Timeline

1876 – Germany, Fritz Henkel founds company Henkel &Co, Dusseldorf, launches Universal-Waschmittel, heavy uty detergent

1878 – first brand name detergent takes German market by storm: Henkel’s Beich-soda (cleaching soda) is a powder made from soda and water glass. (What is water glass?)

1907 – Persil is launched, worlds first self-actin detergent. Perborate and Silicat = persil

1909 – Persil launched in UK

1915 – Womens Institute set up in UK , supported by the Agricultural Organisations Society

1920 – Henkel launch first household cleaner – Ata scouring powder

1921 – Henkel’s Bleichsoda is renamed Henko, auxillary agent: Saok withHenko, wash with Persil and rinse with Sil.

1921 Soap powder for use in washing machines introduced In US (Chipso, Procter & Gamble, US)

1922 – birth of the Weisse Dame – white lady in advertising Persil (Henkel, Germany)

1924 – Procter and Gamble are the first compny to conduct deliberate data-based research with consmers. Improve consumer understanding, aniticpate needs.

1924 – Lever Bros find out that Brunner Mond have been selling cheaper alkali to CWS, despite promising Lever Bros it would not.

1926 Merchandise Marks Act laid down various requirements including showing country of origin (see also 1938)

1927 – Persil Institute set up, pioneering customer after-care. Continued as the care line.

1929 – Henkel launch Imi diswashing detergent and household cleaner

1931- Henkel get into advertising using films – Three minutes for the housewife, Lundry – Washing – Well-being

1932 Launch of worlds first synthetic detergent: Fewa

1933 First household detergent launched in US, Dreft (Procter & Gamble)

1934 J. Walter Thompson became first agency to set up Packaging Dept., designing, among other brands, Kit Kat, Black Magic, Polo, Smarties, Horlicks and many Kelloggs packs

1938 ISBA / IPA produced first survey into listening patterns of sponsored radio programmes

1938 – Women’s Voluntary Service established

1939 Second World War began 3 September. During the war “a second Ministry of Information mobilised public opinion through iconic campaigns such as ‘Make  Do and Mend” and ‘Dig for Victory’”

1939 First TV commercials on regular TV service, NBC / W2XBC New York City  (Socony Vacuum Oil, General Mills & Ivory Soap)

1939 Cancer Act forbade advertisements claiming cures or advising remedies

1940?? – the use of rabbit skins in coats for Russia. NFWI supported Mrs Churchill’s Aid to Russia – WI members raised rabbits, cured pelts, made coats, waistcoats, hoods and caps lined with rabbit fur for Russian women. (How did they cure the pelts?)

1940­45 Government expenditure on advertising during WW II totalled some £9.5m. During the war the Government received a discount of 2½% on all space orders, with larger spaces allowed than other advertisers, who were restricted by paper/space rationing

1941 – Procter and Gamble establish consumer relations department. (Which country? )

1943 – Ministry of Food appealed to women’s voluntary orgs to help the Food Advice Campaign.

1946 – Procter and Gamble launch Tide. Popular, is the country’s (UK?) leading laundry product by 1949

1946 – National Council of Women call on British Statndards Insistution to turn attention to consumer goods

1949 – Henkel launch Perwoll, light duty detergent

1950 – Persil is relaunched after stopping production during the war (govt prescription) but now contains optical brighteners. (Germany)

1951 – Pril powder launched (Germany) dishwashing detergent

1951 - Women’s Advisory Committee began to advise regularly on quality standnards and operation of the Kitemark labelling scheme

1952 – December 4000 people killed by smog in London

1955 - WAC became Consumer Advisory Council

1955 First UK TV commercial (Gibbs SR Toothpaste) on opening of Independent Television (ITV), 22 September – agency Young & Rubicam

1955                Other ads on first night of ITV were: Kraft Cheese Slices (claimed by J. W. Thompson to have been second ad), Cadbury’s Drinking Chocolate (often said to have been second ad), Guinness, Batchelor’s Peas, Brillo, Crosse & Blackwell, Dunlop Rubber, Esso, Ford, Remington Rand, Shredded Wheat, Surf, Watneys, National Benzole, Woman (magazine), Coty, Brown & Polson, Express Dairy Co., Crompton Lamps, Lux, Summer County Margarine, E. K. Cole (Ecko Radio & TV)

1955 Advertisers Weekly (the highest weekly selling trade journal) published  guidelines on TV advertising: “Product demonstrations must be believable”,  “Use the kitchen for believability”, “Wild claims look absurd on TV” among them

1955 First Fluoride toothpaste (Crest, Procter & Gamble, US)

1956 £10.5m spent on UK TV advertising in its first year. Advertising expenditure overall up from £157 million (1954 figure) to £196 million, 0.93% of GNP

1956 – first advertising spot ever aired on German TV promoted Persil

1956 – Clean Air Act passed as a result of the 1952 smog

1956 - Consumer Association founded by  Michael Young

1957 – release of radioactive material from Windscale, leading to name change to Sellafield.

1957 Which? Consumer magazine launched 7 October

1957 – Henkel launch their first speciality detergent for washing machines, Dixan

1959 – Henkel - Launch of Pril liquid dishwashing detergent, launch of Persil 29

1961 – Germany sets first European standards for biodegradability of sap and petrochemical equivalents.

1961 - Research Institute for Consumer Affairs RICA (set up by CA)

1962 – Launch of first products for automatic household dishwashers – detergene and rinse aide (Somat-Reiniger and Somat-Klarspuler

1963 – Consumer Council set up, ties to industry which was always a weakness.

1964 Home perm TV commercials dropped (long straight hair became more  fashionable)

1966 – Launch of Weisser Reise, White Giant, heavy duty laundry detergent Henkel Germany

1966 – Monopolies Commission – detergent giants Unilever and P&G should reduce their prices by an average of 20% and the advertising expenses by 40%.

1968 Trade Descriptions Act made it an offence to apply a “false trade description” (in effect, any statement that might influence a purchasing  decision) to any goods

1968 – Clean Air Act 1968 Tall Chimneys for factories to disperse better.

1970 – European Conservation Year, govt white paper Prtection of the environment fight against pollution.

1970 Germaine Greer’s The Female Eunuch published

1970 - Con Gov dissolved Consumer Council

1970s – Persil was the first to picture a man doing the laundry

1971 Persil priced at p per lb (pound) (?)

1972 – Con Gov appointed Minister for Consumer Affairs within DTI

1972 Shoe polish advertising began a marked decline

1972 – Henkeylaunch Der General liquid household cleaner

1973 Fair Trade Act and Office of Fair Trading set up

1974 TV adspend dropped for the first time, from £210m to £195m at end of year

1974 Annual TV ad spend fell on flour and baking products (thrift indicators)

1974 – No more drying up : With improved Pril (Germany)

1974 – Lab Gov established Secretaty of State for Prices and Consumer Protection

1975 - creation of National Consumer Council. Consumers should have central agency for representation, as unions etc.

1975 Sex Discrimination & Equal Pay Acts forbade ads indicating an intention to discriminate on grounds of gender

1976 Ads indicating an intention to discriminate on racist grounds forbidden under Race Relations Act

1983 Harrods terrorist bombing

1983 – Dixan is launched as the first phosphate free laundry detergent in Germany.

1985 New edition of The IBA Code of Advertising Standards and Practices, with special mention of advertising to children, privacy, religion, subliminal advertising, "unacceptable products & services" etc

1987 – Persil liquid is launched (Germany?)

1987 – Association for Consumer Research created to serve consumers in the public interest, while the Consumer Assoication remained as a comparative testing service for subscribers.

1988 Lockerbie bombing / disaster, Scotland

1992 – UK Eco-Labelling Board set up to scrutinise cleaners. Voluntary submission of products – none of the manfuacterers submitted.

1996 – National Consumer Council – Green Claims report. Boasting biodegradability when had complied with basic EU standards of 80% breakdown in 3 hours (i.e. has stopped foaming): Daz, Biological Persil.

<http://www.henkel.co.uk/cps/rde/xchg/henkel_uke/hs.xsl/89_UKE_HTML.htm>

Chinese migration

1950s – grew rapidly

Caribbean

1948 – Windrush

1962 – Commonwealth Immigration Act (restriction)

Sikh

1950s-60s from Punjab

later from east Africa

Muslim

1950s – 1960s escape division of british India into Pakistan and India – violence

Construction of dam in Mirpur district 1960s displaced many people

<http://www.unilever.com.ph/brands/hygieneandwelbeing/aroundthehouse/>