

Appendix 7: Advertisement analysis from *York Courant* (1728-1779) and *York Chronicle* (1819-1829)

Year	Product	Bill of Directions	Testimonies	Distributor list	Link to inventor / original recipe	Free pamphlet	Non-free pamphlet	Noble link (implied)	Royal link (implied)	Govt. rec. (implied)	Faculty rec. (implied)	Seal	Letters Patent	Signature	Description of packaging	Stamp duty label
1728	Dr Bostock's Famous Purging Cordial Elixir			X												
1728	Universal Family Medicine	X		X												
1737-38	Daffey's Elixir			X		X										
1738	Hungarian Balsamick Oil or Cripple-Curing Oil			X	X											
1738	Original Daffey's Elixir			X					X			X				
1738	Grana Angelica (Samuel Stevenson)	X		X	X											
1741-42	Chymical Drops		X	X								X				
1742	Right and True Daffey's Elixir			X								X				
1742	Dr Belloste's Pills			X	X	X										
1742	Dr Anderson's, or the Famous Scots Pills (Isabella English)			X								X				
1742	Mr Robert Bateman's Original True Spirits of Scurvy- Grass		X	X	X											
1742	The True Scots Pills			X								X	X		X	
1742	Dr Bateman's Pectoral Drops	X			X							X	X			
1742	Dr Anderson's Lozenges			X												
1743	Michael and Thomas Betton's Oil			X								X	X			
1750-51	Greenough's Tinctures			X												
1750-51	Sir John Colebatch's Anti-Apoplectic Elixir			X	X											
1750-51	Dr Radcliffe's Famous Specific Lozenges of Haemorrhoids or Piles		X	X												
1751	Fraunces's Female Strengthening Elixir			X								X	X			
1751	Hind's Infallible Cordial				X							X				
1751	Dr Radcliffe's Famous Specific Lozenges of Haemorrhoids or Piles (M. Sheepy)			X		X						X		X		
1751	Dr James's Powder for Fevers			X									X			
1751	Grana Angelica or the True Scots Pills			X								X				
1760	Genuine Tincture of Valerian											X		X		
1760	Dr Bateman's Pectoral Drops		X													
1760	Dr James's Powder for Fevers			X									X			

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1760	Walker's Patent Genuine Jesuit Drops				X	X							X			
1760	Grana Angelica, Or Dr Patrick Anderson's Original Pills	X										X		X		
1760	Stomachic Lozenges												X			
1760	Edward Calvert's Violet Cordial												X			
1760	Dr Isdale's Antiscorbutic for Teeth and Gums															
1760	Dr Bateman's Pectoral Drops		X													
1760	Dr Henry's Chemical Nervous Medicine			X												
1760	Mayelston's Pills, Pilulae Benedictae											X				
1763	Walker's Patent Genuine Jesuit Drops	X											X			
1763	Dr Hill's Pectoral Balsam of Honey													X		
1763	Sig. Ruspini's Dentrifrice										X	X				
1763	Dr N. Lee's Water for the Teeth			X					X							
1763	Dr Lowther's Nervous Powders and Drops			X									X			
1763	Essence of Balm of Gilead			X							X					
1763	Dr Fraunce's Female Strengthening Elixir			X								X	X			
1763	Betton's Oil			X								X				
1763	Maredant's Anti-Scorbutick Drops		X	X												
1763	Dr Ward's Original Pills and Drop	X		X												
1763	Dr Kendrick's Famous Worm-Destroying Sugar-Cakes			X												
1763	Mr Ward's Medicines and Receipts			X								X		X		
1763	Essence of Peppermint			X									X			
1763	Bailey's Famous Ointment for the Cure of the Itch				X											
1763	Liquid Shell Dissolvent for the Stone and Gravel			X									X			

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1763	Dr Radcliffe's Famous Purging Elixir			X	X							X				
1763	Peirce's New Medicines	X		X										X		
1763	Grand Antidote for the Itch and all Scorbutic Humours			X									X			
1763	Dr Bateman's Pectoral Drops												X			
1764	Dr Lowther's Antiscorbutic Powders			X												
1764	Dr Lobb's Tincture for Family Use			X									X			
1764	Dr Hill's Pectoral Balsam of Honey				X											
1764	Cordial Cephalic Snuff			X												
1764	Speediman's Stomach Pills			X										X	X	
1764	Dr Hill's Tincture of Sage	X		X	X											
1764	Genuine Magnesia Alba	X		X	X											
1764	Imperial Lotion			X									X			
1764	Jackson's Tincture for the Rheumatism, Gravel, Stone			X									X			
1764	American Specific for Scurvy, Gout, Gravel			X	X						X					
1768	Walker's Patent Jesuit Drops (Joseph Wessels and Partners)			X								X	X			
1768	James Romney's Eye Water				X											
1768	Dr Johnson's Specific Drops and Electuary	X		X												
1768	Becket's Restorative Cordial Drops	X	X	X	X						X			X		
1768	Mangaar's Peruvian Pills		X													
1768	Dr Henry's Chemical Nervous Medicine			X												
1768	Jacob Hemet's Essence of Pearl and Pearl Dentifrice								X							
1768	Greenough's Tinctures			X												
1768	Dr Walker's Patent Genuine Jesuit Drops			X									X			
1769	Ruspini's Dentifrice and Tincture	X		X							X	X				
1769	Molineaux's Smelling Medicine			X		X										
1769	Hungary Balsam			X	X											

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1769	Horner's Scorbutic Drops			X							X				X	
1769	Dr Ryseeg's Hallen Essence			X												
1769	Dr Rambin's Quintessence	X		X	X						X					
1769	Ward's Ormskirk Medicine				X	X						X		X		
1769	Dr Stern's Balsamic Aether	X		X		X					X					
1769	Horner's Drops			X											X	
1769	Hooping Cough and Chin Cough Medicines			X							X					
1770	Balsam of Liquorice Root			X												
1770	Walter Leake's Pilula Salutaria			X									X			
1770	Dr Lowther's Nervous Powders and Drops		X	X												
1770	Dr Rambin's Quintessence of Simples	X		X	X						X			X		
1770	Jacob Hemet's Essence of Pearl and Pearl Dentifrice								X							
1770	Horner's Drops		X	X											X	
1770	Specific Drops for Deafness			X							X					
1770	Dr James's Powder for Fevers	X		X	X							X		X		
1770	Speediman's Stomach Pills												X			
1770	Velno's Vegetable Syrup (Burrows)			X		X					X			X		
1770	Dr Ryseeg's Balsamic Tincture		X	X										X		
1770	Baron de Swersh's Essence												X			
1772	Balsam of Liquorice Root			X										X		
1772	Asthmatic Pills			X							X					
1772	Hill and Berry's Ormskirk Medicine		X	X	X							X		X		
1772	Velno's Vegetable Syrup (Burrows)		X	X							X			X	X	
1772	Cordial Cephalic Snuff			X												
1772	Dr Anderson's only Genuine Scots Pills			X	X			X						X		
1772	Diuretic Drops for Stone and Gravel			X										X		
1772	Henry Nelson's Tincture of Tooth Ach and Scurvy of Gums		X	X	X					X					X	
1772	Dr Henry's Chemical Nervous Medicine			X			X									
1772	Volatile Essence of Lavendar			X									X			

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1772	Beaume De Vie			X			X						X	X		
1773	Mrs Bernard's Secret for Cleaning Teeth and Royal Beautifying Wash			X	X									X		
1773	Leonard Barker's Remedy for Piles			X	X											
1773	Berdmore's Absertgent Lotion for Teeth			X	X				X		X					
1773	Dr Mardon's Universal Drops	X		X										X		
1773	Glass's Magnesia	X							X		X					
1773	Cordial Cephalic Snuff								X				X			
1773	Attenuating Tincture for Rheumatism, Sciatica and Pleurisy			X	X						X					
1773	Swinfen's Electuary		X	X				X								
1773	Dubourg's Box	X		X								X		X		
1773	Dr James's Powder			X										X		
1773	Dr James's Analeptic Pills			X												
1773	Henry's Genuine Magnesia Alba										X				X	
1773	Forbes's Pectoral Lozenges			X												
1773	Warren's Volatile Essence of Lavender			X									X			
1773	Pullin's Antiscorbutic Pills		X	X								X				
1775	Dr Anderson's only Genuine Scots Pills			X												
1775	Velno's Vegetable Syrup (Burrows)										X			X		
1775	Genuine Red Balsam of Liquorice			X										X		
1775	Dr James's Analeptic Pills			X									X			
1775	Dr James's Powder for Fevers		X	X								X		X		
1776	Walter Leake's Pilula Salutaria		X	X												
1776	Maredant's Drops (Norton)			X										X		
1776	Hill's Ormskirk Medicine			X	X							X		X		
1776	John Inman's Cure for Gout and Rheumatism (York)		X	X												
1776	Restorative Medicine	X	X	X							X					
1776	Wakefield's Powders to prevent Gripes			X									X			
1776	Spilsbury's Cure for Leprosy		X	X												

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1776	Dr Stern's Balsamic Aether	X		X												
1777	Spilsbury's Drops			X			X									
1777	Cure for Rheumatism		X	X												
1777	Dr James's Powder				X							X		X		
1777	Adam's Solvent for the Stone and Gravel		X													
1778	Attenuating Tincture for Rheumatism			X		X										
1778	Maredant's Drops (Norton)		X	X											X	
1778	Dawson's Pectoral and Balsamic Lozenges			X												
1778	Beaume De Vie		X	X										X		
1778	Hypo Drops		X	X												
1778	Specific Drops for Deafness			X												
1778	Restorative Medicine		X	X							X					
1778	Spilsbury's Drops	X		X											X	
1778	The Worm Ointment			X							X					
1778	Specific for Rheumatism			X	X											
1778	Henry Marks's Tooth Remedy		X	X							X					
1778	Dr Blatz's German Corn Plaster	X		X											X	
1778	Yorkshire Specific Powders for Rheumatics			X							X					
1779	Hill and Berry's Ormskirk Medicine			X	X							X		X		
1779	T Berdmore's Abstergent Lotion for Scurvy in Gums and Dentifrice	X		X					X					X		
1779	Dr James's Powder		X	X								X		X		
1779	Maredant's Drops (Norton)		X	X							X			X		
1779	Dr Willis's Panacea for Fevers			X	X						X				X	
1779	Adam's Solvent for the Stone and Gravel		X	X												
1779	Spilsbury's Drops			X		X									X	
1779	Imperial Asthmatic Balsam		X	X		X		X								
1779	Hickman's Original Pills for Gravel and Stone			X								X		X	X	
1819	Whitehead's Essence of Mustard			X								X				
1819	Dr Boehaave's Red Pill No. 2	X		X		X						X				
1820	Dr Soloman's Cordial Balm of G	X		X												X
1820	Dr Soloman's Anti-Impetignes, c	X		X												X

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1820	Barclay and Sons Cure for the Itch			X												X
1820	Vegetable Tooth Powder			X												X
1820	Dixon's Antibilious Pills			X											X	
1820	Hickman's Pills			X												
1820	Ching's Patent Worm Lozenges			X												
1820	Pectoral Elixir															X
1820	Hayman's Genuine Original Maredant's Antiscorbutic Drops			X											X	X
1820	Towers's Tonic Pills			X								X		X		
1821	Rowland's Alsana Extract			X										X		
1821	Cockle's Compound Anti-Bilious Pills							X								
1821	Gibson's Salve (Gibson)			X	X										X	
1821	Gibson's Salve (Wyrill)			X	X											