

WHAT IS YOUR FAVOURITE BRAND?

Share your memories with us

    #brandmemories @museumofbrands

This trail is a part of our Brand Memories programme, an initiative offering creative activities, engaging events, and training opportunities to support people living with dementia, their families and carers, and care professionals.

For more information, visit:
www.museumofbrands.com/brand-memories

MUSEUM *of* BRANDS


MEMORY TRAIL




We have all grown up with brands, forming close bonds with our favourite sweets, crisps, breakfast cereals or even washing powders.

This Memory Trail leads you through the Time Tunnel. Here you will find a collection of toys and games, royal souvenirs, fashion, newspapers and magazines and everyday items that people have used, cherished or thrown away dating back to the Victorian era.

Discover more about our most memorable products: items of our daily lives that have the power to revive our most treasured memories of childhood. Create your own museum experience and share these memories with us.

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BRANDS

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VICTORIAN

Some of the best known companies emerged in the Victorian era including Colman's mustard, Bird's Custard, Fry's chocolate, Cadbury's Cocoa, and Bovril. George Bassett & Co. was founded in Sheffield in 1842. The story goes that All Sorts was created by accident when a salesman dropped samples of sweets. The resulting assortment has been a favourite since 1899, and in 1926 was promoted by the Bertie Bassett character.

EDWARDIAN

The era was one of continued progress. In many ways British society was changing – electricity replaced gaslight and oil lamps and women demanded more freedoms. Modern hobbies like motoring, table tennis, diabolo and roller skating were depicted on picture postcards. These postcards also reflected the breakdown of social barriers, for example the introduction of mixed bathing at the seaside. One innovation of this period was the vacuum cleaner. The Baby Daisy model, an oversized accordion with hose attachment, was bulky and required two people to operate it. Like so many inventions, it took time to develop into an effective dust remover.

1910s AND WORLD WAR I

The First World War permeated into many aspects of British daily life. Mustard, cigarettes, and tins of toffee and biscuits were decorated with patriotic images of generals. Manufacturers of board games were quick to produce war-related games such as the Race to Berlin. When peace finally came in 1918, commemorative mugs, postcards, gramophone records, and even 'Peace Crackers' were sold to celebrate the victory.



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1920s

Convenience was important during this fast-paced era of energetic dance styles such as the Charleston, jazz, cocktail parties, and the busy emancipated woman with bobbed hair and daring hemlines. Breakfast cereals became more widely consumed in this post-war period. Grape Nuts (1897), Force (1902) and Kellogg's Corn Flakes (1927) were just a few choices. Shredded Wheat was promoted with the slogan 'Busy folk prefer this breakfast'. The cereal was produced at a factory in Welwyn Garden City, built in 1925, the factory being proudly displayed on the box.

1930s

During the 1930s there was a rapid increase in the variety of chocolate bars and assortments. Favourites such as Black Magic, Dairy Box, Mars bar, Maltesers and Rolo were all created during this period, with some wrappers designed in the art-deco style. In 1935, Rowntree's launched a four-fingered chocolate bar called Chocolate Crisp. The 'crisp' of the wafer made the chocolate bar more affordable to produce. Two years later, KitKat was added to the name.

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1950s

The number of self-service supermarkets increased in the 1950s. Stores offered a wider selection of options such as sugar-coated breakfast cereals, frozen foods, and easy-to-use washing powders such as Tide and Omo. Packaging became brighter and bolder to attract the eyes of shoppers who now had to find the items themselves. Surf washing powder was launched in 1952. It was sold in a pop art-style carton. It was ten years later that Andy Warhol immortalised this new art form.

1960s

With growing numbers of people watching television, many toys and games produced in the 1960s were based on television programmes. Jigsaw puzzles and board games were created featuring the Thunderbirds, Flintstones and Dr. Who. Sindy was launched in 1963 by Pedigree. Known as 'the doll you love to dress', this teenage fashion doll was a rival to American Barbie who was released in the United Kingdom in 1961.

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1970s

The variety of music, fashion, and film increased in the 1970s. Colour television made entertainment more realistic and celebrity influence increased. Music provided a platform for artists to experiment with performance and identity. David Bowie was a leading figure in this trend, and adopted artistic personas such as Ziggy Stardust and Aladdin Sane. Artists such as Abba, Queen, the Sex Pistols and Kiss contributed to new genres of music and influenced the identities of young listeners. Followers of the Bay City Rollers and Donny Osmond were known as 'teeny boppers'.

1980s AND BEYOND

This period saw the beginning of a technological revolution, with word processors, electronic games, and mobile phones emerging onto the market. The Sony Walkman, a portable cassette player, allowed people to listen to music on the move. With the arrival of computers and internet in the 1990s, and today's exposure to social media, our awareness of the global world is greater than ever before. We are travelling more, living longer, and gathering more memories than our parents and grandparents.

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1940s AND WORLD WAR II

The British government encouraged recycling due to shortages caused by the war. Shoppers were told to return tins, jars, and cardboard, with posters proclaiming 'your empties wanted'. Nescafé was launched in 1939, one month before the outbreak of war. As with many products, the labels on Nescafé tins were soon reduced in size to save on paper. Some tin packaging was replaced by cardboard boxes, which was another way to economise on scarce resources. With today's environmental concerns, companies are once again using recycled materials in packaging.