

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.

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