

COOPER MCDUGALL & ROBERTSON

TR CMR

The bulk of the records are of printed advertising material recovered from the firm's printers

The Collection covers the year's c1882-1989.

The physical extent of the collection is 60 documents.

Introduction

William Cooper founded his veterinary business in Berkhamsted in about 1840, and in the following years developed chemical sheep dips. He was joined in the business by some of his nephews, and the firm became known as William Cooper & Nephews until it merged with McDougall & Robertson in 1925 to form Cooper McDougall & Robertson Ltd. In 1959-60 the firm was bought by the Wellcome Foundation. Later ICI acquired an interest in the firm, which was later renamed Coopers Animal Health Ltd. It was wound up c 1990.

TR CMR P	Publications, promotions and Advertising Records
TR CMR P1/B1	Volume of advertisements and leaflets from other firms 1880s-90s Including Jeyes, Quibell, Biggs
TR CMR P2/A	Samples of leaflets, pamphlets and labels, individual examples n.d. [20th cent]
TR CMR P2/B	Samples of leaflets from other manufacturers, including Fisons Newton, Chambers n.d. [20th cent]

Museum of English Rural Life

- TR CMR
P3/A** POSTERS for Cooper's and McDougall's dips, home and overseas markets
early 20th century
- type: POST
- 15 items
- TR CMR
P3/A1** Poster: Cooper's Milk Oil Fluid Sheep Dip
17 November 1913
- type: POST
- 1 sheet
- dimensions: 500 x 762 mm
- TR CMR
P3/A2** Poster: Cooper's Dipping Powder
24 April 1914
Showing two famous Merino rams - President and Boonoke 1
type: POST
- 1 sheet
- dimensions: 458 x 317 mm
- TR CMR
P3/A3** Poster: Cooper's Dip for Your Flock - Mr Lincoln to Mr Chemist:
"Dip please, and it must be Coopers"
n.d [c.1914]
- type: POST
- 1 sheet
- dimensions: 458 x 350 mm
- TR CMR
P3/A4** Poster: Cooper's Dipping Powder
15 May 1914
Scene of sheep being dipped
type: POST
- 1 sheet

Museum of English Rural Life

dimensions: 890 x 610 mm

**TR CMR
P3/A5**

Poster: Cooper's Dip - "Weel Played, cooper - A Fair Pat Lid"
2 February 1914
Showing a game of curling
type: POST

1 sheet

dimensions: 890 x 615 mm

**TR CMR
P3/A6**

Poster: Use Cooper's Dip
17 April 1920

type: POST

1 sheet

dimensions: 910 x 610 mm

**TR CMR
P3/A7**

Poster: Cooper's Black Arsenical Paste Dip (Poisonous)
n.d [c.1915]

type: POST

1 sheet

dimensions: 890 x 610 mm

**TR CMR
P3/A8**

Poster: Cooper's Arsenic Sulphur Paste Sheep Dip - A Grand
Fly Dip, Easiest to Mix, Hold Fast to A Good Thing
6 February 1915

type: POST

1 sheet

dimensions: 890 x 610 mm

Museum of English Rural Life

**TR CMR
P3/A9**

Poster: The King of Dips, A Trump Card Every Time - For Scab,
Maggot Fly, Keds and Lice
5 May 1914

type: POST

1 sheet

dimensions: 890 x 585 mm

**TR CMR
P3/A10**

Poster: The King of Dips, A Trump Card Every Time - For Ticks,
Lice, Maggot Fly and Wool Improvement
25 September 1916

type: POST

1 sheet

dimensions: 890 x 590 mm

**TR CMR
P3/A11**

Poster: Cooper's Dip, The Flockmasters' Sheet Anchor and Best
Friend. There is none - 'Just as Good'
19 March 1916

type: POST

1 sheet

dimensions: 470 x 347 mm

**TR CMR
P3/A11/1**

Poster: Garrapaticida de Cooper
16 March 1916
Sheep dip
type: POST

2 pages

dimensions: 344 x 390 mm

Museum of English Rural Life

**TR CMR
P3/A12**

Poster: Cooper's Wurm-Tafelchen
7 September 1914
Sheep dip
type: POST

1 sheet

dimensions: 508 x 315 mm

**TR CMR
P3/A13**

Poster: Fluido 'Milkoil' de Cooper
23 July 1914
Cooper's Milk Oil Fluid
type: POST

1 sheet

dimensions: 550 x 355 mm

**TR CMR
P3/A14**

Poster: Felicidad Completa
6 July 1914

type: POST

1 sheet

dimensions: 685 x 505 mm

**TR CMR
P3/A15**

Poster: McDougall's Patent Perfect Safety, Non-Poisonous
Sheep Dip
n.d [c.1915]

type: POST

1 sheet

dimensions: 895 x 571 mm

**TR CMR
P3/A16**

Poster: Cooper's Albyn Fluid, Sheep Dip and Disinfectant
1917

type: POST

Museum of English Rural Life

1 sheet

dimensions: 298 x 329 mm

**TR CMR
P3/A17**

Poster: Garrapaticida de Cooper
25 June 1915

type: CUT

1 sheet

dimensions: 690 x 382 mm

**TR CMR
P3/B1**

Poster: Bradbury's Dipping Powder
1882

type: POST

1 sheet

dimensions: 890 x 570 mm

TR CMR P8

Volumes of printing proofs and samples

**TR CMR
P8/1**

Home market: labels, booklets, advertisements, samples of stationery
1880s
Examples from other manufacturers, including Jeyes, Hayward, etc.

Museum of English Rural Life

TR CMR P8/2	Overseas market: posters, labels, advertisements etc 1880s Includes Spanish edition of Mark Lane Express, 12 November 1888
TR CMR P8/3	Overseas market: stationery, leaflets etc. press cuttings of advertisements c1882-8
TR CMR P8/4	Overseas market: stationery, advertisements, leaflets etc. 1890s
TR CMR P8/5	Home market: stationery, leaflets etc 1890s
TR CMR P8/6	Stationery, including laboratory labels, estate department printing, travellers' cards and papers c 1909-16
TR CMR P8/7	Home market: labels and leaflets c 1907-22
TR CMR P8/8	Overseas market: labels, leaflets, poster c 1908-22

Museum of English Rural Life

TR CMR P8/9	Home and overseas: labels, calendars, stationery 1913-21
TR CMR P8/10	Home market: stationery, laboratory forms etc c 1915-22
TR CMR P8/11	Home and overseas: specimen labels 1920s
TR CMR P8/12	Home and overseas: specimen labels 1920s
TR CMR P8/13	Overseas: labels, posters, advertisements c 1922-24
TR CMR P8/14	Block proofs of photographs and drawings for advertisements etc 1920s

Museum of English Rural Life

**TR CMR
P8/15** Samples of advertisements, home and overseas markets
1920s

**TR CMR
P8/16** Home and overseas: labels
1920s

**TR CMR
P8/17** Overseas market: pamphlets, leaflets, posters
1920s

**TR CMR
P8/18** Home and overseas: pamphlets and leaflets
1920s

**TR CMR
P8/19** Home market: specimen labels
late 1920s

**TR CMR
P8/20** Overseas market: specimen labels
late 1920s

**TR CMR
P8/21** Home market: specimen labels of (disinfectant and soap)
late 1920s

Museum of English Rural Life

**TR CMR
P8/22** Ephemera: samples of stationery for Cooper's agents
c 1908-15
Advertisements, leaflets, programme for concerts, meetings etc.
Not all directly related to Coopers

**TR CMR
P8/23** Samples of testimonials
1908-16

TR CMR P9 Books of press cuttings

**TR CMR
P9/1** British and foreign
c 1889-96

**TR CMR
P9/2** British and foreign
1893-5

**TR CMR
P9/3** Sheep breeds, statistics etc. British and foreign
1895-8

**TR CMR
P9/4** British and foreign
1897

Museum of English Rural Life

**TR CMR
P9/5** British and foreign
1899-c 1904

**TR CMR
P9/6** British and foreign
1905

TR CMR SP Social and Personal Records

TR CMR SP1 Company history

**TR CMR
SP1/1** "William Cooper: the founder of a great industry", by F A Cooper
1960

Typescript; illustrated

**TR CMR
SP1/2** Typescript history of the firm 1843-1943
n.d. [1950-1970]