

By the KING'S PATENT.  
The TASTELESS AGUE and FEVER DROPS.  
Price 3s. the Bottle, Duty included.

**N**O Medicine was ever offered to the Publick, that has a greater Claim to their Approbation than this, as many Thousands can testify. If taken regularly, and according to the Directions, it is the most efficacious Medicine in the World for the Ague and intermittent Fever, and in most Cases one Bottle is sufficient for a Cure.

The Bark is the usual Remedy in this Case: but being a very nauseous Medicine, and seldom taken in a sufficient Quantity, it very often fails; and Children, and those who have weak Stomachs, are frequently lost for Want of a more easy and pleasant Remedy.

In these Drops the Afflicted will find a Medicine, in which the greatest Safety is united with the utmost Efficacy, and so perfectly Tasteless, that they may be given to any Person without his Knowledge, yet so efficacious, that they have seldom or ever been known to fail.

N. B. As there are other dangerous Preparations that are sold under the Name of AGUE TINCTURE and DROPS, be careful to have none but those sold by the King's Royal Letters Patent, all Others being Counterfeits, and the Venders liable to be prosecuted.

By Appointment of the Patentees, this Medicine is sold by W. Jackson, in Oxford; A. Williams, Westgate-Street, Gloucester; C. Pugh, Hereford; Piercy and Jones, Printers, Birmingham; Mr. Seeley, Bookseller, in Buckingham; Mrs. Elizabeth Seeley, Banbury; Mrs. Stevens, Grocer, Bicester; J. How, Bookseller, Great Marlow; by the Oxford Newsmen; and by a Dealer in most of the Towns in England.

*Jackson's Oxford Journal, 27 March 1784.*

should keep a close eye on Paris fashions, too, since in affluent circles nothing 'that is mere English goes down with our modern Ladies'.<sup>7</sup> However, as Georgian Banbury was scarcely a prominent social centre, it is likely that Joseph Bull had to meet less exacting standards. It is not known if his sisters continued the shop after his death, but on 21 November 1792 Hannah Bull married John West of Ipswich at Banbury, with Sarah acting as a witness to the marriage.<sup>8</sup>

If trade directories are of limited value as sources of information on eighteenth-century retailing, the same must be said of such alternatives as advertisements in the press and trade cards, since these are likely to be used by wealthier or more pretentious retailers rather than by the rank-and-file. Many emphasized their metropolitan connections or exclusive clientèle. Thus in November 1783, 'M. Stringer, Milliner, in St. Giles's,

<sup>7</sup> R. Campbell, *The London Tradesman* (London, 1747), p.197.

<sup>8</sup> *Marriage Register of Banbury*, Part 3, 1790-1837 (B.H.S. 5, 1963).