

Advertising Strategies in the Interwar British Printed Textile Industry

Aims:

- compare differences in the promotion strategy of dress and furnishing textiles sectors
- compare consumer and B2B/ trade advertising approaches
- examine the communication strategies of particular case study companies
- to analyse the impact on market communication strategy of different types of industrial competitive structure and product type

Methodology:

- consumer and trade journals
- British Industries Fair catalogues
- case study companies: business history and advertising records
- governmental (Board of Trade) and industry (JCCTO and FCP) sources
- oral history
- contextual industrial, economic and design history sources

Structural Context

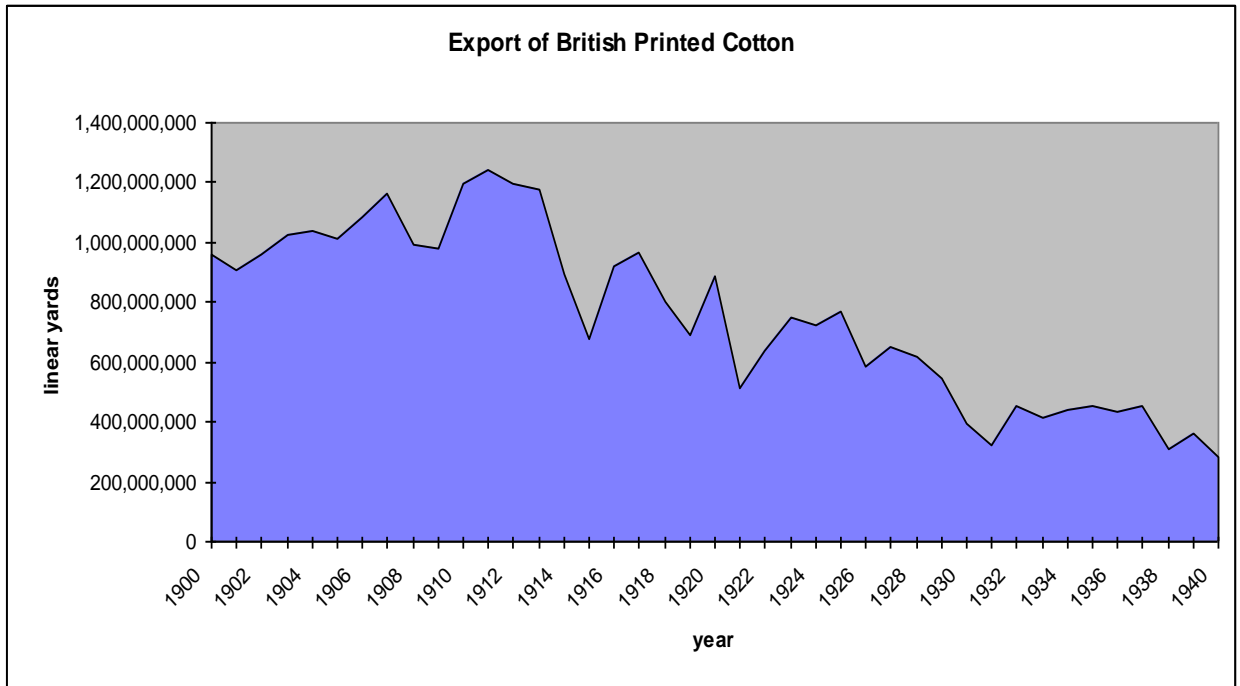
Dress Textiles sector:

- increasingly Schumpeterian industry – speedy product development, high turnover, low prices; intensive technical and design innovation
- under pressure from export displacement due to price competition in high volume, low price, standardised product markets

Furnishing Textiles sector:

- structurally separate from dress sector
- mature industry - low volume, high price, durable goods, dominated by traditional design styles; some process innovation
- under pressure from fall in demand for quality goods/ price cutting in home market due to macroeconomic context

Industry Economic Context



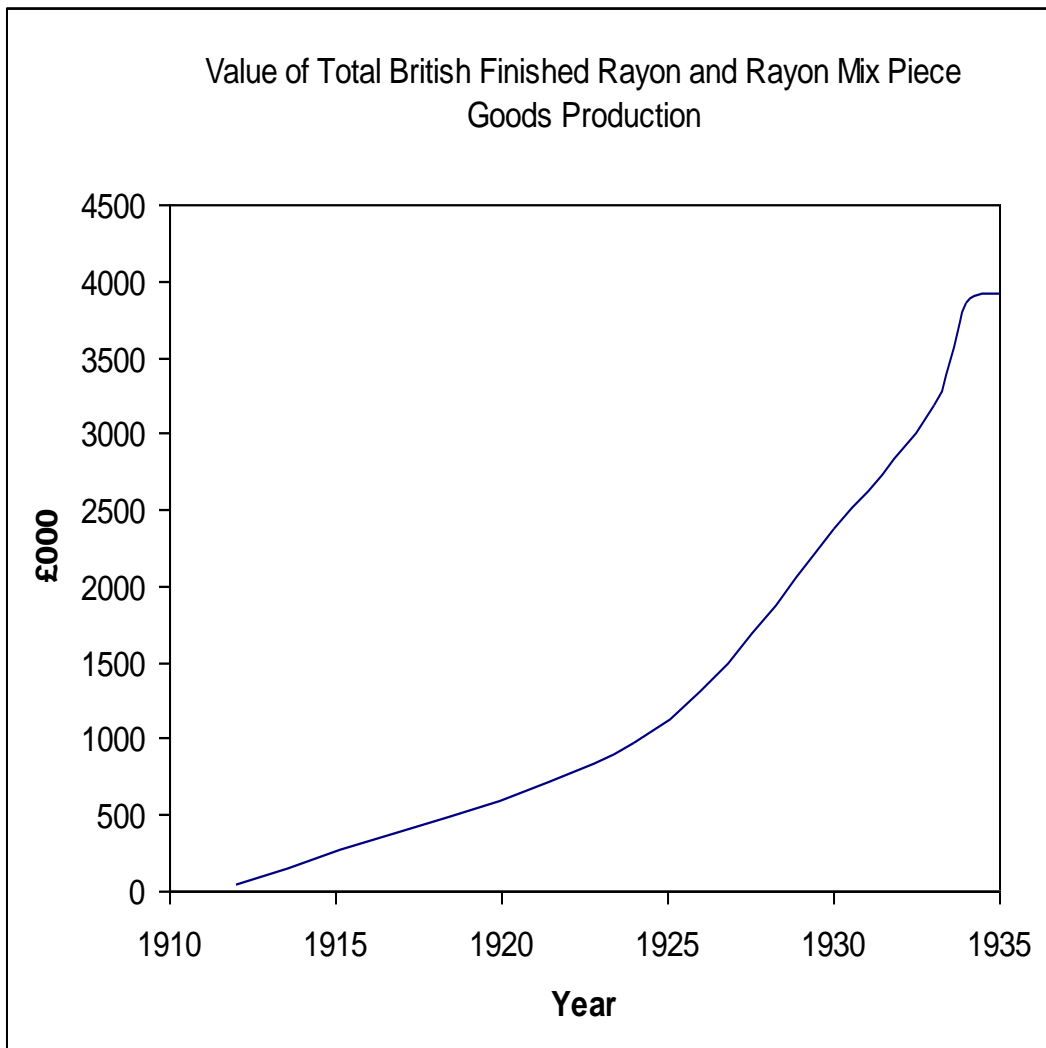
Fiscal Blue Book: BT70/ 28/ s1322/ 30

	Home Trade Print Total
1927-32	Varied between 210 and 225 million yards; 1928 was a 'print' year.
1933	281 million yards
1934	266 million yards
1935	226 million yards
1936	220 million yards
1937	242 million yards; 'print' year
1938	228 million yards

Turnbull, G. (1951): data from FCP reports

Rayon Production

The steep growth in rayon production had displaced many other textiles by the early 1930s, as the quality and range of fabrics improved and cheaper artificial fibre alternatives with brand names were promoted.

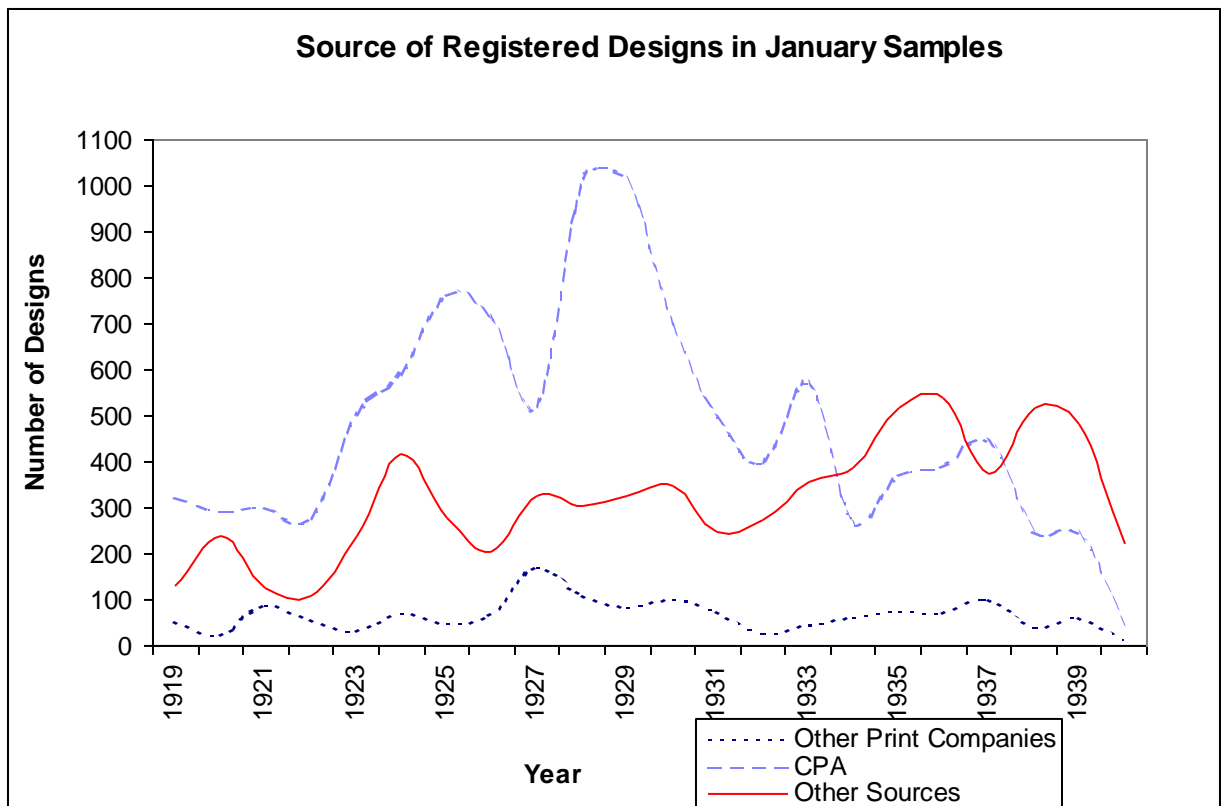


JCCTO (1939) *Cotton Trade Statistics*, Table 98D

The Value Structure

Most of textiles industry was not vertically integrated, although there was substantial horizontal integration: the CPA dominated the printed textile industry.

The entrepreneurial role varied between manufacturers, merchants and some printers and dyers. Many textile printing firms were commission-processors, dependant on orders from merchants, manufacturers and retailers. This sector was severely cut with the fall in exports. There was increasing competition in the dress sector from large primary manufacturers with strong technical competencies. Design ownership is indicated by the register of textile designs:



Textile Industry IMC practice

Mainly promotion within the value structure:

- trade shows, especially the British Industries Fair
- B2B personal selling
- occasional use of advertising by most firms:

- in response to economic or competitive threat.

There was a sharp change in buying patterns from the 1930-onwards Depression - the loss of income for the upper and upper middle class market segment and unemployment – made a very price competitive market

‘style-snobbish, not price-snobbish’ consumers

Fashion trends affected the furnishing textiles industry, with a sudden switch to Modernist, abstract design during the early 1930s. Many furnishing textile firms advertised the artistic quality of their products and publicised Modern designs in 1933-5.

- to promote new products: technically innovative new fabrics promoted to consumers, new design ranges promoted within the trade.

Dress Textile Sector:
consumer advertisement

- mainly fabric manufacturers.
- frequent reminders for new product brands, emphasising the brand identity. The products are described in poetic text but not illustrated individually.
- mass market strategy: minimal segmentation.

LADIES SHOULD LOOK FOR THE COURTAULD HOUSE MARK WHEN BUYING DRESS AND LINGERIE FABRICS



IT IS A GUARANTEE OF QUALITY AND SATISFACTORY SERVICE

Gay Times with "SAN-TOY"




IN DRESSES of "SAN-TOY" Printed Fabrics, gaiety finds a splendid outlet. Wherever you wish to be gay, the range of "SAN-TOY" Printed Fabrics offers you textures and colourings in richest variety—and all of them dependable. See the newest patterns now—at your Drapers or Stores.

San-Toy
(Registered) Printed Fabrics

WOVEN BY COURTAULDS.



"Joan, dear—Madam's newest craze is "Courgette." You'll love it."



Confidences of a mannequin.

NO wonder the lovely "Courgette" wins favour everywhere, when modistes use it for their finest creations! This delightful dull crepe fabric in the most captivating colours, repays extensive use for frocks, dresses and wraps, etc., by behaving splendidly. For "Courgette" is a true Courtauld Fabric. 36/37 ins. wide. 4/11½ per yard.

"Courgette"
(REGISTERED)

A COURTAULD FABRIC.

"SAN-TOY" Printed Fabrics and "COURGETTE" are sold by leading Drapers and Stores.
If any difficulty in obtaining, write direct to the Manufacturers.

Coming Fashions, January 1931

Dress Textile Sector:
consumer advertisement

Sublation process of consumer identification
with end product: fashion clothing not textiles
shown. Strong couture fashion references.
Signifiers connoting style, elegance.

THE VIYELLA GIRLS SAY...

**“WE MADE THESE FROCKS
OURSELVES”**



Not Chanel. Not Jane Regny. Us! Ourselves! You'd never guess, would you? Viyella! that's the help. Super-right stuff and an adequate pattern take you more than half-way to the Rue de la Paix!

Viyella. Easy to cut, easy to sew, and how more-than-Frenchily easy to wear! See the Viyella checks and fancy effects this year. Yes, Viyella washes. No, it never shrinks. *Viyella frock patterns 31" wide 4/11yd.*



VIYELLA
REGD

And use Viyella for your undies too. In cream and soft pastel shades or dainty sprigged patterns, it makes the softest of nighties, Viyella standard weight 31" wide 3,6 per yard.

V.M. HOLLINS & COMPANY, LTD., 18 VIYELLA HOUSE, OLD CHANGE, LONDON, E.C.4

Vogue, 18th February 1931

Dress Textile Sector:
B2B advertisement

B2B advertising: mainly print companies, not fabric manufacturers.

Cost leader, high turnover ranges promoted with emphasis on low prices.

MARTIALINE comes down
in price! Now retails at
only



HERE'S GOOD NEWS! The most popular of all printed artificial silks comes down in price! Selling at only 2/11½ per yard, Martialine is quite definitely the most astounding value in dress fabrics to-day. Not a thread of its loveliness has been altered—Martialine at the new reduced price is absolutely unchanged in quality. It is, in fact, lovelier than ever, for the new season's designs are smarter, more appealing in colour, than any you have yet seen.

Think how many more lengths you're going to sell at this reduced price! Martialine will, without any doubt, be the most popular dress fabric for the coming season. Write NOW, saying when our representative may call on you.

MARTIALINE

New retail price—2/11½ per yard.
Absolutely unchanged in
quality and finish.



per yard

D. MARSHALL & CO., LTD., 17 MINSHULL STREET, MANCHESTER. LONDON SHOWROOMS: 38 GRESHAM STREET, E.C.2

Dress Textile Sector:
B2B advertisement

Specific print designs emphasised: any supporting figures indicate the end-product context or brand, not a sublation effect.



And now—

DORCAS

Printed

FABRICS

To satisfy the increasing preference for really good cotton fabrics.

The designs, in guaranteed fast colours, are exclusive to the Dorcas range, and are unbeatable in both quality and price.

DORCAS PRINTED RAYDIANTE	29/30"	37/8"
DORCAS PRINTED CAMBRIC	-	40"
DORCAS PRINTED VOILE	-	37/8"

Samples are now in the hands of our travellers.

|| These fabrics will be attractively displayed at **STAND No. 30,** British Cotton Textile Exhibition. ||

J. & N. PHILIPS & CO. Ltd., MANCHESTER.

Dress Textile Sector:
B2B advertisement



**A delightful range
of fabrics
to greet
the..
AUTUMN**

Clearly, women's preference for Printed Fabrics is not abating. But for the Autumn and Winter seasons you will do well to sell from the ranges women know to offer the most novel colourings and designs. The new patterns in "SAN-TOY" PRINTED FABRICS — woven by COURTAULDS — will score heavily, and each sale will have the support of the COURTAULD quality — guarantee. See these patterns promptly, at your usual Wholesale House.

San-Toy
(Registered) *Printed Fabrics*

COURTAULDS, LTD.
16, St. Martin's-le-Grand,
LONDON, E.C.1.



Furnishing Textile Sector: consumer advertisement

- Very few consumer advertisements as more durable, lower turnover products.
- Direct mail booklets to consumers.
- Mainly corporate identity branding
- Some product brands promoted by companies differentiating through fast dyes
- Some sublimation effects used with images of upholstered chairs, curtains or interiors



Squawk!

"Oh that irritating bird! He never stops making those horrible clucking noises. But I can't let him go. You see, his wings—aren't they lovely?—they exactly match the curtains, and if I scrapped him, I should have to scrap them, and they're good for years yet. They're 'Solprufe.'"

That's all one need ever say—"They're 'Solprufe'"—and to anyone who has bought these fadeless dyed fabrics it is enough.

They are sold in every form of furnishing fabric, nets, laces, repps and casement cloths.

See the name "Solprufe"—your security and guarantee—is on the selvedge.

A booklet "Rhyme and Reason," free on request.

"Solprufe"

Obtainable in over 40 shades, wherever reliable Furnishing Fabrics are sold.

In case of difficulty write—

THE BRADFORD DYERS' ASSOCIATION, Ltd.
MANCHESTER BRADFORD LONDON



Coming Fashions, Jan. 1928

Furnishing Textile Sector:

A common approach in both consumer and B2B advertising of furnishing sector textiles is to illustrate single fabrics.

ANOTHER CLEVER CRETONNE DESIGN
FOR YOUR WINDOW DISPLAY

Spring Time
Fabrics

Our range of attractively patterned fabrics for Spring includes every variety that a buyer needs to promote a healthy demand. Let us know your requirements or whether our traveller may call.



A Beautiful
Cretonne

The illustration is of our pattern 4101, produced in seven different ways on Grey, Black, Buff, Gold and Linen backgrounds. Width 31 in. The colours of the actual design are exceedingly attractive.

FRANKLIN & FRANKLIN
69, KNIGHTRIDER STREET, LONDON, E.C.4
'Phone : CENTRAL 6455 *Wires : VOBIS, LONDON*
And at 12 Lever Street, Manchester.

*The Cabinet Maker and Complete House Furnisher,
27th January 1923*

Furnishing Textile Sector:
B2B advertisement

Segmentation by taste and social group

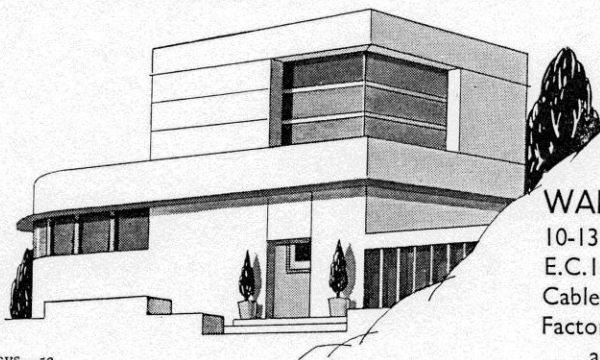
BRITISH TEXTILES EXHIBITION



WARNER FABRICS

FOR EVERY DECORATIVE PURPOSE

● To re-create historic fabrics stitch by stitch; to design the liveliest interpretations of the modern trend. These two delightful extremes indicate the variety of our activities in the weaving and printing of fine fabrics. Warner Fabrics comprise hand and power, woven and printed materials of all kinds, ranging from Brocades, Damasks, Tapestries and Velvets to the simpler Cretonnes, Printed Linens and Chintzes.



CVS—52

WARNER & SONS LTD
10-13 Newgate St., London
E.C.1. Tel. City 1712 (5 lines)
Cables: Warram, Cent. London
Factories: Braintree, Essex
and Dartford, Kent

Furnishing Textile Sector:
B2B advertisement

BRITISH TEXTILES EXHIBITION

Corporate
branding:
craft skills
and artistic
creativity
competencies
emphasised



STAND
265
HALL
J



PRINTED AND WOVEN
FURNISHING FABRICS
OF ALL PERIODS
FOR ALL PURPOSES



W. FOXTON, L^{TD}

1 PATERNOSTER SQUARE and 1 & 2 ROSE STREET
LONDON, E.C.4

Telegrams :
SEARCHLIGHT, CENT, LONDON

Telephone :
CITY 2384 2385

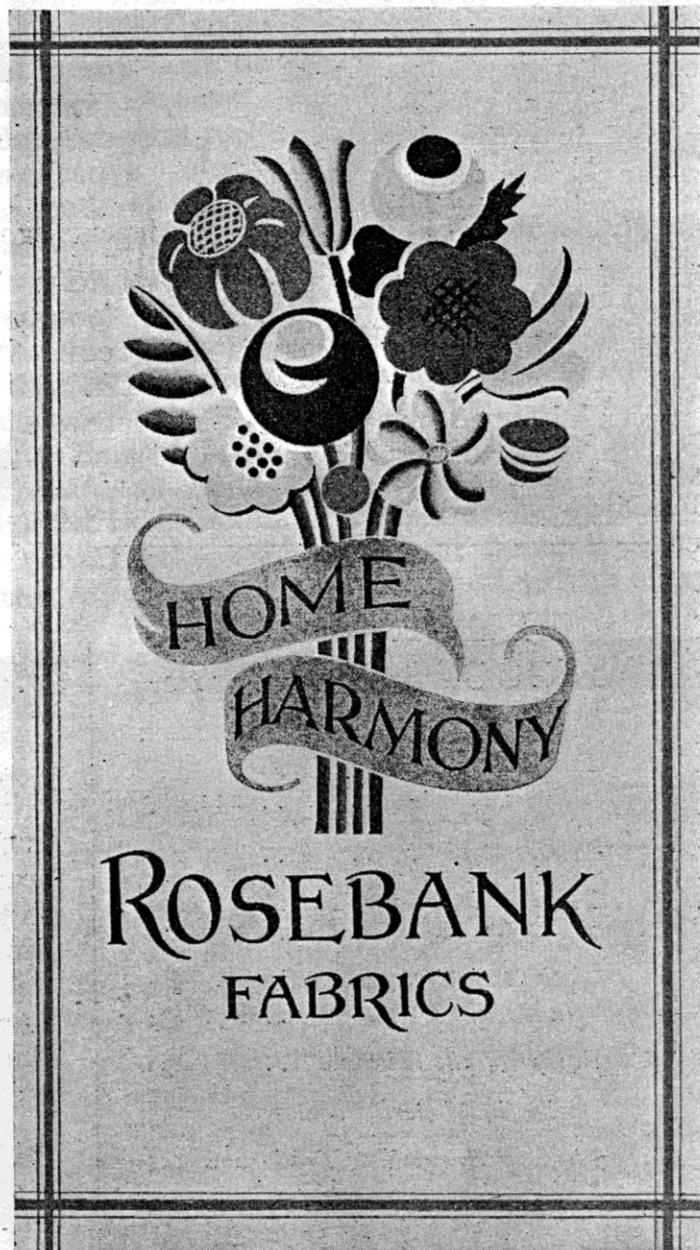
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British Industries Fair catalogue, 1935

Text in illustrations: 'The Inspired Block Cutter'
and 'The Joyful Weaver'

Case study: Turnbull & Stockdale Ltd.:
furnishing print

No consumer advertising found, but direct
mail and point of purchase retail publicity



*The cover of an attractive booklet published by
Turnbull and Stockdale, Ltd.*

1933 booklet

Case study: Turnbull & Stockdale Ltd.:
B2B advertisement, furnishing print

B2B sales force and trade fairs

Ad. 139

TEXTILES.
(WHITE CITY.)

"ROSEBANK" FABRICS

Regd.



"As English as the Rose."

Hand Block Printed Linens, Cretonnes,
Fadeless Reversibles, Plain and Printed
Glazed Chintzes, Shadow Tissues.

DISTINCTIVE DESIGNS and COLOUR
COMBINATIONS for the FURNISHER
and DECORATOR.

Dyed Casement Cloths, Repps, Poplins,
Satins, Bolton Sheetings.

also

Damask Moirés, and "Raycraft" Silk
Fabrics, etc.

GUARANTEED FADELESS.

"ROSEBANK FABRICS" are BRITISH
and are our own Productions.

We do not Factor any Foreign Goods.

TURNBULL & STOCKDALE

LIMITED,

Textile Printers, Dyers, Manufacturers.

WORKS—
RAMSBOTTOM.

LONDON HOUSE—
ROXBURGHE HOUSE
273-287, REGENT ST., W.1.

Telegrams—"Rosebank."
Telephone—63 Ramsbottom.

Telegrams—Texatur, London.
Telephone—3031-2-3 Mayfair.

Also at

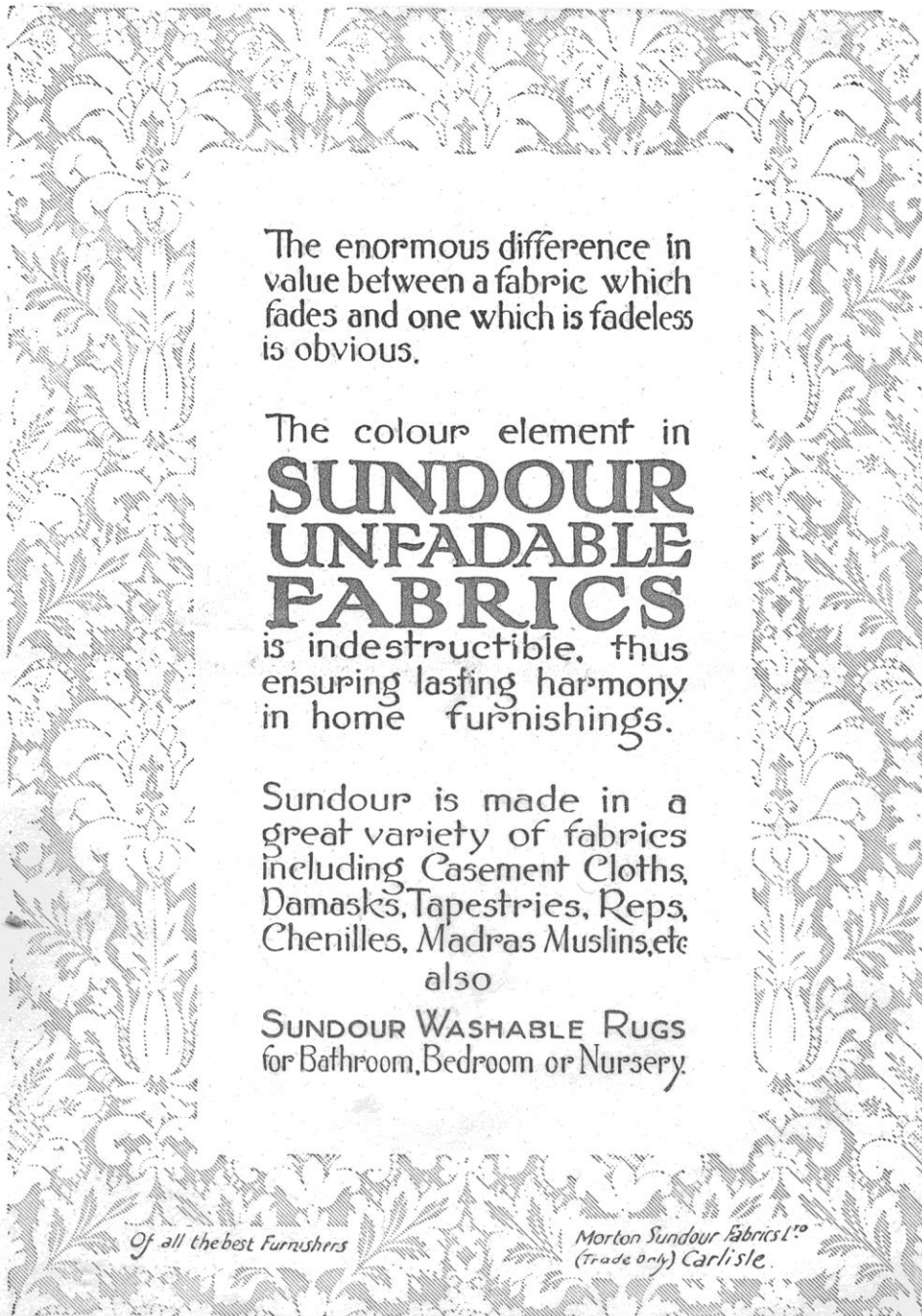
MANCHESTER: 55 Brown Street. BERLIN: Schützenstr. 79 S.W.68.
GLASGOW: 50 Wellington Street. VIENNA: Rotenturmstrasse 9.
PARIS: 5 Villa Dupont, 48 Rue Pergolese. GENOA: via Luccoli, 19-21
Rossi. Melbourne, Toronto, Capetown, Johannesburg, Bucharest, Oslo,
Sydney, Amsterdam, Copenhagen, Zürich, Prague, Budapest, Cologne, Siam,
Rio-de-Janeiro, Straits Settlements, Shanghai, Japan, Cairo, Buenos Aires.

(WHITE CITY) STAND No. 254.

British Industries Fair catalogue, 1933

Case study: Morton Sundour Fabrics Ltd.:
consumer advertisement, furnishing print

Single brand message through all
consumer advertisements: unfadability.



The enormous difference in value between a fabric which fades and one which is fadeless is obvious.

The colour element in
**SUNDOUR
UNFADABLE
FABRICS**
is indestructible, thus ensuring lasting harmony in home furnishings.

Sundour is made in a great variety of fabrics including Casement Cloths, Damasks, Tapestries, Reps, Chenilles, Madras Muslins, etc also

SUNDOUR WASHABLE RUGS
for Bathroom, Bedroom or Nursery.

Of all the best Furnishers


*Morton Sundour Fabrics Ltd.
(Trade Only) Carlisle.*

Coming Fashions, 1921 back covers

Case study: Morton Sundour Fabrics Ltd.:
B2B advertisement, furnishing print

THE DRAPERS' RECORD

SEPT. 10, 1921



The Chinese Dragon Design

“Distinction” the keynote of Cumberland Prints.
MORTON SUNDOUR FABRICS LTD
CARLISLE (England) and 89 NEWGATE STREET, LONDON, E.C.1

The Drapers' Record, 10th September 1921

Case study: Calico Printers' Association: dress & furnishing print



For every woman for every wear

This range of Fabrics has secured popularity because of the wonderful worth and practical adaptability of the several ranges so far introduced.

Cepea Serge. This singularly useful Cotton Fabric with the serge-like finish has now been available for several seasons, and garments made of *Cepea Serge* have proved their value and kept their colour and delicate finish. *Cepea Serge* cannot shrink. Its wonderful variety of patterns are all colour fast, and include smart stripes, checks, and plain shades. Made in two widths—30 inches, and double width 38-39 inches—the ideal material for bright, smart everyday wear—for shopping, sports, holidays, and useful house frocks—for children and grown-ups.

Sheenore. The twin colour scheme and soft texture of this crêpe-like material make *Sheenore* an ideal fabric for summer frocks, jumpers, blouses, &c. For evening wear and smartest frocks, *Sheenore*, at a very modest price, is unsurpassed in effect by the most sumptuous and most costly fabrics. The width is 37 inches.

Cepea Undevoile. For daintiest lingerie, morning blouses, youngster's frocks, &c., this special *Cepea Fabric* is unequalled. Softness of finish, ease in washing, and guarantee of fast colour make this Voile the best for all uses. In favourite chintz and stripe patterns, lovely plain tints and a bright range of newest ideas for modern taste. Width 38-39 inches.

Note: The colour schemes of *Cepea Serge* and *Cepea Undevoile* are guaranteed absolutely fadeless.

All three fabrics are marked on the selvedge with their respective names, and are obtainable from most Drapers.

Send for descriptive leaflets and name of nearest retailer to:—

THE CALICO PRINTERS' ASSOCIATION LTD.
Advt Dept. E, St. James's Buildings, MANCHESTER.

Coming Fashions, May
1921

Few advertisements: similar text-based approach for consumer and B2B channels, with some sublimation imagery added to the consumer advertisements.

BRITISH TEXTILES EXHIBITION

STAND Nos.



1484/89

CEPEA DRESS FABRICS

Woven and printed silks, rayons, spun rayons and cottons—as piece goods from all leading wholesalers. Included in their products are those bearing the "Six Line Fast Colour Guarantee." Fabrics bearing the sign of this guarantee on the selvedge will be replaced free if colours fade through wash or wear within two years of purchase.

GRAFTON FURNISHINGS

Printed Linens, Glazed Chintzes, Shadow Repps, Rotary Block Cretonnes, Fadeless Casements and Woven Fabrics. In addition, this year sees the birth of the first Sanforized Shrunken Printed Casement—Merriecolour. Guaranteed Maximum Shrinkage .05%; Merriecolour also bears the "Six Line Fast Colour Guarantee." Grafton Furnishings are "Cepea Fabrics" and the Cepea Seal is on all ranges.

AMAZON & MAYFIELD OVERALLS

Obtainable from all leading wholesalers in a large variety of styles and designs. Light grounds, dark grounds for matron or maid. Hard wearing, cheerful and washable. "Amazon" and "Mayfield" are "Cepea Fabrics."

CEPEA FABRICS LIMITED

ST. JAMES BUILDINGS OXFORD STREET MANCHESTER.
WHITE CITY STAND Nos. 1484, 1485, 1486, 1487, 1488, 1489.

Case study: Ferguson Brothers Ltd.:
consumer advertisement, dress print

Vertically integrated company; technical
innovation; large sales staff



AUTUMN FABRICS

FERGUSON'S new productions include two exquisitely rich and soft artificial satins, "EDEN" and "SOLENT," which you will want for your prettiest evening frocks and lingerie. As lovely as true satin . . . just as the new "FERGOCHENE," an artificial silk and cotton fabric, approaches in beauty a really expensive crepe-de-chine. These are in self colours, but for *printed* artificial silk fabrics, Ferguson "JULIETTE" and Ferguson "SUZETTE" still enjoy a tremendous vogue.

Lovely fabrics to sew . . . lovely to wear . . . really beautiful textures in ranges of delicate, entrancing shades and printed effects. The newest fabrics in the shops to-day . . . and all at sensible prices.

FERGUSON Artificial Silks

FERGUSON "EDEN" SATIN A beautiful artificial silk SATIN in self colours 39/40 ins.	FERGUSON "SOLENT" SATIN Lower priced than "EDEN" and in the same colours. 36 ins.	FERGUSON "FERGOCHENE" An artificial silk and cotton fabric in self colours. 36/7 ins.	FERGUSON "JULIETTE" and "SUZETTE" Dainty, printed arti- ficial silk fabrics.
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PRICES—Ferguson Artificial Silk Fabrics are sold at 2/11½ to 5/11 per yard.

Write for sample patterns and list of Ferguson Fabric Stockists
to Ferguson Brothers, Ltd., Holme Head Works, Carlisle.

OBTAINABLE FROM LEADING DRAPERS ALL OVER GREAT BRITAIN

Coming Fashions, October 1928

Case study: Ferguson Brothers Ltd.:
B2B advertisement, dress print

Heavy investment in B2B advertising

FOR OCTOBER 1930



Leading Lines in
FERGUSON
FASHION
FABRICS

PRINTED VELVETEENS
PRINTED ARTISSA 100% ART. SILK
TAFFETA
PRINTED DELAINE—ALL WOOL
PRINTED CREPES
JULIETTE AND SUZETTE
IN NEW AUTUMN DESIGNS

FERGUSON BROTHERS LTD.
HOLME HEAD WORKS. CARLISLE
Manchester: 62 Spring Gardens

*We make provincial buyers, when in London, to see
our latest fabrics in the store at 45 Aldermanbury*

London: St. Alphage House, 45 Aldermanbury. E. C. 2

A

October 1931; probably *The Drapers' Organiser*

Case study: Ferguson Brothers Ltd.:
B2B advertisement, dress print



FERGUSON FABRICS

NOVELTY DRESS FABRICS IN ARTIFICIAL SILKS & COTTONS
PLAIN DYES & PRINTS
ALSO HIGH CLASS TAILORS' LININGS

STAND Nos. 57, 58, 59 & 60, HALL 'C'

FERGUSON BROTHERS LIMITED, HOLME HEAD WORKS, CARLISLE
London: St. Alphage House, 45 Aldermanbury, E.C.2. Manchester: York House, 12 York St.

British Industries Fair catalogue:
back cover, 1935

Conclusion

Advertising approach was influenced by the structural industry type:

Schumpeterian dress industry needed intensive advertising to promote new products by manufacturers.

Sublimation effect in consumer advertising to encourage imaginative identification with fashion image.

Main marketing of printed textiles industry directed to B2B channels: personal selling, trade fairs and advertising. Focus on specific designs in trade advertising. Success of Ferguson Bros. in affective + specific B2B advertising.

Furnishing sector minimal advertising in 1920s, as a mature, stable industry: heavier advertising in uncertain 1930s with threat to luxury market.

Advertising focused on reinforcing the corporate brand identity (especially craft skills and artistic value) and design details of the individual textile product.

In the British home market, textile consumption rose during the Depression, though prices fell and the luxury furnishing market had to adapt to cheaper, more Modern designs. The most successful firms were those with limited exports, an entrepreneurial not commission-processing role, innovation in product development with price reduction and investment in affective advertising.