After Thawpit's emotional X Marks the Spot campaign, women continued to be the main target of Thawpit advertising when in 1951 JWT launched a huge print advertising campaign and even placed an advert in the *Chemist & Druggist* to prepare its readers, the sellers of Thawpit, for the increased demand that widespread advertising was hoped to generate which urged them to keep the grease remover on display. They described the breadth of the advertising coverage as "7 national daily newspapers, 6 national Sunday newspapers, 3 London evening newspapers, 5 leading provincial newspapers, the Radio Times, 12 women's weekly magazines, 11 women's monthly magazines."[[1]](#footnote-1) This blanket coverage was set to reach almost every segment of the printed media perusing public.

This strategy continued in 1966 when magazines including Woman, Woman's Own, Woman's Realm, Woman's Weekly and Reader's Digest were targeted as Thawpit released a new design of bottle that incorporated a cleaning pad.[[2]](#footnote-2) The selection of magazines clearly shows that the advertising agency and manufacturer identified middle and working class women as important in the decision to purchase and use Thawpit, especially with the improved functional packaging. By March 1973, Thawpit was promoted as a budget-friendly alternative to sending garments out for dry cleaning and Thawpit adverts made 74 million “opportunities for sales” through the *News of the World* alone.[[3]](#footnote-3) This newspaper was founded with the intention of appealing to a large readership through its low price, meaning it achieved massive circulation and reached many working class potential users.

Domestic accidents were recorded tersely: “occupier attempted to clean tar off a pair of trousers with petrol. Trousers were left near gas water heater. Petrol vapour was ignited by pilot light”.

CTC users shouldered responsibility for safety, stoically accepting that if they contravened warnings, they were responsible for making the choice to use it unsafely. CTC’s association with recreational solvent abuse meant that only in regard to this activity did evidence surface of awareness raising campaigns led by the press, or letters to MPs from bereaved family members, despite the regularity that fatal accidents during normal use occurred.

Pressure from the USA over uncertainty regarding the possible long term environmental risks associated with CTC's persistence in the atmosphere and damage to the ozone layer, it's presence in ground water and possible cancer risks associated with exposure, stimulated the withdrawal of CTC but these were not concerns aired amongst British users or consumer reviewers.

From the relatively small number in British museums, other collections or second hand, they do not seem to have been very popular. This may have been due to their fragility so they have not survived to be collected, their contents difficult to dispose and dangerous to store, or they really were only a minor part of domestic firefighting, with water or sand being cheaper to tackle small fires.

1. "Get Set to Clean up with Thawpit!". *Chemist and Druggist*  (01 September 1951): 2. [↑](#footnote-ref-1)
2. "Press and Publicity." *Chemist and Druggist*  (11 June 1966): 599. [↑](#footnote-ref-2)
3. Advertisement, *Chemist & Druggist* 10 March 1973, 297. [↑](#footnote-ref-3)