

John Johnson Collection: pre-1960 ephemera

Publicity

Index created by SJS 11/93

This section has not been catalogued or digitised.

Box 1

History of Advertising in England and America
Early Advertising - Books and catalogues

Box 2

Advertising and Anti-advertising
Advertising Agencies (Contractors, studios etc)

Box 3

Advertising Agencies continued

Box 4

Advertising Agencies continued
Advertising Associations and Clubs, Conventions and Societies Exhibitions
for D.I.A see Societies

Box 5

Commercial Artists
Advertising Schools and Correspondence Colleges

Box 6

Advertising Schools and correspondence colleges continued
Press cutting agencies and documentation
Direct Mail Advertising
Empire Marketing Board
National Mark

Advertising by Radio Network
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Box 7

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Box 8

Posters of the Transport Services, including T.B.L
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Box 9

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Box 10

Advertisement novelties and stunts continued
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Box 11

Book and gift tokens
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Box 12

The Free Gift Business

Booktrade
Clothing
Cocoa, chocolate and confectionary
Fine Art

Box 13

The Free Gift Business continued

Food

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Soap

Tea and Coffee

Tobacco and cigarettes

Tokens (book and gift)

Watches, clocks and jewellery

Individual stores

Miscellaneous

Box 14

Miscellaneous

Books and Pamphlets, Exhibition catalogues

Box 15

Books and pamphlets continued