

The data from each newspaper advertisement (including the title of the newspaper, the date on which the advertisement appeared, and all of the information within the advertisement) has been entered into the database. Each individual advertisement has its own entry (and ID number), and the information within each advertisement has been entered under different columns, each of which contains particular information. A full list of these columns or categories can be found below, and each of these columns can be searched (either just that column/category, or in combination with others). In addition, a complete transcription of the entire advertisement is held within the database for full-text searching, and where possible photographic images of the advertisements are included.

GENERAL RULES

- The full transcriptions of the advertisements can be searched with the free text search box in the top right corner. They are not visible in the table, however they can be viewed once the individual record is opened.
- A “-” [dash] indicates that there was no relevant data within an advertisement to be entered into the database. In other cases, for example when the date a person ran away is unknown, the field is blank.
- All spelling and grammar within the database appears exactly as found in the original advertisement. What may appear as misspellings are not marked by “[sic]”.

Text styles (bold, italics, CAPITALS) and layout within the database appears exactly as found in the original advertisement, apart from the “long s” (which appears as an “f” as in “flaves”) which was converted to “s”. Each advertisement was entered with line breaks as they appeared in the newspaper.

- The definite article was omitted from newspaper title: e.g. the Edinburgh Evening Courant appears as “Edinburgh Evening Courant”.
- If a field appearing under ‘Column’ below is underlined it is viewable only in the full record.

COLUMN	COLUMN DESCRIPTION
Date	The date of publication for the issue of the newspaper containing the advertisement. The newspaper either provided one date (e.g. “Thursday 3 August 1745”) or a range of dates (e.g. “3 August to 8 August 1745”). In the latter case, the final date – the date of publication – was recorded.
Image	If there is an image available, a thumbnail will be shown. Click on either the advertisement thumbnail or the “No image available” thumbnail to access the full record of that advertisement.
ID	Each advertisement has a unique ID number that corresponds with the photograph of the advertisement (if available).
Newspaper title	The newspaper title at the time of publication of the advertisement: some newspapers changed their names, though often contained some form of the original in their new title.
Newspaper region	Regions include: North East England North West England Central England South East England South West England Wales Highlands of Scotland East coast of Scotland West coast of Scotland Central belt Scotland
Runaway date	This refers to the date the runaway made their escape, if known. If unknown, this field is blank.
<u>Page number</u>	Most newspapers of this era had four pages (although some were longer). Advertisements usually appeared on pages 3 and 4. The page number can be found when opening the record for the advertisement.
Institution	Indicates the institution holding the issue of the newspaper in which the advertisement was drawn from. These include:



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British Library: Microfilm (London)
British Library: Burney Collection (Online)
British Library: British Newspaper Archive (Online)
Bristol Library (Bristol)

Liverpool Library (Liverpool)
National Library of Scotland (Edinburgh)
Mitchell Library (Glasgow)
Oxford Bodleian: Nichols Newspaper Coll. (Online)

Name	This is an amalgamation of Given name and Given surname which can be viewed in the record. If this information was not provided, the field is left blank.
<u>Given name</u>	The name given to the runaway by his master/owner.
<u>Given surname</u>	The surname given to the runaway by his master/owner.
<u>Also known as</u>	The name the runaway chose to go by.
Age	Either given as a number, or descriptive term (for example, “young”).
Racial descriptor	Some of the more common descriptors include: Black Negro(e) East Indian Mulatto(e) Indian (i.e. Native American)
Origin	The point of origin for the runaway sometimes this will be from birth (e.g. “he is a slave from the Guinea Coast”), other times from where he/she was bought (e.g. the American colonies). If there is any reference to the runaway having (a) filed teeth and/or (b) ‘country marks’ or ritualistic scars on cheeks, brow, arms or torso, then they have been identified as originating from Africa.
Gender	Male or Female.
Height	Given as a total in inches where possible, or a descriptive term (for example, “fairly tall”). This allows users to easily sort by height. For reference: 1 foot is equal to 12 inches.

Physical characteristics	For example: “tall for his age”, “round shouldered”.
Disease	The small pox is the disease most commonly identified.
Injuries	Limbs or digits missing, walking with a limp, etc.
[Physical] Scars	Any scars mentioned. These are usually only the ones in visible areas, for example the face or head, hands, etc.
Country marks	Ritualised scarification of the face, arms and torso, and filing of teeth to sharp points. Both of these were practices common in certain regions of West and Central Africa, but were not practiced in the Americas.
Plantation marks	The practice of branding (usually the initials of owners) onto slaves, as well as scars from whipping.
Personality	As determined by the person placing the advertisement, using terms such as “shy”, “artful”.
Language	Language(s) the runaway can speak, and the master’s assessment of linguistic ability, e.g. “speaks poor French”.
Stutters	Either yes if advertiser indicated that the runaway had a stutter, or blank if no reference within advertisement.
Literacy	Whether or not the runaway could read or write, and any description of proficiency.
Religion	Any reference to the runaway being a Christian, which might include mention of his or her baptism.
Motivation	The advertiser’s assessment of the runaway’s motivation for escaping, e.g. to be with a lover, harsh treatment, etc.
Skills	Any specified skills, like carpentry, playing a musical instrument, waiting on a gentleman etc.
Specified occupation	If the runaway had a specific job, e.g. a stable hand, cooper etc.

Clothing	Often described in detail, and these descriptions are included in full.
Accused of crime	As well as the initial perceived crime of ‘stealing themselves’ sometimes the author of the advertisement would identify other alleged crimes committed by the runaway.
Warning notice	Yes or No. Whether or not the advertisement includes a warning to the general public not to help, harbour or hire the runaway.
Owner	The name of the runaway’s owner or master, if given.
Owner occupation	E.g. Merchant.
Owner address	E.g. High Street, Edinburgh.
Name of contact	Masters often identified third parties who would receive the recaptured runaway, or information about them, and who would give out the specified reward. If more than one these are separated with a semi-colon, and their occupations and addresses are listed in the following fields in the same order.
Contact occupation	Separated with a semi-colon if more than one person.
Contact address	Separated with a semi-colon if more than one person.
Ran from ship	Yes or appears blank. The ship’s name is given in the “Ran from specified” field.
Ran from region	The region may differ from region in which the newspaper was published (for example, a runaway from the North of England region may have been advertised in a Central Belt of Scotland newspaper)
Ran from specified	When the area is more specific than region, e.g. Edinburgh, Parliament Close, Chester Street. If a ship’s name is given, that is used, prefixing it with “Ship:”, for example “Ship: The Liberty”.
Destination area	If the person placing the advertisement specified the suspected potential destination of the runaway.
Destination specified specified.	If a more specific suspected destination was



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Companions	Sometimes runaways escaped with companions; at other times the advertisement's author would suggest people who may have aided the escapee.
Value pounds (of runaway)	It was very rare for the value of the runaway to be included.
Value shillings	
Value pence	
Total value	Total value as stated.
Reward pounds	Most advertisements included a specie reward for capture and return of the runaway.
Reward shillings	
Reward pence	
Other reward	Most often payment for expenses incurred in tracking, capturing and incarcerating a runaway, but can include phrases like "a favour owed" etc.
Total reward	Total reward as stated.
Advertisement repeated in other newspapers	Often advertisements appeared in more than one newspaper, appears as "yes" or blank.
Advertisement repeated	Use of "ibid." indicates the advertisement appeared in the same newspaper: if the advertisement was published in different newspapers they are identified by name in this field. For example, if the original advertisement first appeared in the <i>Public Advertiser</i> on 26th July 1741, and then reappeared later in the same publication, and two others, it is entered as: "ibid. - 27th, 28th, 30th July; 1st August 1741. If it also appeared in the <i>Daily Advertiser</i> and the <i>London Evening Post</i> these would then be listed as: <i>Daily Advertiser</i> - 27th, 28th, 30th July; 1st August 1741. <i>London Evening Post</i> - 30th July 1741."



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Amended advertisement

Yes or left blank. If “Yes” indicates the later publication of an amended or subsequent advertisement directly related to this advertisement: e.g. the master builds upon the first advertisement by changing or adding details, the reward etc.; or if the master comments further on the particular circumstances of this act of escape.

Notes

For any other information that may be relevant, such as related advertisements.