the illustrated press advertisement. It contained fine drawings, descriptive of two lost jewels. In March, 1703, the Daily Courant published first illustrated trade advertisement. That was a small woodcut showed an invention for making chocolate. In the seventeenth century, there were a few illustrated press advertisements. In the eighteenth century the illustrated trademan's card depicted the skill of the artist in the illustrations of the advertisements, and were more in number, compared to previous century.

The City Mercuris

The City Mercuris, advertisement sheets registered at the Central Office of Intelligence was another interesting publication of the seventeenth century. In June, 1667, the first City Mercury was published by Thomas Bromhall, containing trading information and advertisements.
The City Mercury carried notices of all descriptions for the London area and was devoted to advertisements. This is the front page of the issue for 4 November, 1675. It was one of the several papers with the same name.
A notice was published with information of a tobacco ship landing in Devon. This advertisement shows the flourishing trade development of tobacco. The advertisement was:

"From Barnstaple, August 13, Six Virginia ships came in this day over the Bar, all laden with tobacco; the names of them not yet known; per next you shall be particularly informed, not only of their names, but the names of their masters and others, as also what Rate all our Commodities yield there."

After Bromhall's Mercury was discontinued, other publications were printed using the same name. The circulation of City Mercury was limited in London, whereas the Westminster Mercury served the country districts. Advertisements were arranged in paragraphs with subject headings. From these advertisement it is possible to know about the social systems of those days. An interesting notice was:

"A Black girl about 15 years of age to be sold"

It proves the existence of slave system in that period. Therefore, advertisement also acts as a mirror of social system. Most of the advertisements were private and a few traders were listed. An amazing example of two competitors emulating a public argument is also found in the same issue of July, No. 16 of 1692. That was:
"One Haworth now of Hartford, father to Dr. Sam Haworth, has published an advertisement relating to the said Dr. Haworth's Grand Elixir; Therein traducing and scandalising Mr. Geo. Squire as no less than a cheat and imposter in pretending to prepare the said Elixir, alledging that the secret thereof is wholly in himself...."

The term "advertiser" is found for the first time in the same issue where the publisher asked for more advertisements. The advertisement was, "Advertisers may bring or send them to Tho. Howkins, Bookseller in George-Yard...." Mercuries was the pioneer of advertising agency and modern press advertisements. They provided the new idea of publicity services, though not regularly.

18th Century

In the eighteenth century the rate of literate people increased and a flourishing trend of newspaper and publishing trade was noticeable. In 1702, December 1, The Daily Courant, the first daily newspaper in Britain was published. It carried an advertisement section which was one of the first to make use of illustrations. Then came 'The Tatler' in 1709 and the Spectator, in 1711. These two papers started social journalism and persuade the woman readers.
The Daily Courant was the first newspaper to be regularly produced daily. It carried an advertisement section which was one of the first to make use of illustrations.
Addison had some rather facetious advice for the early advertiser which he published in the Tatler of September 14, 1710:

"The great Art in writing Advertisements, is the finding out a proper Method to catch the Reader's Eye; without which, a good thing may pass over unobserved, or be lost among Commissions of Bankrupt. Asterisks and Hands were formerly of great Use for this Purpose. Of Late Years, the N.B. has been much in Fashion; as also little Cuts and Figures, the Invention of which we must ascribe to the Author of Spring Trusses. I must not here omit the blind Italian Character, which being scarce legible, always fixes and detains the Eye, and gives the curious Reader something like the satisfaction of prying into a Secret."\(^{18}\)

Even in those times, the people were beauty conscious and equally interested to keep themselves fair looking. This hypothesis was drawn in this study from an advertisement of "Cosmetics for beauty". It was published in the Spectator in 1711.

"A most incomparable Press for the Hands, for exceeding anything ever yet in Print: It makes them delicately white, sleeke and plump; fortifies them against the scorching Heat of the
Fire or Sun, and Sharpness of the Wind. A Hand cannot be so spoil'd but the Use of it will recover them. Sold only at Mr. Allcraft's Toy shop, over against the Royal-Exchange, at 1s. 6d. a Pot, with Directions: Where is sold the excellent German Powder for the Scurvy in the Gums and Teeth, which by only scouring them every Morning, whitens and fastens the Teeth to a Miracle, at 1s. a Seale.¹⁹

This advertisement was for skin as well as for tooth care. Today, as we see the advertisement of Fare and Lovely, which claims protect the skin from scorchy sun, this old advertisement was also to guard the skin from the heat of the sun. The idea is similar, but the media and the style of the ads are different, although the subject matter is same. The advertisements of Dental Cream like Colgate or Forhans also speaks to whiten and freshen teeth early in the morning. Similarly this ad was also propagating something in 1711, though in a different language.

The volume of newspaper advertisement increased despite the introduction of advertisement tax which was imposed by the government in 1712, in order to curb the activities of the press. Each advertisement, whether it was a line or a column long, was charged one shilling, and in case it was not paid within thirty days the charge was trebled. Many publications
closed as a result of this tax system and imposition of newspaper stamp duty.

The subject matter of press advertisements of 18th century are similar to twentieth century. It can be easily understood if we go through some of the 18th century's advertisements. "Cosmetics for beauty" is one of the important factor of today's consumer ads. But such "Cosmetics for beauty" was also advertised in the Spectator, in 1712. "The Gentlewoman who lived 20 years in Raquet Court, and 7 years in Crane-Court, Fleet Street, and has served most of the Quality in England, Scotland and Ireland, also the East and West Indies, with the most excellent curiosities for preserving the Face, Hands and Teeth, in present Beauty; for colouring red or grey Hair to a lovely brown or black, a Cosmatick that certainly takes away the Spots and Marks remaining after the Small-Pox with many other rare Secrets in Physick, is now removed to her own House the upper End of Left hand, where you may be furnished with all things as formerly, and all prepared with her own hand. She is to be spoken with every day from 9 to 12, and from 2 till 8 at night ...."^20

The advertisement began to develop in America in 1700s. Benjamin Franklin is known as the father of advertising in the United States. He introduced advertising before editorial as a masthead of the first issue of the
Pennsylvania Gazette in 1729. The first weekly newspaper published in America was the Boston Newsletter, which appeared in 1704 under the editorship of John Campbell. The first issue published this:

**ADVERTISEMENT**

This Newsletter is to be continued weekly and all persons who may have any houses, lands, tenements, farms, shops, vessels, goods, wares, of merchandise, etc., to be sold or let, or servants run away, or goods stolen or lost may have the same inserted at a reasonable rate, from twelve pence to five shillings and not to exceed: Who may agree with Nicholas Boone for the same at his shop next door to Mayor Davis' Apothecary in Boston near the old meeting house.

The advertisement for the sale or rent of houses, farms, shops, vessels and other items were found in the first issue of Boston News Letter. Early American advertisements however, was largely devoid of the exaggeration found in English advertisements. James Young, in comparing patent medicine advertising in these two countries upto 1750, said, "While the English proprietor sharpened up his adjectives and reached for his vitriol, in America with rare exceptions, advertisers were content merely to list by name their supplies of imported English remedies."

Benjamin Franklin was one of the earliest proponents of
Early newspaper advertisements usually consisted of lengthy descriptions confined in as small space as possible. In this case of pewterer, Edward Yorke, reveals his abilities.
advertising and widened its use in his newspaper Pennsylvania Gazette from 1728 which later became the Saturday Evening Post. The Press advertising and its development in America is essentially a follower of British "newspaper advertisements. He carried one to two columns of advertising in each issue. Franklin used white space between ads and began to use 14 points headings for each advertisement. Small stock woodcuts also began to appear in his paper, both in half column and full column size.

An example of advertising pointed in Franklin's newspaper in 1735 is quoted below:

TO BE SOLD

"A Plantation containing 300 Acres of good Land, 30 cleared, 10 or 12 Meadow and in good English Grass, a house and barn & C. lying in Nantmel Township, upon French-Greek, about 30 Miles from Philadelphia. Enquire of Simon Meredith now living on the said place.

All persons indebted to the Estate of Joseph Harrison, Carpenter, late of Philadelphia,
HAIR MANUFACTORY,
IN CHESTNUT STREET.

C. FOLLADOUX,

Featuring Hair Dressing, and other articles serving ladies and gentlemen.

These advertisements were published in American Newspapers in 1833, except that of James J. Johnson which was published in 1859.

JAMES J. JOHNSON'S FASHIONABLE
HAIR DRESSING SALON,
AND BATHING ROOMS.

EXTRAORDINARY NOVELTY.
A new mode at the Pennsylvania Farmer, in Third, between Vine and Collector streets, for a few nights only.

The ELEPHANT ALLA KHAN, formerly belonging to the Prime Minister of the King of Oude, of the same name, and probably the most magnificent, dexterous, and the largest ever brought to the United States. On his back, weighed and about 30 inches long, which, with his ears, are some 25 feet long—two beautiful tusks, which, with his trunk, are one of the finest specimens ever exhibited in North America. His name has been changed to the Mahot, who accompanied turn about 30 inches long, which, with his trunk, are one of the finest specimens ever exhibited in North America. His name has been changed to the Mahot, who accompanied turn along with his large trunk and his magnky size, is unique. He arrived and served himself to be sought out by any one who is willing to purchase him.

The Great Aloth Khan is 20 years old, a feet of 24 inches high, and 20 feet long—two beautiful tusks, about 20 inches long, which, with his ears, are about 5 feet long, and with his trunk, which, with his ears, are about 5 feet long. His trunk is 30 inches long, which, with his ears, are about 5 feet long, and with his trunk, which, with his ears, are about 5 feet long.

The Elephant Alla Khan is 20 years old, a feet of 24 inches high, and 20 feet long—two beautiful tusks, about 20 inches long, which, with his ears, are about 5 feet long, and with his trunk, which, with his ears, are about 5 feet long. His trunk is 30 inches long, which, with his ears, are about 5 feet long, and with his trunk, which, with his ears, are about 5 feet long.

The ELEPHANT HAFIEEM MAHEEM ALLA KHAN, for an extraordinary exhibition, in the new mode at the Pennsylvania Farmer, in Third, between Vine and Collector streets, for a few nights only.

FALL FASHIONS, JUST RECEIVED.—Together with a full assortment of Cotton, Coarse, Voyage, etc., the摘编

![Image of Fall Fashions]

These fashions were published in American Newspapers in 1833, except that of James J. Johnson which was published in 1859.
deceased, are hereby required to make speedy
payment to John Harrison, or John Leech,
Executors. And those that have any Accounts to
settle, are desired to bring them in."21

Analysis of Early English Ads of England

The advertisements were printed and laid out like
classifieds and were illustrated rarely. Mostly, these ads
were directed to the wealthy clients of the coffee houses
where the newspapers were available. Some newspapers
contained advertisements of wigs, tea, coffee, books,
wines, lottery and theatre tickets and also the ad of
essential cathartic and 'cosmetiks'. The ads of ordinary
household goods were frequent, including offers to engage
servants and slaves. The advertisers sometimes used simple
illustration to attract the readers. For example, sailing
announcements displayed a small woodcut of a ship at the
top of a poster or small ad, or a minute figure of a man
looking over his shoulder was placed at the head of an ad.
The front page of The Times newspaper of 3 July 1797 consists entirely of advertisements and notices of various kinds.
for a runaway slave.

However, by today's standard most advertisements were straightforward and informative. Their style and language tended to be formal, respectful and ceremonious. It is worth mentioning that the eighteenth century was an age of quacks, 'empiries' and tricksters. They enjoyed a considerable influence and social standing as they both made and peddled an alarming variety of pills, purges, solvents and elixirs for which extravagant claims were made. The quacks attracted attention to their wares by indulging in the most repulsive details of the diseases and scourges they claimed to cure. Their promises were matched by spurious testimonials elicited from miraculously cured sufferers, who were mostly 'dukes and other noble personages of this kingdom'.

The tobaccos and snuffs were advertised to be good for the 'Head, Eyes, Stomach, Lungs, Rheumatism and Gout, Thickness of Hearing, Head-ach, Tooth-ach or Vapours'. And it was even alleged that a person "may never come to wear spectacles" if he uses a certain brand of tobacco. These quacks had a lasting impact on advertising, and subsequent generation of advertisers perfected the art of puffery and persuasion.

The design and layout of the ads were backdated as they
used long sentences, superfluous linking passages and the generally long-winded style of advertising language. There were not much space between sentences and type sizes were not accurate and symmetrical. But the art of copy writing sprang to life and made a noteworthy contribution to the language in coining and invention of new words. Around middle of the eighteenth century, we observe a new kind of fashionable printings, same eye-catching statement in bold type, followed by the remainder of the message in smaller type, viz:

A Beautiful Young Girl Strangled
a cry of admiration when she saw our new blouses

Most of these advertisements came from local traders, doctors and local businessmen.

The first advertisements in both English and American newspapers had little to distinguish typographically, from the regular news item. In appearance, these are similar to present-day reader ads found in the news columns. At times they were set in italics and sometimes in a smaller type size than the body matter. Usually each ad began with an initial capital letter.

The third issue of News letter, dated May 8, 1704 carried three paid advertisements. One of these ads described the theft of some men's apparel, another for two lost iron
Opposite the 'popular press' provided a wider outlet for press advertisement. This page of The Graphic of 27 March 1866 advertised variety of products.
anvils, and the third one announced a fulling mill and a plantation for rent or sale. The newspaper as a whole and also its advertisements were patterned after the style and format, then common in England.

The first daily paper in the United States of America appeared in Philadelphia in June 1783 viz. The Pennsylvania Evening Post, and the Daily Advertiser. It continued publication irregularly until October 26, 1784. It was unsuccessful as it couldn't attract the advertisers which was the main reason for its suspension. The first successful daily paper was the Pennsylvania Packet (1771). The Daily Advertiser, started publication on September 21, 1784. From 1771, the packet began its journey as weekly and from the very first issue, it handled a fabulous amount of ads. When its advertising volume became too large to carry in a four-page weekly paper, it changed to semi-weekly, later to tri-weekly to accommodate the volume of ad. In its first issue as a daily paper it had 10 columns of advertising in a four-page, four-column paper. And it was said that,

"It is an interesting observation that the first daily newspaper established in the United States came, not on account of a demand for fresh news but as a result of pressure of advertising. The first New York daily was likewise an advertising
sheet rather than a newspaper. This was the New York Daily Advertiser, first published on September 1, 1785, by Francis Childs.\textsuperscript{22}

Gradually transportation developed, factories came up, industrial era emerged. The expanded market created the need and opportunity for more advertisement. Advertising was set in small type and the copy was changed infrequently. The usual ad ran from 5 to 20 lines in length and was contracted to run throughout the year. The first papers were small in size, but with the increase of advertising, the tendency was to increase the number and length of columns. Until 1828, the common page size was 24 by 35 inches. The New York Journal of Commerce appeared with an 11 column paper 35 inches wide and 58 inches in length. The reason for development of this "blanket sheet" format was the lack of press equipment which could not print more than a four page newspaper.

Limitations of this study

Surprisingly there are few books on the history of advertising. These information and materials are drawn mostly from the historical documents and old newspapers. To get the origin of English ads and its early developments, there is no other way but to depend on these historical documents. I collect the information from the various sources.
But in case any historical research is done in future, then one shall be able to get more information from historical discoveries and we need not have to depend only on historical documents and hypothesis alone.

CONCLUSION

Before analysing the development of advertising of modern days, we have to study the origin and its history of advertising in its earliest form, since the study of background is necessary to realise the theme in proper perspective. Therefore, to understand the development of English Press Advertisement and the origin of ads - it's necessary to have an authentic background of ancient ads from which modern ad derives. As we learn today that advertisement developed alongwith civilisation, therefore advertising cannot be the product of modern marketing. It originated from the early civilisation and is a part of our heritage. From its inception, the newspaper increased his page size due to large amount of advertisements, not for news. Therefore advertisement has an important role from the very beginning of the newspaper's history throughout the world.
REFERENCES OF ORIGIN OF ADVERTISING


10. This translation was made by Dr. Edward Pousland of Worcester Junior College.


