

John Johnson Collection: pre-1960 ephemera Advertisers

revised JAL April 2020

This is a sequence of journal wrappers and advertising pages. These were usually removed when runs of periodicals were bound for libraries and individuals. They are important for several reasons:

- 1) They show the target market for advertisements
- 2) They represent a wider range of products than those that have survived as handbills
- 3) They sometimes still include 'insets' (handbills, often in colour) that were sewn, stuck or stapled within journal pages
- 4) They often provide a date for undated single sheet advertisements (showing the same images)

NB **Advertisers** are arranged by the title of the journal. However, the tooled labels of the original boxes do not necessarily correspond to the contents, especially at the end of the sequence. Please therefore read the index carefully.

This section has not been catalogued or digitised

Ainsworth's, Bentley's, Jarrold's (1840–1850)

1 box: not indexed

All the Year Round (1861–1877)

1 box

The Antiquary I (1880–1914: box label). Contents: 1880–1888

Feb 1880 – Sept 1880

Nov 1880 – Apr 1882

June 1882 – Dec 1882 (2 copies)

Jan 1883 – Apr 1884

June 1884 – Sept 1885

Nov 1885 – Mar 1886

May 1886 – June 1886

Aug 1886

Oct 1886 – Nov 1886

an 1887

Mar 1887

Jan 1888 – Dec 1888

The Antiquary II (1880–1914: box label). Contents 1889–1896

Jan 1889 – June 1894

Aug 1894 – Dec 1896

Advertisers Misc I

The Antiquary

Jan 1897 – Nov 1899

Jan 1900 – Dec 1904

Feb 1905 – Dec 1905

Advertisers Misc II

The Antiquary

Jan 1906 – Aug 1910

Oct 1910 – Nov 1914

Jan 1915 – Dec 1915

Advertisers Misc III

The Argosy

Dec 1866 – Nov 1867

Jan 1893 – Dec 1893

Baily's Monthly Magazine of Sports and Pastimes

Feb 1878 – Mar 1878

May 1878 – June 1878

Sep 1878

Nov 1878 – Dec 1878

Jan 1879 – Mar 1879

May 1879

July 1879

Oct 1879 – Dec 1879

Mar 1881

Blackwood's Edinburgh Magazine

Jan 1876 – Dec 1876

Advertisers British Critic (1792 – 1815)

***British Critic* (1792 – 1815)**

not indexed

Cassell's Family Magazine (1874 – 1895: box label). Contents : 1873 – 1894

Cassell's Magazine

Oct 1873 – Nov 1873

May 1874 – July 1874

Sep 1874 – Oct 1874

Cassell's Family Magazine

Mar 1875

May 1875 – June 1875

Aug 1875

Nov 1875

Feb 1883

Dec 1884

Jan 1885 – June 1885

Aug 1885 – Oct 1885
Dec 1887
Jan 1888 – June 1888
Aug 1888 – Feb 1889
Mar 1889 (2 copies) – June 1889
July 1889 (2 copies) – Sep 1889
Oct 1889 (2 copies) – Nov 1889
Dec 1889 (3 copies)
Jan 1890 (2 copies)
Feb 1890 (2 copies) – April 1890
May 1890 (2 copies)
June 1890 (2 copies) – July 1890 (2 copies)
Aug 1890 (2 copies)
Sep 1890 (2 copies)
Oct 1890 – Dec 1890
Jan 1891 – Nov 1891
Dec 1894 (2 copies)

Advertisers Misc IV

Cassells Family Magazine

Jan – Nov 1895 (2 copies of every issue)

Dec 1896 – Oct 1896

Cassells Popular Natural History

Parts 2 – 30, 32 – 48

(most in 2 editions/variants, one with Roman, the other Arabic numbering)

Advertisers Misc V

Chambers's Journal (Contents: 1872–1882)

July 1872 – Dec 1872

Jan 1872 – May 1872

Aug 1874 – Sep 1874

June 1876

Jan 1879 – Feb 1879

Apr 1879 – Jan 1880

Feb 1881 – Dec 1882

Advertisers Misc VI

Chambers's Journal (Contents: 1883–1890)

Jan 1883

Mar 1884 – Jan 1885

Feb 1886 – Jan 1887

Feb 1888 – Jan 1890

Oct 1890 – Dec 1890

Feb 1890 – Sep 1890

Advertisers Misc VII

Chambers's Journal (Contents: 1891–1896)

Jan 1891 – Jan 1892

Mar 1892

May 1892 – Jan 1896

Christian Cottager's Magazine

Feb – Dec 1845

Jan – Dec 1846

Jan – Feb 1847

The Christian Witness and Church Members Magazine

Oct 1854

Oct – Dec 1857

May – Dec 1858

Sep 1859

The Christian Witness and Congregational Magazine

Jan 1865 – Dec 1867

July 1871

Colburn's New Monthly Magazine

July 1839

Jan 1840

May 1840

Advertisers Misc VIII

The Cornhill Magazine

Jan – Dec 1881

The Court Miscellany or Gentleman and Lady's New Magazine

Feb 1770 and misc fragment

The Critical Review

May 1781

Eastern Europe Illustrated

Part 1

Englishwoman's Domestic Magazine

May – Dec 1855

Jan – Dec 1856 (Apr: 2 copies)

Jan – Dec 1857

Jan – Apr 1858

The European Magazine

Jan 1788

Apr – May 1793

July 1813

Advertisers: Dublin Univ Magazine (1846 – 1850: box label). Contents: 1846–1852

Dublin University Magazine

Jan – May 1846

Aug – Dec 1846

Feb – May 1847

July – Dec 1847
Feb 1848
Apr 1848
June – Oct 1848
Dec 1848 – Sep 1849
Nov 1849
Jan – Feb 1850
Apr 1850
June 1850
Feb – Sep 1851
Nov 1851 – Mar 1852

Advertisers Misc IX

Familiar Wild Flowers

Parts 21 – 62

The Family Friend

Jan – Nov 1855

Jan – Nov 1856

Jan – Dec 1857 (Dec: 2 copies)

Jan – Feb 1858 (Jan: 2 copies)

Oct – Dec 1858

Apr 1859

The Florist and Pomologist

Mar – Dec 1868

Jan – Dec 1869

The Fortnightly Review

Oct 1873

Dec 1873

Vol. XIV for July – Dec 1873

The Gardener's Magazine

Jan – Sep 1838

Nov – Dec 1838

Mar – May 1839

July – Sep 1839

Dec 1839

Jan – July 1841

Oct – Dec 1841

The General Magazine and Impartial Review

Feb 1788 (fragment)

Gents Mags and Various (1766 – 1827: box label). Contents: 1740–1813

The Gentleman's Magazine

May 1740

Nov 1740

May 1741

July 1741

Sep 1741
June 1742
Nov 1742
Jan – Mar 1743
May – June 1743
Aug – Sep 1743
Nov 1743
Feb – Mar 1744
June – Nov 1744
July 1745
Suppl. 1745
Jan – Feb 1746
June 1746
Aug 1746
Oct 1746
Jan – Feb 1748
Apr – July 1748
Oct – Dec 1748
Sep 1757
Nov 1757
July 1759
Aug 1759
Mar 1764
May 1765
June 1765
Apr 1774
Sep – Oct 1774
Dec 1774
Suppl. 1774
Apr 1776
Oct 1776
Suppl. 1776
Jan 1778
Oct 1778
Dec 1778
Mar 1779
Aug – Dec 1779
Jan – Apr 1783
July 1783
Sep 1783
Dec 1783
Jan 1784
May – July 1784
Sep – Nov 1784
Suppl. 1784
Apr 1785

June 1785
Sep – Dec 1785
May 1787 (2 copies)
July 1787
Sep 1787
Suppl. 1787
Aug 1788
Jan – May 1789
Aug – Oct 1789
July 1791
Mar 1793
Feb – Apr 1794
Aug 1794
Mar 1797
Oct 1797
June 1799 (frag.)
Jan 1802
Jan 1803
Nov 1804 (2 copies)
Mar 1805
July 1805
June 1806
May 1807
Aug 1807
Oct 1807
Oct 1809
Mar 1810
Suppl. 1810
Suppl. 1811
Aug 1812
Oct 1812
?Feb 1813 (frag.)
?May 1813 (frag.)
Orange: Feb 1813
Aug 1813 (frag.)
Suppl. 1813

[No Advertisers Misc X]

Advertisers Misc XI

The Gentleman's Magazine (1814–1830)

Apr 1814
Jan 1815
May 1815
Nov 1815
Suppl. 1815

Aug – Sep 1819
Nov 1819
? Jan 1820
? Feb 1820
? June 1820
Oct 1820
? Nov 1820
Dec 1820
Suppl. 1820
Jan 1821
? Feb 1821
Apr 1821
July – Aug 1821
Oct 1821
Suppl. 1821
Jan 1822
Mar 1822
? Apr 1822
May 1822
Oct 1822
Jan 1823
Mar – May 1823
June 1823 (+2 frags.)
July 1823
Aug 1823 (+ frag.)
Sep 1823 (2 copies)
Oct 1823
Dec 1823
Suppl. 1823 (2 parts)
Jan – Dec 1824 (May, Aug & Dec 2 copies)
Suppl. 1824
Jan 1825
Feb 1825 (+ frag)
Mar – Apr 1825
May 1825 (2 copies)
June 1825 (2 copies)
July – Aug 1825
Sep 1825 (+ frag.)
Oct 1825 (+frag.)
Nov 1825 (2 copies)
Dec 1825 (2 copies)
Suppl. 1825 (Parts I & II both 2 copies)
Jan 1826
Mar 1826
Apr 1826 (+ frag.)
June 1826 (2 copies)

July – Nov 1826
Suppl. 1826 (Part I)
Suppl. 1826 (Part II 2 copies)
Apr 1827
May 1827 (+ frag.)
July – Aug 1827
Sep 1827 (2 copies)
Suppl. 1827 (Part I)
Jan 1828
Feb – Mar 1828
May 1828
June 1828 (3 copies)
July – Dec 1828 (all 2 copies)
Suppl. 1828 (Parts I & II both 2 copies)
Jan – Dec 1829
Suppl. 1829 (Part II)
Jan – May 1830 (all 2 copies)
July 1830
Aug 1830 (2 copies)
Sep – Nov 1830
Dec 1830 (2 copies)
Suppl. 1830 (Part II)

Advertisers Misc XII

The Gentleman's Magazine (1831–1851)

Jan – Aug 1831 (Feb, May, July 2 copies)

Suppl. 1831 (Part I 2 copies)

May 1832

July 1832

Oct – Nov 1832

Suppl. 1832 (2 copies)

Feb – Mar 1833

July 1833 (+ frag.)

Aug 1833

Oct 1833 (+frag.)

Nov 1833

Dec & Suppl. 1833 together

Jan – Feb 1834

Apr – Dec 1834

Jan – Mar 1835

May 1835

July – Sep 1835

Dec 1835

Jan – Mar 1836

May – June 1836

Oct – Nov 1836

Jan 1837
July – Aug 1837
Nov 1837
Jan – Feb 1838
May 1838
July 1838
Sep 1838
Mar – May 1839
Oct – Nov 1839
Apr 1840
Feb 1851
Envelope of misc fragments: 18th Century and early 19th Century
Envelope of misc fragments: 19th Century
The Girl's Own Paper
Nov 1888 – Oct 1889

English Illustrated (1888 – 1901: box label). Contents: 1883–1901

The English Illustrated Magazine

Nov 1883
Jan – June 1884
Aug 1884 – Oct 1885
Dec 1885
May – June 1886
Jan 1887
Mar 1888
June 1888
Feb 1889
July 1890
Apr 1893
Oct 1893
Nov 1893 (2 copies)
Xmas 1893
Jan – Nov 1894 (Nov: 2 copies)
Xmas 1894
Feb 1895
Mar 1895 (2 copies)
Apr – Oct 1895
Xmas 1895
Jan – Apr 1896
June – Xmas 1896
Jan 1898 (2 copies)
Feb 1898
June – July 1898
Nov 1898
Apr – May 1899
Oct – Xmas 1899

Jan – June 1900
Aug – Xmas 1900
Jan – June 1901
Sep 1901
2 undated (Jan & Apr)

Advertisers Various 1850 – 1900

Harper's Magazine

Dec 1884

Harper's Monthly Magazine

June – Nov 1889

Jan – Nov 1890

Dec 1891

Harper's New Monthly Magazine

Apr – May 1892

Harper's Magazine

Dec 1893 (2 copies)

Harper's Monthly Magazine

Mar 1894

May – Sep 1894

Nov 1894

Mar – Nov 1895

Jan 1897

Mar – May 1897

July 1897

Sep 1897

Harrison's Floricultural Cabinet

Jan 1840

Apr 1840

Oct 1840

The Idler

Sep 1892

June 1893 (2 copies)

The Lady's Magazine

Jan – Feb 1793

Mar 1794

Nov 1795

Aug 1797

Aug 1799

Plus misc fragments

Leisure Hour (1800 – 1898) ; Good Words (1878 – 1892)

Good Words

Jan 1878 – Dec 1879

Mar 1883

June – July 1883

Oct 1883
Jan – Mar 1885
May – Dec 1885
Jan 1888 – Feb 1889
Nov – Dec 1889
Jan – Feb 1892
Apr – Dec 1892

Good Words for the Young

Dec 1870 – Oct 1871

The Leisure Hour

Jan 1876
Aug 1876
Oct – Dec 1876
Jan – Oct 1880
Dec 1880
Jan 1884
Mar – Dec 1884
Oct – Dec 1893
Jan – Nov 1894 (Nov: 2 copies)
Dec 1894
Jan – Apr 1895 (Apr 2 copies)
May – July 1895 (July 2 copies)
Aug – Dec 1895
Jan – Mar 1896
June – Dec 1896
Jan – Dec 1898

Literary Advertiser 1811–1826

The Monthly Literary Advertiser

Dec 1811
Dec 1812
Dec 1813
Dec 1814
Dec 1815
Dec 1816
Dec 1817
Dec 1818
Dec 1819
Dec 1820
Dec 1821
Jan 1822–Sep 1824
Dec 1824–Jan 1826
Mar 1826
May 1826
July 1826

Bent's Monthly Literary Advertiser. No.353 [specimen number]

Advertisers: “London” Magazines (1754–1855); La Belle Assemblée 1807–1816 (label)

[NB *La Belle Assemblée* is not present in this box]

The London Magazine

June 1754

Mar 1757

Mar 1770

Oct 1771

Mar 1772

Feb 1778

Feb 1779

May 1779

June 1782

Feb 1820–April 1820

July 1820

Sep 1820

Nov 1820–Dec 1820

Jan 1821

Apr 1821–Oct 1821

Jan 1822–Mar 1822

May 1822–Aug 1822

Oct 1822–Dec 1822

Jan 1823

Mar 1823–Dec 1823

Jan 1824–June 1824

Aug 1824–Dec 1824

Jan 1825–May 1825

July 1825–Dec 1825

Jan 1826–Aug 1826

Nov 1826–Dec 1826

1 fragment

The London Magazine, Charivari & Courier des Dames

1840

Sharpe’s London Magazine

Jan 1855

Mar 1855–Nov 1855

Jan 1856–June 1856

Advertisers Various (1838 – 1869) NB label does not reflect dates of contents

Macmillan’s Magazine

Nov 1861

Dec 1868

June 1871

Mar – May 1872

Aug 1872

Feb 1874

Feb – Nov 1879

Dec 1889

Feb 1890

Apr 1890

May 1891

Oct 1891

The Monthly Magazine

Sep 1804

The Monthly Review

Dec 1794

Mar – Apr 1797

May 1810

July – Dec 1811

Jan 1812

Mar 1812

July – Aug 1812

Jan 1813

Mar – Apr 1813

July 1813

Dec 1813

Jan 1814

Dec 1814

Feb 1823

Apr 1825

Mar – Aug 1856

Oct – Nov 1856

Plus 2 appendices & misc fragments

The Monthly Packet

Jan – May 1878

Aug – Dec 1878

The Nineteenth Century

Nov 1878

Once a Week

Feb 1868

Dec 1868

The Oxford Magazine or University Museum

Nov 1770

Advertisers Quiver (1875–1895)

Nov 1875–Dec 1875

Feb 1876–Oct 1876

Jan 1882–Oct 1882

Jan 1885–June 1885

Aug 1885–Oct 1885

Nov 1886–Dec 1886

Jan 1887–Mar 1887
June 1887–July 1887
Sept 1887–Oct 1887
Nov 1888–Dec 1888
May 1889
Nov–Dec 1889
Jan 1890–Dec 1890
Jan 1891–Dec 1891
Nov 1892–Dec 1892
Jan 1893 (x 2)
Feb 1893–Apr 1893
May 1893 (x 2)
June 1893–Oct 1894
Nov 1895

Advertisers Various (1880–1900) NB Label does not reflect dates of contents

The Register of the Times or Political Museum

Feb 1794

The St. James's Magazine: or Memoirs of Our Own Times

Oct 1861

Jan 1862

Jan 1775

Oct 1775

Sep 1776

Scribners' Magazine

July–Oct 1890

July–Dec 1891

Jan–Apr 1892

June 1892

Jan–May 1894

Mar 1896

July 1896

Sep 1896 (2 copies)

Oct 1896

1 undated (1896?)

The Sportsman

Aug 1836

Oct–Dec 1836

Feb–Apr 1837

July–Dec 1837

The Sporting Mirror

Jan 1884

Apr–May 1884

July–Oct 1884

Dec 1884

Temple Bar

Dec 1887

Jan–Dec 1888

The Theatre

Feb–July 1879 (bound together)

July–Dec 1880 (bound together)

July–Dec 1881 (bound together)

July–Sep 1883 (bound together)

Oct–Dec 1883 (bound together)

July–Dec 1884 (bound together)

Jan–June 1886 (bound together)

July–Dec 1887 (bound together)

July–Dec 1888 (bound together)

Jan–June 1889 (bound together)

The Studio (1899–1904)

June–Dec 1899

Jan 1900

Mar–Dec 1900

Jan–July 1901

Sep–Dec 1901

Jan–Dec 1902

Jan–Dec 1903

Jan 1904

Advertisers: Sunday at Home 1 (1885–1893 box label). Contents: 1877–1887

The Sunday at Home

Jan 1877–Nov 1877

Jan 1880

Mar 1880–Dec 1880

Apr 1882

Jan 1884

Mar 1884 (2 copies)

Apr 1884–May 1884

June 1884 (2 copies)

July 1884 (2 copies)

Aug 1884

Sept 1884 (2 copies)

Oct 1884–Dec 1884

Jan 1885 (2 copies)

Feb 1885 (2 copies)

Mar 1885 (2 copies)

Apr 1885 (4 copies)

May 1885 (3 copies)

June 1885 (2 copies)

July 1885 (3 copies)

Aug 1885 (2 copies)
Sept 1885 (3 copies)
Oct 1885
Nov 1885 (2 copies)
Dec 1885 (3 copies)
Jan 1886
Feb 1886 (2 copies)
Mar 1886 (2 copies)
Apr 1886 (3 copies)
May 1886 (2 copies)
June 1886 (3 copies)
July 1886
Aug 1886 (2 copies)
Sep 1886 (2 copies)
Oct 1886 (2 copies)
Nov 1886 (2 copies)
Dec 1886 (2 copies)
Jan 1887–Mar 1887
May 1887–Dec 1887

Advertisers: Sunday at Home 2 (1885–1893 box Label). Contents: 1888–1893

Jan 1888
Feb 1888 (2 copies)
Mar 1888–Dec 1888
Jan 1889–June 1889
Aug 1889–Dec 1889
Jan 1890–Feb 1890
Mar 1890 (2 copies)
Apr 1890–July 1890
Aug 1890 (2 copies)
Sept 1890 (2 copies)
Oct 1890 (2 copies)
Nov 1890–Dec 1890
Jan 1891–Nov 1891
Dec 1891 (2 copies)
Jan 1892–Sep 1892
Nov 1892–Dec 1892
Jan 1893–Mar 1893
Apr 1893 (2 copies)
May 1893–Oct 1893

Advertisers: Sunday Magazine (1873–1889. Box Label). Contents: 1873–1886

Sunday Magazine
Oct 1873–Dec 1873
Jan 1874–Sep 1874
Oct 1875–Dec 1875 + Extra Xmas issue

Jan 1876–Sep 1876
Jan 1880–Dec 1880
Feb 1882–Nov 1882
Jan 1883–Dec 1883
Jan 1884–Dec 1884
Jan 1886–Dec 1886
1 undated

[Untitled box]–

*The Town & Country Magazine or, Universal Repository of Knowledge, Instruction,
and Entertainment*

Apr 1770
June 1770
Sep 1770
Feb 1771
Dec 1771
Mar 1774
Jan 1775
May 1777
Feb 1778
Mar 1780
Sep 1781
Aug 1782
misc fragments

The United Service Journal

June 1838

The Universal Magazine

Nov 1771
Nov 1772
Nov 1774
Jan–Feb 1778
June–Aug 1778
July–Aug 1779
Nov 1781 (2 copies)
Feb 1782
May 1782
Oct–Nov 1782
Feb 1783
Apr 1783
July–Aug 1783
Oct 1783
Dec 1783
May–June 1785
Aug 1785
Oct 1785
Jan–June 1787

Aug–Sep 1787
Nov, Dec & Suppl. 1787
Jan–Feb 1788
Apr, June + Suppl. 1788
July 1788
Dec + Suppl. 1788
May 1789
July–Aug 1789
Dec Suppl. 1789
Jan–July 1790
Sep 1790
suppl to v.71 c.1780
and 2 misc. fragments

The Universal Museum

July–Nov 1766
misc fragments

The Westminster Magazine

Feb 1784
Apr 1784
Sep 1784
Dec 1784
Mar 1785
May 1785
June 1785
Sep 1785
misc. fragments
Miscellaneous fragments late 18th century