



# The Probus Club of Locks Heath

Volume 14: October 2021 "Meetings resume"

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## Welcome

Our club (official title "Probus Club of Locks Heath") was formed in 1981 and has developed over the years. We now have a membership of fifty which is the maximum we can accommodate at our venue. As such, we do have a short waiting list, but encourage those on it to attend meetings periodically when space permits!

We normally meet at 12.00pm. on the first Thursday of every month at [Sarisbury Green Community Centre](#) when we have a short business meeting and a Ploughman's Lunch followed by a Speaker and finish around 2.00pm. A pay bar is available.

We arrange group holidays, recent examples include a cruise to the Norwegian Fjords from Southampton with Fred Olsen Cruises, a visit to Lake Como in Italy and two river cruises in Europe, one travelling part way by Eurostar, as well as a cruise around Britain.

We organise outings, for example a visit to Greenwich and visits to the Chichester Festival Theatre as well as local events such as an annual Summer Event for members, wives and guests. A *Ladies Day* formal dinner is held in November. Photos from recent events and holidays can be seen in our [Photo Gallery](#).

This month's Newsletter features articles from two of our committee members both of which can also be seen in the new sections of our website [Memories](#), [Our Members](#) and [Blast from the Past](#) as well as articles on our first journey into the world of Zoom!

A new section, [I Remember](#), has just been added containing links to items, hopefully of interest, which may bring back memories of the past as well as provide local interest.

Note that for easier navigation you can also [link directly to all sections of our web site from her](#)

## 'Live meeting' for Probus Club of Locks Heath 5th August 2021



Nineteen members attended a live meeting in our usual room on Thursday 5th August.

As President Tim was isolating, Past President Lionel Jacobs and other members sat around a large table layout maintaining social distancing and all doors and windows were kept open.

After saying grace, Lionel gave out notices including the upcoming Summer Event on August 14th with details given by Graham and Gill to assure all 50+ members and guests coming of all the arrangements.

Other topics discussed in an 'open forum format' were about the

planned Ladies Dinner on the 10th November to be held at the Warsash Sailing Club.

There was also a general interest in visits and holidays under consideration for 2022. John Roberson will be looking into the possibility of a 7-10 day cruise from Southampton or possibly Dover.

Chris gave details of upcoming speakers including friends of Tim who will talk about their fascinating World Tour, Angela Coaches will talk about short trips within England, and two of our members will show how they collaborated to build a detailed and seaworthy model boat during the 2020 lockdown.

Lionel emphasised the need for all members to seek out potential new members as current membership has dropped below 40. Guest potential members will be invited to our next meeting to be arranged in our normal format with lunch on 2nd September.

Members were able to share details of recent travels and all the challenges encountered during the Covid restrictions.

Lionel said he was pleased to have the opportunity to preside at a meeting as restrictions prevented him from only being able to do this in a limited way during Zoom meetings.

## Unlocked for a wonderful Summer Lunch in a Garage!



The formula was inspired. Have the annual Probus Summer Lunch on the same day as the Sarisbury Green Fair! Nearly all Covid restrictions were over and virtually everyone of our age group is double jabbed but people were rightly still cautious.

We needed a happy, easy, socially spaced occasion. So, what could be better than a Bring Your Own Picnic in Graham and Gill's garage and lovely garden, followed by a very short post-prandial walk to Sarisbury Green to enjoy the attractions there?

Answer -it was perfect! Thanks to the Adams' generous hospitality, there were 48 picnickers on 9 tables in and around the garage and a wonderful time was had by all, helped by ideal sunny weather.

Members and ladies, some of whom had not seen each other for eighteen months, were greeted with a very welcome glass of Pimm's (and more on the tables) and had fun catching up with each other's news on the balcony, overlooking the colourful garden. Sandwiches, salads and desserts were eaten and often shared.

Motoring memorabilia were admired around the garage. A vote of thanks was offered heartily before we gradually wandered away to the Green or to home.

Thank you, Graham and Gill!

Note: More photos can be found in the [Photo Gallery](#) section of the Website

## Probus trip to Chichester Festival Theatre



On Tuesday 17th August 38 of us went to the Chichester Festival Theatre to see South Pacific. We all looked very happy to be there after having been so constrained over the past few months. The show was brilliantly done, romantic and exciting, with lots of songs we all knew and loved-Including Some enchanted evening, Bali Hai, gonna wash that man right out of my hair, younger than springtime, there is nothing like a dame.

The heroine is a young beautiful American nurse who is sweet and naïve. Despite Gina Beck being something like 7 months pregnant she managed to bring this off very well! The leading man was played by Julian Ovendon , who acted well and had a superb voice. All the voices seemed so powerful I thought they must be amplified but I couldn't spot any microphone.

And then there was the dancing. Rumbustious vigour from the American GIs but enchanting grace by the indigenous polynesians, particularly Sera Maehara. In addition to the romantic and emotional storyline there was also an underlying message about race prejudice Including a song, you've got to be carefully taught to hate. Despite this serious note it was a very warm and enchanting production.

In addition to the large cast there was an excellent 16 piece orchestra.

We are all grateful to Peter and Marion Ellerton for arranging the evening.

### Watch Out Watch Out there's a Humphrey About



The **British** milk company **Unigate** produced a series of TV advertisements in the 1970s featuring characters called the **Humphreys**. The Humphreys were milk thieves whose only visible presence was a red-and-white striped straw with which to suck up the milk.

TV personalities of the time, including **Barbara Windsor**, **Arthur Mullard**, **Rod Hull** and **Spike Milligan**, featured in the adverts; but the campaign is best known for the slogan: "Watch out, watch out—there's a Humphrey about!"

A merchandising campaign accompanied the adverts; and the Humphrey-themed mugs, milk bottles, and straws are now collectors' items.

The campaign was devised by John Webster of the **Boase Massimi Pollitt** advertising agency.

Other Celebrities featuring in the *Humphrey* ads included

- [Muhammad Ali](#)
- [Benny Hill](#)
- [Sid James](#)
- [Henry McGee](#)
- [Frank Muir](#)

And for those who wish to see some of the original ads, you can see a few here including their famous participants by using the following links:

- [Muhammad Ali](#)
- [Rod Hull](#)
- [Frank Muir](#)

### Everyone's a Fruit and Nut Case



Cadbury Dairy Milk Fruit & Nut is a chocolate bar, made by **Cadbury UK** , **Cadbury India**, and sold in the **United Kingdom** and other countries. It contains **raisins** and **almonds** as the fruit and nut, respectively. Early recipes included **Brazil nuts** and almonds.

The bar was launched in 1926 as *Cadbury's Fruit & Nut*, but was renamed *Cadbury Dairy Milk Fruit & Nut* in 2003. In the early years, along with the other Dairy Milk varieties, it was advertised as being essentially Dairy Milk with added ingredients. By the 1960s, each variety was advertised and branded separately, distancing itself from its Dairy Milk parent, in order to appeal to a younger market.

The marketing approach produced a wide variety of wrappers and graphics. The "famous" Fruit and Nut UK television advert used the slogan 'Everyone's a fruit and nutcase', sung by humourist **Frank Muir** to the tune of the *Danse des mirlitons* from Tchaikovsky's *The Nutcracker*. In 2000, the commercial featuring Frank Muir was ranked 36th in **Channel 4's** poll of the "**100 Greatest Adverts**".

By the 1980s, Cadbury went full circle and all branding and wrappers were again realigned with the Dairy Milk family; all wrappers became predominantly purple and so were more clearly Dairy Milk. In 2003 the move was further reinforced with a rebranding to *Cadbury Dairy Milk Fruit and Nut*. The product wrapper uses the **ampersand**: *Cadbury Dairy Milk Fruit & Nut*.

## All because the Lady loves Milk Tray



Milk Tray is a brand of boxed **chocolates** currently manufactured by **Cadbury**. Introduced by Cadbury UK in 1915, it is one of the longest running brands in the confectioner's portfolio. Milk Tray is sold in **Australia, Canada, Ireland, New Zealand, New York City, South Africa** and the **United Kingdom**.

The name 'Tray' derived from the way in which the original assortment was delivered to the shops. Originally Milk Tray was packed in five and a half pound boxes, arranged on trays from which it was sold loose to customers.

The pack design has been regularly updated and the assortment itself has changed in line with consumer preferences, and today it is still one of the most popular boxes of chocolates in the UK selling over 8 million boxes per annum.

From 1968 to 2003, and since 2016, the chocolate is advertised by the 'Milk Tray Man', a tough **James Bond**-style figure who undertakes daunting 'raids' to surreptitiously deliver a box of Milk Tray chocolates to a lady. The original tagline was *And all because the lady loves Milk Tray*. A **YouGov** poll saw them ranked the 16th most famous confectionery in the UK

So, how have the adverts changed over the years, take a look:

- [1960s](#)
- [1980s](#)
- [2000s](#)
- [Most recent](#)

### A Finger of Fudge (featuring Carnation condensed milk)



Fudge is a brand of **chocolate bar** manufactured by **Cadbury**. It is a bar of **fudge** in a semi-circular cross-section covered in a layer of milk **chocolate**. Produced in small bite size bars and in larger bars, the Fudge continues to be produced and sold in countries such as the United Kingdom and Ireland.

It was launched in 1948, originally under the name *Milk Fudge* which later became simply Fudge. Later came **CurlyWurly** which for many people their memory of the Advert will be **Terry Scott dressed in school uniform**.

Fudge itself originated in the US during the late 19th century.

Recipes were printed in many periodicals and advertisements during the 1880s. Its popularity was partly due to the decreasing cost of **refined white sugar**, and partly due to the ability to make it at home without special equipment. Its inexpensive, unrefined qualities made it popular among people looking for a candy alternative that fell in between expensive, fancy candies and the cheapest sweets.

And if you want to make your own fudge.....



For the "**Ultimate Fudge Recipe**" look no further than the Carnation Milk website (there's another Blast from the Past), but where did the idea of evaporated milk come from.....well, in the 1880s, **Johann Baptist Meyenberg** working for the Anglo-Swiss Condensed Milk Company in Switzerland came up with an idea for a new process for sterilising and manufacturing unsweetened condensed milk (what we now call Evaporated Milk).

Unfortunately Johann's boss was less than enthusiastic about pursuing the project further. So instead of accepting this lack-lustre reaction, Johann struck out on his own. He moved to the States where, in 1899, he teamed-up with food retailers E. A. Stuart and Tom Yerxa to create the **Pacific Coast Condensed Milk** Company. They launched Carnation canned Evaporated Milk that year.

The Carnation name itself was inspired by a cigar brand which caught the eye of Stuart as he walked down a Seattle street. Using it in tandem with a flower logo and bold red and white colours. Stuart also understood that the quality of the final product relied upon the highest possible hygiene and farming practices. The Pacific Coast Co started marketing their product as milk from '**contented cows**'.

### British Pathe News



Remember **British Pathe News**, well there is a fantastic website which enables you to go back and view over 200,000 clips that have been digitised and put online, but first a little history.

British Pathe's roots lie in 1896 **Paris, France**, when **Société Pathé Frères** was founded by **Charles Pathé** and his brothers, who pioneered the development of the moving image. Charles Pathé adopted the national emblem of France, the cockerel, as the trademark for his company.

After the company, now called Compagnie Générale des Établissements Pathé Frère Phonographes & Cinématographes, invented the cinema newsreel with *Pathé-Journal*. French Pathé began its newsreel in 1908 and opened a newsreel office in **Wardour Street**, London in 1910.

Newsreels were originally shown in the cinema and were silent until 1928. At first, they ran for about four minutes and were issued

fortnightly. During the early days, the camera shots were taken from a stationary position but the Pathé newsreels captured events such as **Franz Reichelt's** fatal parachute jump from the **Eiffel Tower** and suffragette **Emily Davison's** fatal injury by a racehorse at the 1913 **Epsom Derby**.

The collection, as Stated already, features over 200,000 historical clips, including a special collection created to mark the centenary of World War One.

You can visit the **British Pathe website** and explore to your heart's content, they also have a **Facebook page** with various links. Here are a few clips that I have picked out for your entertainment, which you may wish to pursue and give you some idea of what is available

- [Portsmouth v Wolverhampton 1939 Cup Final](#)
- [Portsmouth bombing 1941](#)
- [Queen Mary Southampton 1961](#)
- [Warsash Lobster Farm 1950](#)
- [Navy Days at Portsmouth and Plymouth 1948](#)

and finally a large collection of clips curated to produce [England at War 1914-1918](#)

The Drumming Gorilla



An award winner who really will appreciate a bunch of bananas is Cadbury's drumming gorilla, whose rendition of Phil Collins's In the Air Tonight **was voted the nation's favourite ad** of all time.

The 2007 ad went down so well that it helped Cadbury bounce back from the salmonella scare of the year before, boosting sales by 9%. But while the 1,000 members of the public polled by Marketing Magazine preferred chocolate, it may come as little surprise that the 1,500 ad execs asked for the top choice by the magazine opted for something a little stronger and of an older vintage. They voted for the **Guinness Surfer Ad (with Horses)** first aired in 1999.

Obviously ad land has bought into Guinness' "good things come to those who wait" tag line. Whilst you can see the surfer ad using the above link, if you're really interested you can see a range of Guinness adverts from 1955-1995 here: [40 Years of Great Guinness Advertising \(1955-1995, UK\)](#)

But back to the idea of a gorilla sitting in an empty rehearsal studio, playing the drums to Phil Collins's 1981 hit In the Air Tonight came to Argentinian director Juan Cabral fully-formed. However, he wasn't thinking about chocolate at the time; he was on the set of another advert, shooting the breeze with members of the crew while they waited for the rain to clear so they could get their shot. The discussion turned to the **greatest drum solos** of all time and ... bingo.

Phil Rumbol, director of marketing at the company at the time, set a brief which he gave the agency was: Eating Cadbury's chocolate makes you feel good. He certainly succeeded! He went on the hunt for an animatronic gorilla and The advert was written very seriously. Watching it, you know it's a joke, but there's 60 seconds where

nothing happens, just a gorilla and **Phil Collins**."

Filming took one day, editing another two. The final ad was presented to the client just over a month after it was commissioned. "I was basically told: 'You are never showing this ad'," says Rumbol. But he persevered and after four months got his way and Gorilla was aired during the finale of the eighth series of **Big Brother**, on 31 August 2007.

It was successful in commercial terms too, prompting a sales bump of 10%. It's a point that Rumbol is keen to stress: "Everyone celebrated it creatively. What gets talked about less is how effective it was from a business point of view.

Having been persuaded to do the ad, the people at Cadbury's return on investment was three times the normal level of return. Not a bad return on a great singer and drum playing gorilla! And if you are really into Phil Collins (or gorillas), [click here for a longer version of the Advert](#)

*Editors Note: But what about all the other great ads through the ages?*

Did Gary Lineker influence your choice of **salt and vinegar**, or did you become a **secret lemonade drinker** because of R-Whites? Do you shun Cadbury for white chocolate because of the Milky Bar Kid or did **laughing Martians** make you vow to never peel a spud again?

Let me know which ads stick in your memory or which you think should have taken the top spot in the poll!

Please send your input for future Newsletters (which will be now be produced approximately quarterly) and/or the website to

[probuslocksheath@gmail.com](mailto:probuslocksheath@gmail.com)