

2. Advertising and the Industrial Revolution .Victorian Advertising

With mass production and the manufacture of new products the creation of modern advertising evolved. Newspapers and magazines carried adverts for so many new products. Trade cards flourished and billboards and shop signs multiplied. The appearance of lorries, trains and trams saw outdoor advertising grow. We looked at the leaders in advertising innovation. Cope Brothers tobacco manufacturers of Liverpool. Lever Bros and their advertising of cleaning products like Sunlight soap. The use of artists' portraits for selling Pears soap. 'Quackery' flourishes with adverts for dangerous remedies.

As a break from history we looked at recent adverts which offended the public by using violence ,shock tactics and dark humour. Only to find the most complained tV advert was people singing with their mouths full of KFC.