



THE Living **M**emory **A**ssociation **NEWSLETTER**

THELMA says, 'What's your favourite ad?'



Bill Drever is standing with his pipe in front of a billboard in Granville Street, Glasgow in 1958.

The iconic trademark of William Youngers was an elderly man with a long white beard, *Father William*. Using an old man as its mascot allowed them to say that the beer would rejuvenate whoever drank it.

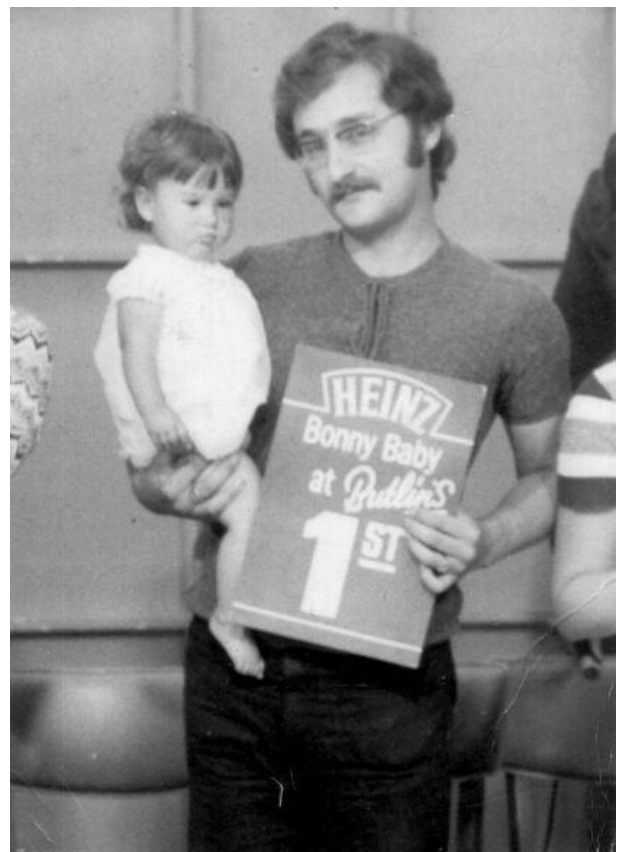
I get YOUNGER every day!

There was a weird advert on the telly for McEwans lager that had the Chinheads – just people's chins – singing, upside down. I know this sounds like I've had one too many but it's true! **Says Rab Auld**

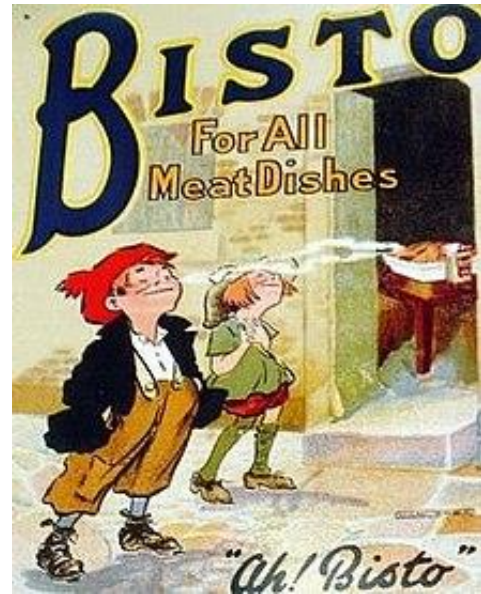
Aye McEwans! The best buy in beer. **Says Dot Law.**

This is at Butlin's holiday camp in Ayr. It was taken in July 1973. John Anderson is proudly holding his one-year-old daughter Catriona who has just won the Butlin's Bonny Baby Competition. Very bonny she is too! The competition must have been sponsored by Heinz and the winner's card is cleverly designed to echo the company's logo.

Heinz were famous for their slogan, 'Beanz Meanz Heinz' and for their boast of having '57 varieties'.



We were dressed up as the Bisto Kids for a fancy-dress competition. We were deliberately a bit scruffy to look authentic. Following my Mum's instructions, I kept reminding Norman to sniff the air and say, "Ah, Bisto!", like in the advert. I could see that the judges were noticing that and we were delighted to win second prize. **Says Evelyn Whitfield.**



It's 1955 and a tram is passing through Granton Square. The photograph is courtesy of Donald McDonald. Catchy bit of advertising on the side of the tram. 'Schweppervescence' was still being coined in the Schweppes advert of 2019.

Joyce Mears remembers *Go to work on an egg* advert on TV.

It became one of the most famous slogans of all time.



Gibb's toothpaste in a little round tin with a picture of a fairytale castle on it. You could get it in a red, blue or green tin for standard, mint and spearmint. You had to rub your toothbrush across it. **Says Mary Sloane.**





Who remembers Duncan's hazelnut chocolate and their walnut whips? Four girls from Duncan's Chocolate Factory are standing outside their workplace in 1949, with Jean Riley at the back on the left.

The company started off in Dundee, moving to Edinburgh's High Street in 1884, then to Beaverhall Road in 1896. They later merged with Rowntrees and moved to Bellshill in Lanarkshire in the 1990s.

My great aunt worked at Duncans in the early 50s and I remember us getting big bags of cooking chocolate to munch on. **Says Liz Sproat.**



Murraymints, the too-good-to-hurry mints. **Says Dot Law.**



Tony the Tiger from the Frosties breakfast cereal. **Says Susan Bird.**

I remember the one with Joan Collins and Leonard Rossiter on a plane and the Cinzano gets poured over her. **Says Dot Law.**



For Mash, get Smash, and the wee aliens having that funny laugh! **Says Sandra Gibb.**



Quiz

Which products are these slogans advertising?

Put a Tiger in your Tank. A glass and a half in every bar.
Full of Eastern Promise. Let your fingers do the walking.
All because the lady loves...



There was a chocolate bar, like a Mars Bar, called Aztec. There was a TV advert of an Inca scene with a huge stepped pyramid in the jungle and Inca warriors running up the steps. Then I saw it in the cinema on the big screen and it was breathtaking, so exotic. **Says Isobel Bryce.**

My mum worked for Mars in the sixties and she'd bring home misshaped chocolate and sweets. **Says Mark Hayward.**



My Mum tried a competition in the Fifties to think up a slogan for Persil washing powder. The picture was a wee boy on a tricycle wearing a dazzling white shirt, overtaking another little boy in a decidedly off-white shirt. She wrote 'I'm off my mark with Persil' and she was sure her slogan would win a prize but it didn't! **Says Evelyn Whitfield.**




Do you have memories, stories, or photos you'd like to share?

Please get in touch:

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The Wee Museum of Memory

10am – 4pm Mon – Fri

11am – 4pm Sat/Sun

Ocean Terminal next to
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We are Open to visitors!

www.livingmemory.org.uk

