Marketing: Sources

How to use this list of sources

This is a list of some of the collections that may provide a useful starting point when researching this subject. It gives the collection reference and a brief description of the kinds of records held in the collections. More detailed lists are available in the searchroom and from our online catalogue. Enquiries should be directed to the Duty Archivist, see contact details at the end of this source list.

Allied Distillers (GUAS Ref: UGD 306)
Press advertisements and publicity materials for William Teacher & Sons brands 1913-80s

Anchor Line; shipping company (GUAS Ref: UGD 255)
Publicity materials for emigration and holidays 1900-60s

Babcock & Wilcox; boilermakers (GUAS Ref: UGD 309)
Marketing department reports (Babcock Energy) 1950s-1970s
Sales promotions and press releases 1920-76
Visitor’s books (Babcock Energy) 1941-83

Barr & Stroud; optical instrument makers (GUAS Ref: UGD 295)
Press cuttings 1895-1954
Visitor’s books 1898-1981

Ellerman Lines; shipping company (GUAS Ref: UGD 131)
Posters and postcards 19th century
20th century
Press cuttings 1911-72

Gourock Ropeworks & New Lanark Mills (GUAS Ref: UGD 42)
New Lanark Mills 1795-1832
1938-62
Visitor’s books 1938-61

House of Fraser; retailers (GUAS Ref: HF)
Catalogues and advertising 1865-1993
Market research files 1971
Press cuttings 1844-1986

Rex Stewart Advertising Agency (GUAS Ref: UGD 336)
Agency material 1960-86
Annual reports 1965-88
Correspondence 1939-80s
International Markets Advertising
Press cuttings, promotional material 1946-88
Window Display Manuals, various trades 1945

Scottish Brewing Archive
Various promotional items including television commercials, packaging and display, reports, publications etc.
Scottish Milk Marketing Board (GUAS Ref: UGC 2)
Co-responsibility Marketing Reports to the EEC 1980-94

Scottish Milk Publicity Council (GUAS Ref: UGD 352)
Marketing and advertising reports 1980s-1990s
Minutes 1954-90s
Sales committee minutes 1959-72
Subject files 1960s-1980s

Other resources
- For guide to Market Research resources on the Internet see: http://www.dis.strath.ac.uk/business/marketres.html
- For advertising agencies’ records in repositories around the UK go to http://www.nationalarchives.gov.uk/nra/ and search the Corporate Names Index for the word Advertising.