Everyday life in Reading: what can printed ephemera tell us about the way we were?

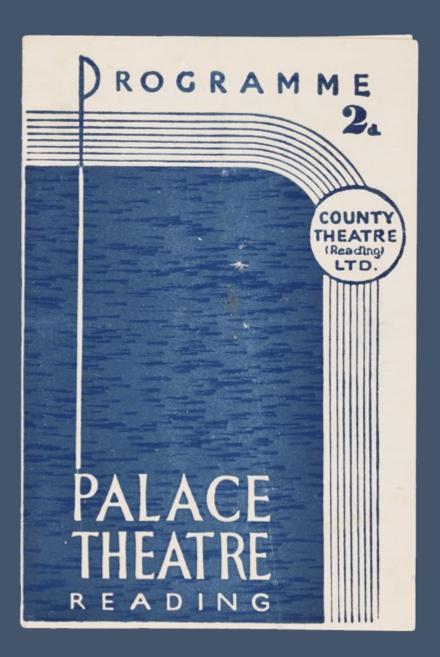
The University's Collections have material that tells us about the history of Reading and the local area. As well as artefacts and visual material about 'bricks, bulbs and beer', we have collections of printed ephemera that tell stories about everyday lives: shop invoices and packaging; theatre programmes; flyers for societies and events.

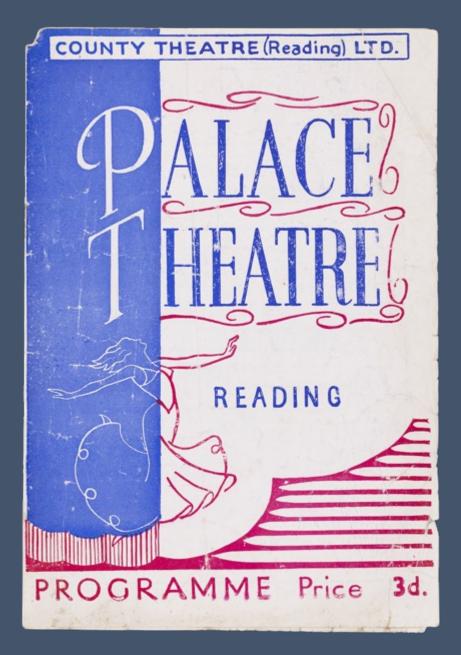
This digital display shows just some of the material from the collection of local ephemera in our Centre for Ephemera Studies and is part of a 'show-and-tell' afternoon for the Friends of the University.

Theatre programmes

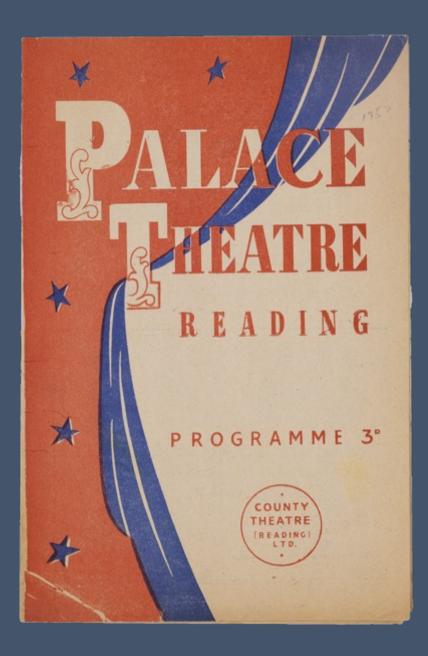
Theatre programmes developed from a simple four-page folder in the late nineteenth century to a multipage souvenir booklet with editorial matter and advertisements.

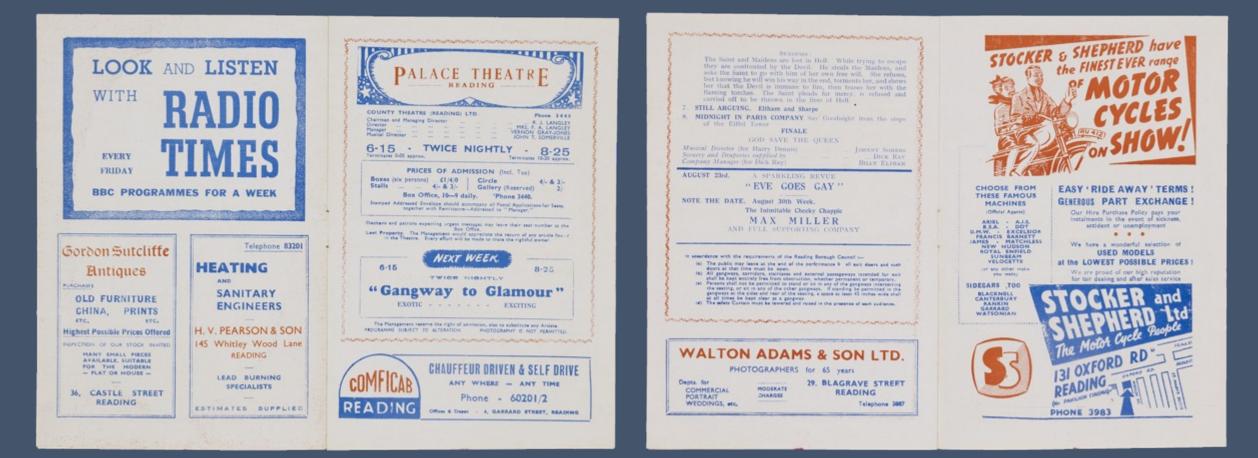
The Palace Theatre of Varieties was opened on 30 September 1907 and as the Palace Theatre from 1939 presented plays, revues and concerts as well as big dance bands of the day. Repertory theatre was also popular for many years. Once television was introduced in the mid-1950s, business at the Palace Theatre began to fall. The pantomime 'Babes in the Wood' was the final production andthe theatre closed on 9 January 1960. It was demolished in 1961, and an office block was built on the site.



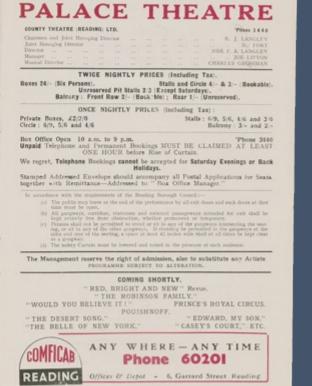














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qualities-generous hems and turnings-good material-faultless tailoring-reasonable prices these are the things you will look for when you are buying your son's school wardrobe. You can be certain to find them at McElrova.



Week Commencing AUGUST 29th, 1949. Twice Nightly, 6-15 and 8-25 p.m.

ERNEST LOTINGA PRODUCTIONS present ERNIE LOTINGA in another " Josser " comedy in Eleven Scenes entitled ;

"BLUEBOTTLES"

Written by Neville Kennard. Produced by Ernest Lotinga. Ensembles and dances arizanged by Nancy Gulliver. Scenary by Geerge Sinchair, Scenic Studios, Cart den Town. Music arranged by George Freeman.

Characters in order Beacon, owner of Beacon Castle				BILLIE GIBSON
k Lovet, Eve's fiance				DON CARLOS
ia, Eve's maid				BETTY LOTINGA
d Walker, Josser's " Shadow "				JACK FROST
MY JOSSER, Special Agent				ERNIE LOTINGA
lin, the butler at Beacon Castle				MAX BREWSTER
er Pretty, a guest at Beacon Castle				JACK LOTINGA
ce constable Havem				JACK LOTINGA
Smith, visitor to Maternity Hospital				JIM WEBB
Jones, visitor to Maternity Hospital				LAROLD BRYANT
or Pedro, manager of Spanish Bull-ring				MAX BREWSTER
Jerez, a Spanish girl				ANNE SINCLAIR
Avelino, Spanish Passport Officer				MAX BREWSTER
ame Feeno Barbitone, an Italian Prim				BETTY LOTINGA
, a native girl of island off Morocco				BETTY LOTINGA
m, native Chief of Moroccan island				MAX BREWSTER
u, native girl of Moroccan island			1	DELLA MURRELL
ma, native girl of Moroccan island				ANNE SINCLAIR
us Jumpa, a French waiter nie Hahagh, an out-of-work vocalist				JACK LOTINGA
nie Hahagh, an out-of-work vocalist				BETTY LOTINGA
ella, a French dancer			CYN	THIA SAUNDERS
la, a French soubrette				DELLA MURRELL
a, a French actress				ANNE SINCLAIR
pues, a French bookmaker's tout synopsis or	 SCENE			JACK LOTINGA
ues, a French bookmaker's tout RTURE-The Palace Theate Orchest e 1 THE RROWNS OF BEAGON C Opening Speciality e 2 ON THE WAY TO THE MATEF Speciality 2 WAITING ROOM INSIDE MAT 4 IN THE NEIGH BOURHOOD OF Opening Speciality 5 A PASSPORT OFFICE ON THE BULLE CIBSON, with a smile 4 AN ISLAND OFF THE COAST (Opening Speciality EVAL	ASTLI ASTLI ERNITY FASP SPAN and a OF MO	E. HOS TY H ANIS	THE O PITAL OSPIT H BU THE O FREN CO. THE	JACK LOTINGA ULLIVER GIRLS DON CARLOS AL LL-RING. GULLIVER GIRLS GULLIVER GIRLS
gues, a French bookmaker's tout STURE—The Palace Theatre Orchest te 1—THE GROUNDS OF BEACON C Opening Speciality Beaching Statement Superially Desting Speciality Desting Speciality Desting Speciality Superial Statement BILLIE GIBSON, with a smile Be AN SPORT OFFICE ON THE BILLIE GIBSON, with a smile BER AND OFFICE ON THE COAST O Opening Speciality ERVAL	ASTLI ENITY ERNITY SPAN and a OF MO	HOS TY HOS ANIS USH- Song DROC	THE C PITAL OSPIT THE O FREN CO. THE	JACK LOTINGA GULLIVER GIRLS DON CARLOS AL. LL-RING. GULLIVER GIRLS GULLIVER GIRLS GULLIVER GIRLS



STANDARD AND TRIUMPH CARS

District Distributors IULIANS - OF READING LTD. -King's Road, Reading Tel. 2494

The Berkshire Waste Paper Company, Ltd.

VALPY STREET & NORTH FORBURY ROAD

READING Telephone - - READING 4824-5-6

Importers and Exporters of Every Paper Making Material

RAGS ROPES CANVAS JUTES

SUPPLIERS OF WRAPPINGS - OFF CUTS . BOARDS, ETC. Also at z NORTHAMPTON - LONDON - BOURNEMOUTH - BATH





PLAIN WHITE OF CORK

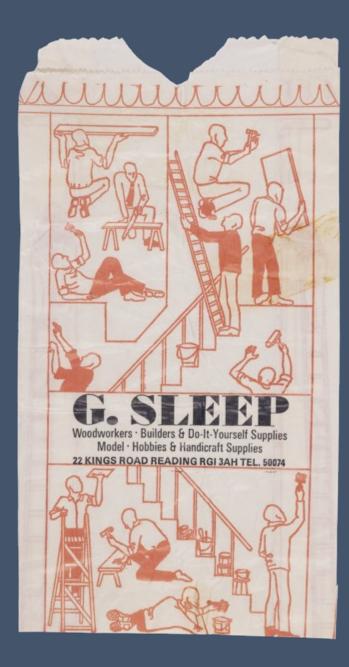
Watkyn The Earl of H	Characters in order of appearance : PATRICIA AUTHEBER mon LIONEL THOMSON JOHN QUARME fewlyn DOUGLAS ARGEN
Jennifer Wre	MARYANN BEL The Play Produced by DAVID HARRIS
Setting desi	gned by Michael Edwards. Executed by Ian Patersonn.
	Built in the Thatre Workshops
Patro Ladies can as	ts are requested not to smoke in the auditorium sist our patrons to enjoy the play by removing their has
(a) The put such doors as the (b) All gas shall be kept en (c) Persons the seating, or s gargways at the at all others be k	ish the requirements of the Reading Borough Council : bills may have at the read of the performance by all exit doors, and at time must be open. (any) for the performance by all exit doors, and intry free free the open council performance and the performance intry free free the other permutation of temporary. Influence the permitted to stand or sit in any gangways interested in the in eary of the other performance. If standing the permitted with it is may of the other performance. If standing the permitted with it is any of the other performance. If standing the permitted with the spec Clear as a penpergr. A space at least 42 holdes well sha upper Clear as a penpergr.

Paper bags

Printed hand-made paper bags began to appear in the 1840s and 1850s. They advertise products being sold and can act as a security device to show something has been paid for. These twentieth-century bags are from Reading shops, many long gone, but indicative of a vibrant and varied retail trade.











FOR THE BEST

-Naturally-

THE HIGH (HEALTH FOODS) LTD

8 HIGH STREET READING 54621 41 MARKET PLACE HENLEY-ON-THAMES 3764

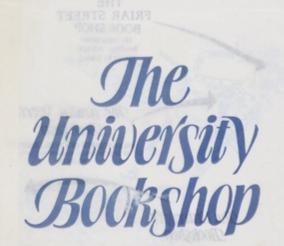


38 MARKET PLACE READING TELEPHONE: 476611



WILLIAM SMITH (BOOKSELLERS) LTD. 35-39 LONDON ST., READING RG1. 4PU. TEL:595555

AGENTS FOR: H.M.S.O. PUBLICATIONS, ORDNANCE SURVEY MAPS, B.B.C. PUBLICATIONS AND STOCKISTS FOR OPEN UNIVERSITY SET BOOKS, ANTIQUARIAN & SECOND HAND BOOKS



WILLIAM SMITH (BOOKSELLERS) LTD. UNIVERSITY OF READING WHITEKNIGHTS READING RG6. 2AH. TEL:874858

BOOKSELLERS & STUDENTS STATIONERS

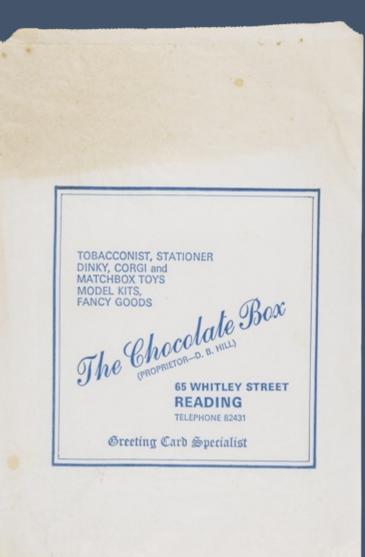




Cottles of Reading Tea & Coffee Specialists

9 Market Way, Reading . Phone 52793

Winners of the <u>SILVER CHALLENGE SHIELD</u> and many other awards for Tea Blending & Coffee Roasting

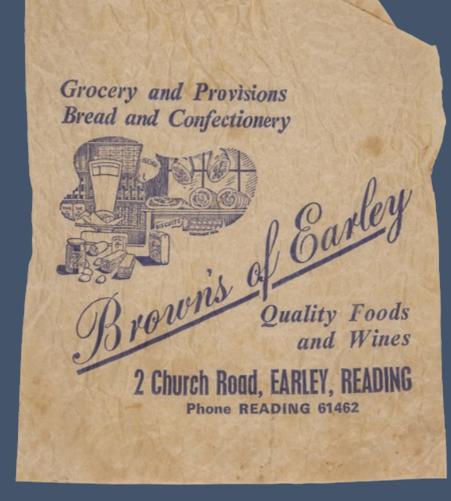




Branches throughout the South



60 LONDON St. READING. TEL. 56078.



THOMAS TURNER & SONS

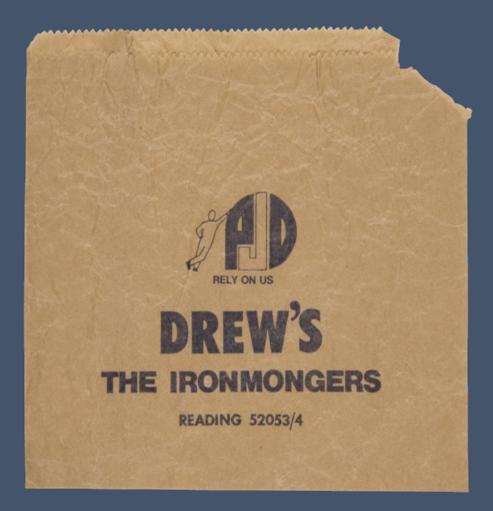
(READING) LIMITED

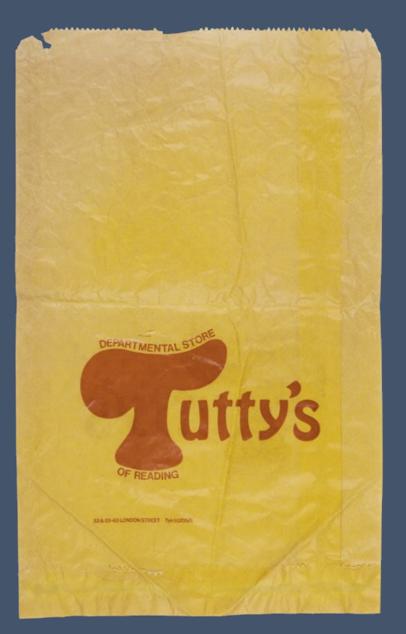
GOOD PRICES GIVEN FOR GUNS TAKEN IN PART EXCHANGE OR BOUGHT OUTRIGHT

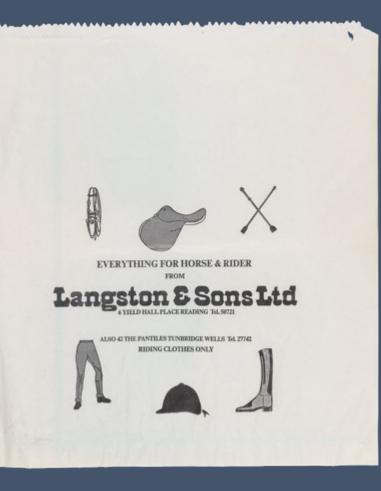
Gunmakers - Cartridge Loaders Fishing Tackle and Sports Equipment Specialists

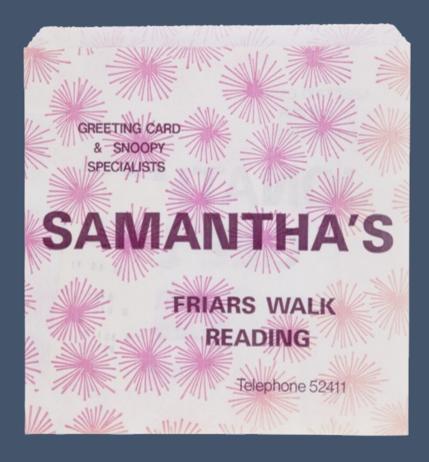
THE SPORTSMAN WILL RECEIVE THE BEST ATTENTION TO HIS NEEDS AT-**1 BUTTER MARKET, READING** AND AT TELEPHONE 50365 **21 WHITLEY STREET, READING** TELEPHONE 84361 AGENTS FOR MECCANO & DINKY TOYS BLB 7095











Heelas

Heelas became a department store in 1877. In 2001 Heelas became John Lewis (the John Lewis Partnership bought Heelas in 1953).







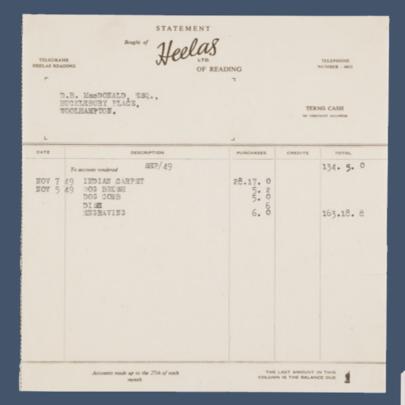


Invoices

An invoice is a demand for payment that's sent by the seller after the sale of goods/services has been completed, but before payment has been made. They provide a wealth of information about goods being sold, how much they cost and who bought them as well as giving an overview of the trades in a particular area. Nineteenth- and twentieth-century business invoices were often headed with detailed engravings showing premises or goods.

BOT OF ALFRED CALLAS 05rmrt 11 GAS FITTER. BELL HANGER 1- Contan Bollom Keller 80 1 Souble Baking Mish & 66 Pariel a Calla, Le 18/8 6



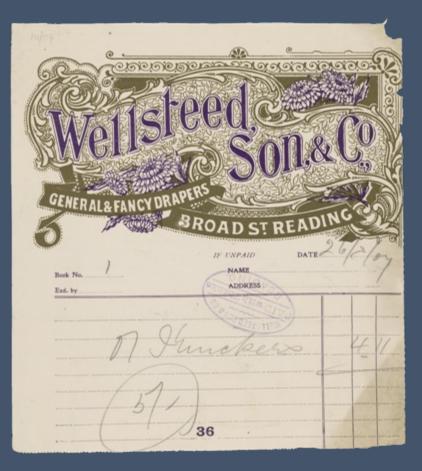


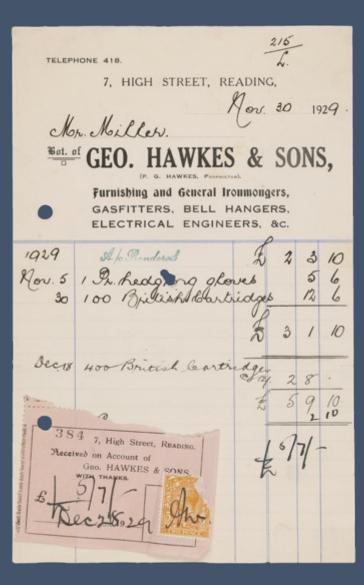


Can HEELAS be of assist- ance to you with these services ?	Bought of Heelas TELEGORANS JAN/45 OF READING 277 TELEPHONE P. Jon J. C. N. N.C. DONALD ESQ. Birtot D.V. M.C. DONALD ESQ. Birtot BERKS.					
FURNITURE	DATE	REFERENCE	BESCRIPTION	PURCHASES	CREDITS	TOTAL
REPAIRS FRENCH POLISHING	G 13 4	251	TO REMOVAL OF FURNITURE AND EFFECTS FROM I ST. JAME ST LUNDON S.M.I. TO THE ABOVE ADDRESS	13.10 0		13.10 0
RE-UPHOLSTERY RE-MAKING BEDDING	ULC 16 48	251	TO SUPPLYING 3 PACKING CAS EACH &G OF THIS AMOUNT WILL BE ACCOUNT, UPON RETURN OF CA	CREDITED TO	CONDITION	16.10 0 2. o. o
PAINTING AND DECORATING		R 24	048 10 1 fra fast	Matrino	16:10	14.10.0
PIANO TUNING, RADIO AND TELEVISION REPAIRS					E LAST ANOUNT IN T	

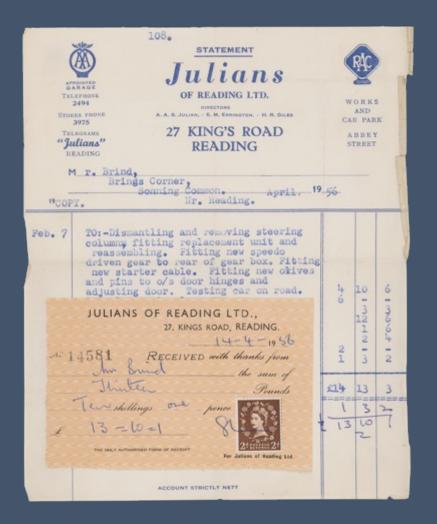


126.127.128.129.130.131.132.133. BROAD ST Mrs BOT OF WELLSTEED, SON & C., GENERAL DRAPERS COSTUME AND MANTLE MAKERS, MILLINERS &c. BLACK GOODS OF EVERY DESCRIPTION. READING Received WELLSTEED, SON & CO, TERMS-CASH PAYMENTS.



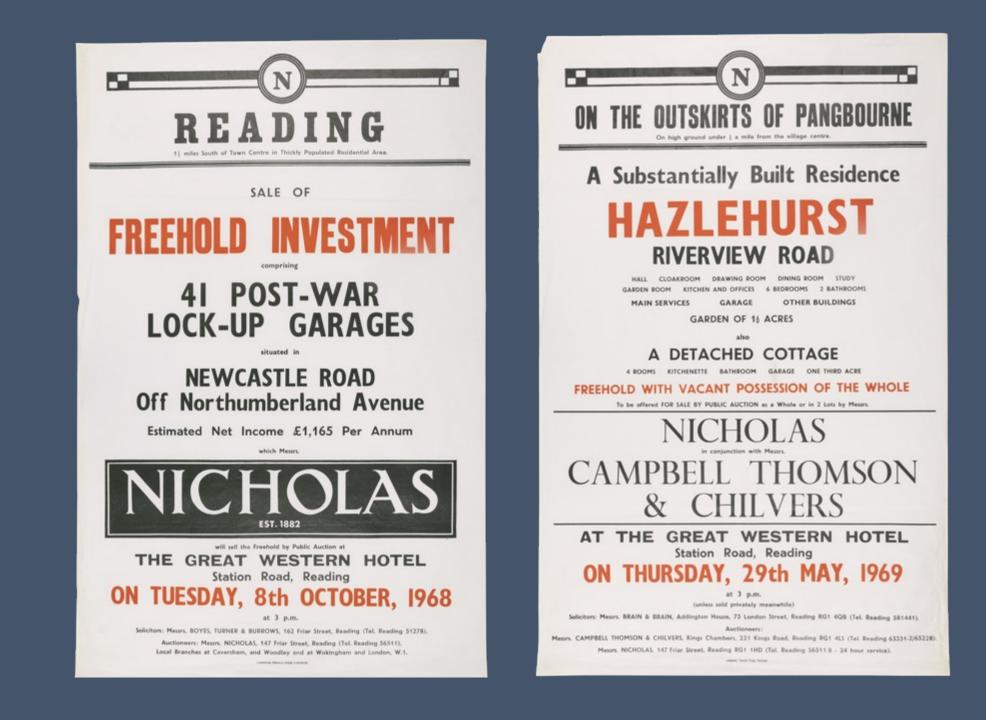


149, LONDON ROAD, READING, AND 38, REGENT STREET, SWINDON, 189 9 Dr. to the English Milled Canterbury UX Reet and Illutton Co. June 2 lbs. 028 d, 32 n bleak . 82 14 3-10 Dertain 3 11/1 11 DAM Chap heat cha 14 2 3/ 6 14 Devlocs 0 3/2 20 5 6 2 42 0 3



Sale notices

Sale notices provide details of property to be sold. Some are typographic only, with differentiation of the important elements such as the name of a house or a location by size and colour. Photographs of the property were sometimes included.





Pangbourne

Five minutes' walk of Pangbourne Station (Main G.W.R. with Express Train Service from London in 60 minutes.)

Beautifully Situated Freefold Residence

Standing in a high and very Dry District on Gravel Soil. enjoying

Wonderful Views of Thames Valley

It stands on a broad terrace and contains Oak Panelled Lounge Hall, or Sitting Room, 3 Reception Rooms, 8 Bedrooms, 2 Bathrooms, Dressing Room and Offices. Company's Water and Electric Light. Radiators. Modern Sanitation. Good Repair. Useful Outbuildings

Very Productive Gardens, Wired-in Bush Fruit Garden, TENNIS AND OTHER LAWNS, Flower Beds, Shrubbery, &c. Also in Separate Lot Picturesque

Freehold Building Site

NICHOLAS

Will Sell the above at the Mart, Tokenhouse Yard, London, E.C.

On Wednesday, 3rd June, at 2 o'clock. Particulars and Conditions of Sale (with Photos) of Messrs. H. & C. COLLINS, Solicitors, Friar Street, Reading, or of the Auctioneers, Messrs. NICHOLAS, I, STATION ROAD, READING. STATION APPROACH, NEWBURY, & A ALBANY COURT YARD, PICCADILLY, W.

NAMES & NO. STATUS STATUS

With thanks to the Friends of the University who funded the digitization of a selection of Reading ephemera some of which is shown in this slideshow.

The items shown are part of a collection of local ephemera located in the University's Centre for Ephemera Studies.

Thanks to Laura Bennetto for photography and Emma Minns for selection of items.