

# PREFACE

As a young impressionable boy, there was nothing that ever came close to leaving a mark on my juvenile psyche than the humble television advert. The catchy slogans, artwork, musical riffs and models that are more perfect than thou had me hooked instantly. My fascination of advertising and marketing continues to this day, and so I have put together a superb collection of stills in this publication to bring back to life the advertising campaigns of some of the most revered and celebrated British ad agencies.

I have embarked on this project for a few reasons, namely, "Preservation". History is very important for us and generations to come. So, it would be a crying shame to simply ignore and destroy the past without a chance to preserve and have the chance to tell the tale and appreciate the way of life as it was. The adverts in this book were produced by a group of individuals who were clearly from a different era and their products alike, together with their methods, styles and expressions were aimed at audiences with similar tastes and understanding and most importantly the same school of thoughts. These adverts were created way before computers, in a time where life was perhaps simpler and while some may be "Non-PC", one cannot help to understand and be somewhat sympathetic towards the mentality and the whole ethos behind them.

Perhaps in the past we have taken adverts for granted and possibly still do, but, undoubtedly they hold a very important place in our lives and even if one person's attention is given to it, that is considered a success in term of what their purpose was in the first place. Through the pages of this book you will find a sea of various ads from different minds all together targeting different audiences. Some go out of their way to convey the message, some will use very simple graphics or at the other end of the spectrum, will use highly detailed, beautiful illustrations, which in their own right were works of art. Ultimately, they represented the thinking of the time and lifestyle. They may look primitive and outdated by today's standards, but they were very much representing the day's trend and offerings.

This book does not intend to serve as an oracle for all British adverts. I have specifically chosen the 50s with a few adverts from the late 40s as well as the early 60s to make it more relevant. I personally have a particular fondness for the 50s as I find it a period of optimism, after the world was at war, life was looking more positive. The messages contained within these adverts represented an era of hope . A period of prosperity appeared to have blossomed and life was getting back to normal and new methods and technologies were being introduced, thus creating a new ethos and a different, but improved way of life.

With all this said, a lot of entrepreneurial individuals sprang up and jumped on the band wagon of a "New Britain" offering various goods and services, and, while most of the vendors who's adverts are depicted in this book are Sadly no longer around, that does not mean they are forgotten. And it is for this precise reason why I decided to resurrect the idea in the form of a curated book where all of their work comes together and as well as serving a dose of nostalgia, it also offers a window to our past and acts as a visual reference.

This book has genuinely been a labour of love where I have personally edited and digitally cleaned up each individual advert from the blemishes caused by years of storage and neglect and much of my time has been invested in it to get it just right. I hope you enjoy this book as much as I did putting it together.

*Sean Naghibi*

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