

How much did things cost in the 1970s?

The 1970s was the decade of high inflation in the UK.

In the first year of the 1970s we still had pounds, shillings and pence. Decimalisation came in 1971 and many blamed it for rising prices, but inflation was endemic by then.

How did prices compare with earnings? The average weekly pay packet in 1975 was less than £40. Allowing for inflation, that is £230 in today's money. Today average weekly earnings are more than £500.

In the 1960s the average weekly wage was just £150 in today's money. So, in spite of the rising prices, people were better off in the 1970s than in the 1960s.

People talked endlessly about the rising cost of petrol in the 1970s. The 1973 oil crisis was responsible for some of the increase, but in real terms the cost of fuel remained remarkably static.

In 1970 a gallon of petrol cost 6s 8d (33p), at the end of the decade it was just short of the psychological £1 per gallon.

Telephone calls

In 1976 it was one hundred years after the invention of the telephone, but only half of UK households had one.

In 1976 you paid a quarterly rental of £8.91 and you paid for each call you made. That was for a basic dial telephone. If you wanted a Trimphone you paid an extra 75½p per quarter (remember the decimal half penny?). There were also push-button phones, but these cost an extra £4.32 per quarter (£23 in today's money).

	Cost	In today's money
Quarterly rental	£8.91	£47.00
6-minute local call at peak time	9.72p (incl 8% VAT)	51p
Typical annual rental + 600 local calls	£55.00	£288.00

Source: Which? February 1976, pages 39-41, published by the Consumers' Association

Today most people combine telephone with broadband and other services. Telephone-only packages are still available though. The cheapest as of March 2019 was with the Post Office. Line rental is £39 per quarter and all calls are 15p per minute.

Telephone charges had gone up since the 1960s. This was because the Post Office, which ran the services, was making a loss in the 1970s and put up charges substantially.

Verdict: Phone deals are better today than in the 1970s.

Newspapers

The Daily Mirror was Britain's most popular paper in the 1970s, just edging out The Sun. The Daily Express was the most popular mid-range paper and the Daily Telegraph the most popular 'quality' paper.

Newspaper prices rose significantly over the decade. Note the 1970 price is in pre decimal currency.

In today's money newspapers prices increased from 23p in 1970 to 38p in 1979.

Today newspapers are much more expensive:

	1970	1979	Today
Daily Mirror	5d	9p	75p
Daily Express	5d	10p	90p
Daily Telegraph	5d	10p	£2

Source: Tesco, prices as of March 2019

Newspaper circulation has halved since the 1970s. Newspapers have to compete with online sources of news.

Verdict: Newspapers were much cheaper in the 1970s than today.

Television

Colour television sets were expensive at the beginning of the 1970s. But improvements in technology and competition from Japan brought prices down.

	Cost	Cost in today's money
1970 Bush CTV184S 22" screen	£289 19s	£3300
1979 Bush BC6630	£260	£990

Today a 22-inch screen television can easily be found for around £100. So, we are much better off today than in the 1970s.

Many people still chose black and white TVs at the beginning of the 1970s. In 1970 a black and white television cost around £70 (or around £800 in today's money).

Verdict: Television, especially colour TV, was much dearer in the 1970s than today, but prices were coming down.

Groceries

Inflation was a big concern for people in the 1970s. Which? magazine did a survey of grocery prices. They chose what was a typical shopping basket and tracked price rises across the decade. This is the basket for 1973.


Item	Cost 1973	Allowing for Inflation	Typical Price Today (2019)
White sliced loaf 28oz	10p	86p	£1.00 (800g)
Wall's back bacon 7½oz	34p	£2.92	£2.00 (200g)
John West red salmon 7½oz	37½p	£3.22	£3.50 (213g)
Fairy Liquid 14½ fl oz	15p	£1.29	£1.50 (500ml) (an equiv size would be £1.22)
McDougalls self-raising flour 3lb	15p	£1.29	£1.00 (1.5kg)
Maxwell House coffee 4oz	32½p	£2.80	£1.00 (95g)
Wall's pork sausages ½lb	14p	£1.20	£1.00
Ariel (washing powder) 18oz	17p	£1.46	£7.00 for 2.6kg (equivalent quantity - £1.35)

Del Monte tinned peaches 15½oz	12½p	£1.08	£1.10
Tate & Lyle sugar 2lb	10p	86p	69p for 1 kg
Birds Eye peas 10oz	10½p	90p	£1.30 for 375g (equivalent quantity 97p)
Stork margarine ½lb	6½p	56p	£1.20
Heinz tomato soup 15¼oz	8p	69p	95p for 400g
Ty-Phoo tea (loose) ¼lb	8p	69p	£2.29 for 250g (equivalent quantity £1.03)
Kellogg's cornflakes 12oz	11p	95p	£2.00 for 720g (equivalent quantity 95p)
Heinz baked beans 15¼oz	7½p	65p	75p for 415g
McVitie's milk chocolate home wheat biscuits 8oz	11p	95p	£1.60 for 266g
Anchor butter ½lb	10½p	90p	£1.65 for 250g
New Zealand frozen lamb 4lb	£1.93	£16.60	£13.50 Sainsbury's NZ Whole Leg of Lamb 1.8kg
A dozen standard white eggs	14p	£1.20	£1.69 (medium free range, Tesco)

Most of these products are similar prices in real terms today. There are a few exceptions that reflect changing tastes. Coffee is cheaper and is bought in larger quantities today. Butter and margarine are dearer. Stork, which is mainly used in baking, is significantly dearer. Perhaps fewer people bake their own cakes than in the 1970s. Loose leaf tea is a minority product today.

Verdict: There has been little real change in the cost of groceries.

A pint of beer

		A pint of beer was much cheaper in the 1970s.	
		The 1970s was the age of keg bitter. The price of a few popular drinks in 1972 is as follows:	
Brand	Cost (1972)	Cost in today's money (2019)	
Draught Double Diamond	15-18p	£1.41 to £1.70	
Worthington 'E'	14-18p	£1.32 to £1.70	
Courage Tavern	14-18p	£1.32 to £1.70	
Younger's Tartan	13-17p	£1.22 to £1.60	
Watneys Red	14-18p	£1.32 to £1.70	
Whitbread Tankard	14-18p	£1.32 to £1.70	
Guinness	16-20p	£1.51 to £1.88	
Harp Lager	17-19p	£1.60 to £1.79	

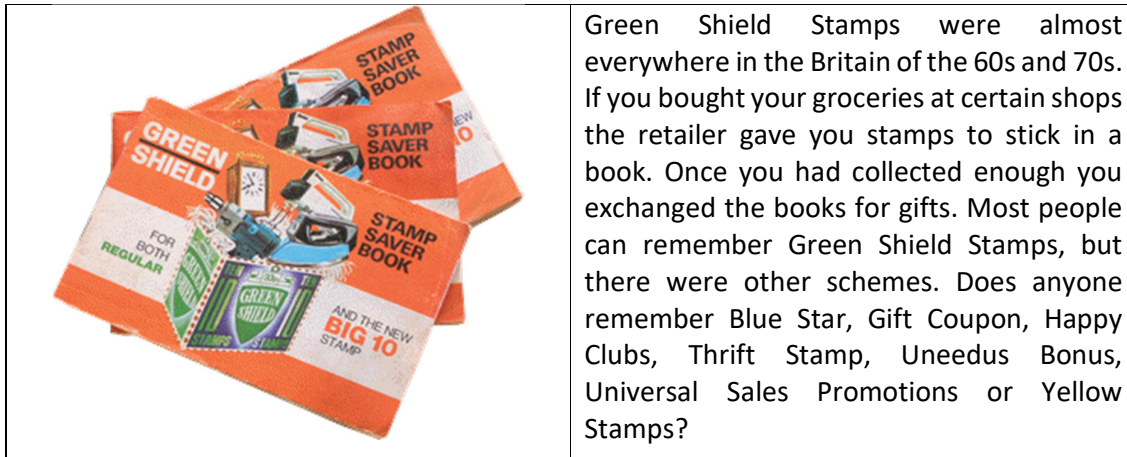
Source: 'Keg beer' published by the Consumers' Association in Which? April 1972

The price ranges cover the difference between saloon and public bars and regional variations. Londoners generally paid more for a pint in the 1970s.

Today the price of a pint can vary from £2 to £5. Most people will pay £3 to £4.

Verdict: Beer was cheaper in the 1970s.

Green Shield Stamps

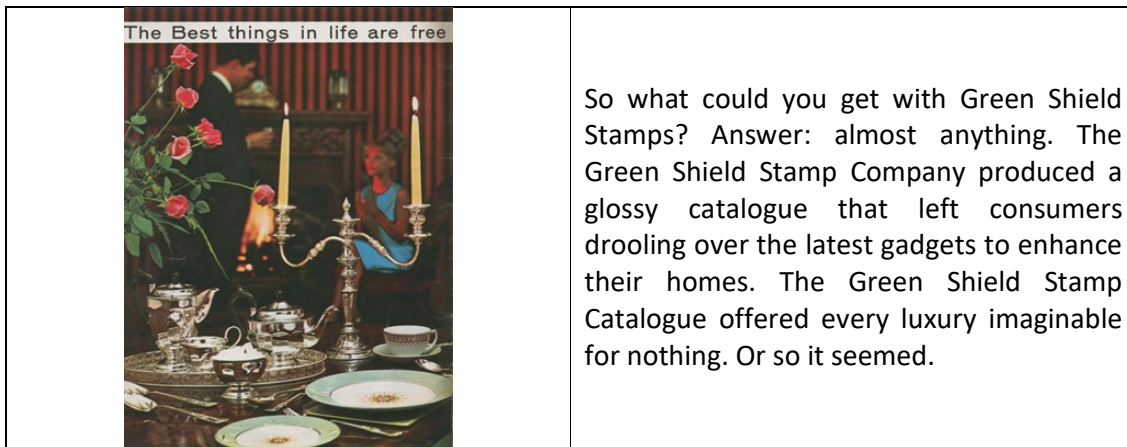


Green Shield Stamps were almost everywhere in the Britain of the 60s and 70s. If you bought your groceries at certain shops the retailer gave you stamps to stick in a book. Once you had collected enough you exchanged the books for gifts. Most people can remember Green Shield Stamps, but there were other schemes. Does anyone remember Blue Star, Gift Coupon, Happy Clubs, Thrift Stamp, Uneedus Bonus, Universal Sales Promotions or Yellow Stamps?

What do you get for living in a climate like this, Green Stamps? (American guest at Fawlty Towers)

Green Shield Stamps and other trading stamps, as they were known, were more often found in smaller shops in the early sixties. Local grocers, butchers, greengrocers, fishmongers, chemists, bakers, tobacconists, confectioners, drapers, ironmongers and petrol stations all gave stamps. Later in the sixties, big stores such as Tesco signed up the scheme. For the retailer it was a way of encouraging customer loyalty. For the customer it meant free gifts. The gifts though, had to be paid for. It was the retailer who paid the stamp company. They may have passed on those costs to the customer, but Which? in 1965 found prices no higher in stores that gave away stamps.

Green Shield Stamps: the gifts



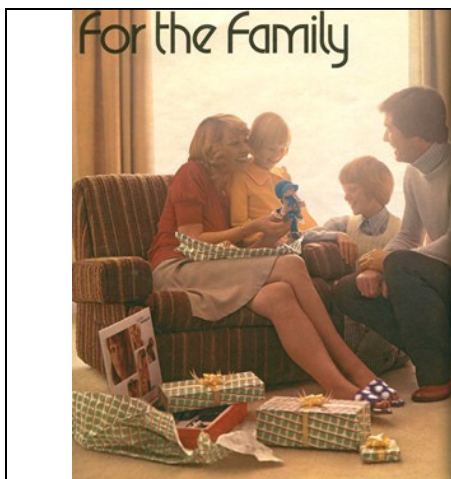
So what could you get with Green Shield Stamps? Answer: almost anything. The Green Shield Stamp Company produced a glossy catalogue that left consumers drooling over the latest gadgets to enhance their homes. The Green Shield Stamp Catalogue offered every luxury imaginable for nothing. Or so it seemed.

In the 60s the emphasis was on glamour and style. The illustration, above left, is from the 1965 catalogue. In this catalogue some of the top gifts were:

Regentone 19" television - 88 books	Longines 9ct Gold watch - 39½ books
Kodak Brownie 8 Movie Camera - 13¼ books	Kenwood Chef - 33¼ books
Silver Cloud motor boat (outboard motor not included!) - 170 books	

You could fly with Green Shield Stamps; they could be used as whole or part payment for a flight with BOAC. (Better On A Camel).

You could dream with Green Shield Stamps, but how much did you have to spend? Each book contained 1,280 stamps. You got 1 stamp for each 6d spent. For the motor boat you would need 217,600 stamps; meaning an outlay of £5440, or the price of a large detached house, on groceries and petrol.



In the 70s the Green Shield Stamp Catalogue sold a dream of a more relaxed, informal lifestyle. Gone was the glitz and glamour of the 60s. In 1976 top gifts were:

- Philips Colour TV - 375 books
- Lec Chest Freezer - 140 books
- Creda Starlight cooker - 115 books
- Hotpoint Automatic washing machine - 185 books
- Car - any British make or model - ask for a quotation

Richard Tompkins, who brought Green Shield Stamps to the UK, launched the Argos Catalogue Showroom as a spin-off in 1973.

Green Shield Stamps were less popular in the later 70s. Competition from the new supermarket, Kwik Save, made Tesco stop giving away stamps and concentrate on value. Customers realised that they were ultimately paying for the gifts and chose cheaper prices.

Do you remember the Green Shield Stamp redemption shop in Streatham? It was in the “dip” between Streatham Station and St Leonards Church.

Food prices in 1970

Fine Fare Supermarket in Thirsk Market Place, 1968



Many people have been asking how much did things cost fifty years ago. In this article, we take a look at supermarket prices in 1970.

Of course, things were a lot cheaper then. What we bought also changed. People ate more meat. They also bought a lot of tinned products.

Our taste for cheese was limited to Cheddar or Cheshire. Dutch Edam was an alternative, but other continental cheeses were expensive.

You can still buy most of these products today, so if you want to experience food in the 1960s, this selection will give you a good idea of what to try.

Bread

Britain's Prices and Incomes Board controlled the price of bread to keep inflation down. Since bread was a large element in the cost of living index, setting the price of bread was important.

1960's bread was the standard white sliced loaf and these five large commercial bakers made fifty percent of what we consumed:

Mother's Pride (Ranks Hovis MacDougall)	Sunblest (Associated British Foods)
Wheatsheaf (Co-op)	Wonderloaf (Spillers)
Lyons	

In February 1969, the Government changed what the shops could charge for bread. The change was prompted by the abolition of the old halfpenny in preparation for decimalisation in 1971.

	Large loaf	Small loaf
February 1968	1/6	10½d
February 1969	1/7	10d

Retailers could charge extra for a sliced loaf. A large loaf, sliced and wrapped, went up to 1/8 and a small sliced loaf to 11d.

Cheese

In the UK we consumed about 10½ lb of cheese in 1969 per person. Today the figure is 10kg (www.cheeseboard.co.uk/facts/top_cheese_facts-2), about twice as much.

In 1969 Cheddar was by far the most popular cheese, although we ate nearly twice as much New Zealand Cheddar as UK-produced Cheddar. We consumed about 6¼lb of Cheddar making 60% of the total of cheese consumed. Things have hardly changed today. Cheddar is still out in front at 55%. Other 1960s favourites were Cheshire and Dutch Edam.

Most well-known English cheeses were readily available in the 1960s. You could also find a few continental favourites in most UK shops. Which? classified the following English cheeses as 'very common' or 'widely available' in 1969:

	Price per lb		Price per lb
Cheddar	3/10	Caerphilly	3/10
Cheshire	3/10	Double Gloucester	4/4
Lancashire	4/4	Leicester	4/4
Stilton	6/6	Wensleydale	4/6

Some continental cheeses were available in the UK. With the exception of Edam, which was cheaper than Cheddar, most were expensive.

	Price per lb		Price per lb
Danish Blue	5/6	Edam	3/8
Boursin	16/8	Camembert	11/-
Demi-Sel	10/-	Parmesan	14/-
Austrian/German smoked cheese	6/-		

Source: 'Cheese' published in Which? April 1969 pages 107 to 112

Processed cheese

In the 1960s and 1970s processed cheese was also popular. These are some of the well-known brands:

Kraft Dairylea 6 cheese portions (Tesco)	1/1	Kraft Philadelphia cheese spread 8oz (Tesco)	3/-
Tesco processed cheese spread (6 portions)	8d	Devon Squire cheese spread (Woolworth's)	8d
Kraft Cracker Barrel (Tesco)	1/11		

Tinned or canned food

In the pre-freezer era tinned or canned food allowed people to keep perishable foods. Canning first started around the turn of the century. Canned food was popular by the 1930s.

Baked beans

Baked beans were a popular quick meal in the 1960s. In 1969 a typical 16oz can cost between 11d and 1s 4d

A few popular choices were:

Heinz - 1/4 (or 1/- from Tesco)	Crosse & Blackwell - 1/4	Co-op - 1/1
VG - 1s ½d	Kingsmere (Woolworth's) - 1/-	Fine Fare - 11d
Mac (Macfisheries) - 11d	Key Markets - 11d	Tesco - 11d

Source: 'Baked beans' published in Which? June 1969, pages 170 to 172

Spaghetti

As well as baked beans, most manufacturers offered simple forms of spaghetti. Tinned spaghetti in tomato sauce was most Britons' only experience of the famous Italian pasta dish. Spaghetti hoops or rings were an easy to eat alternative.

Crosse & Blackwell spaghetti rings 15¾oz (Tesco)	1/-	Heinz spaghetti 15¾oz (Tesco)	1/1
--	-----	-------------------------------	-----

Tinned soups

Tinned soups in a small range of basic flavours were popular choices for many people in the 1960s.

Crosse & Blackwell soups 15oz (Tesco)	1/1	Campbell's soups (Macfisheries)	1/1
Heinz soups (tomato, lentil, vegetable, cream of chicken, oxtail) 15½oz tin (Woolworth's)			1/1

Tinned milk and cream

Nestlé cream 6oz tin (Tesco)	1/-	Tesco cream 10oz tin	1/4
Co-op dairy cream	11d	Ideal evaporated milk (Tesco)	1/11

Tinned vegetables

Hartley's garden peas 10½oz tin (Tesco)	10d	Kingsmere whole carrots (Woolworth's)	1/2
Smedley's sliced green beans 9½oz tin (Tesco)	11d	Kingsmere processed peas (Woolworth's)	7d
Kingsmere new potatoes (Woolworth's)	1/6	Kingsmere canned chips (Woolworth's)	1/6

Tinned meat and fish

Fray Bentos corned beef 12 oz tin (Tesco)	4/-	Fray Bentos steak and kidney pie 15½oz tin (Tesco)	3/4
Wall's stewed steak 15 oz tin (Tesco)	3/4	Dana pork luncheon meat (Tesco)	1/11
Co-op pork luncheon meat 12oz tin	2/6	Co-op red sockeye salmon 3¾oz	3/3
Fray Bentos savoury minced steak 15½oz tin (Tesco)	2/3	Top Piper beef steak with gravy 15½oz tin (Tesco)	3/-
John West salmon 7½oz (Tesco)	1/11	Armour pilchards 15oz (Tesco)	1/6

Tinned ham

Tinned or canned ham was a popular sandwich filling in the 1960s. These are some typical prices for a 16oz tin.

Tesco - 7/7	Gaiety - 8/-	Macfisheries - 8/6	Princes - 9/8
Maid Marian - 9/9	Ye Olde Oak - 9/11	Harrods - 12/6	

Source: 'Canned ham' published in Which? December 1969, pages 397 to 400

Tinned fruit

Del Monte peaches 29oz tin (Tesco)	2/4	Sainsbury's Australian peaches 29oz tin	2/4
Sainsbury's Australian pears 29oz tin	2/6	Tesco Dutch strawberries in syrup 14¼oz	1/9
Australian pears 29oz tin (Tesco)	2/9	Australian peaches 29oz tin (Tesco)	2/4
Gold Ring pineapple pieces 29oz tin (Tesco)	2/-	Golden Circle Australian pineapple pieces 15oz tin (Tesco)	1/3
Co-op sliced peaches 29oz	2/4	Co-op tinned apples	6½d
K-Y fruit cocktail (Macfisheries)	2/-	K-Y sliced peaches (Macfisheries)	1/7
K-Y pear halves (Macfisheries)	1/9		

Tinned puddings

Libby's creamed tice (Tesco)	11d	Farmers Wife creamed rice 15½oz tin (Tesco)	10d
Ambrosia Sweet Magic 15oz (Tesco)	1/3	Ambrosia creamed rice 15oz (Tesco)	1/-
Heinz puddings 10½oz (Tesco)	1/6	Heinz sponge puddings (Woolworth's)	1/5

Snacks

Crisps were a popular snack in the 1960s. There was a much smaller variety of flavours compared with today. There were only "cheese 'n' onion", "salt 'n' vinegar" and "ready salted".

Smiths crisps party pack (Tesco)	1/11	Golden Wonder crisps (Woolworth's)	1/9
----------------------------------	------	------------------------------------	-----

Instant Coffee

Although tea was still the nation's favourite drink, coffee was gaining ground. Most people chose instant for convenience. Prices of popular brands for a 4oz tin were:

Nescafé	4/11	Nescafé Gold Blend	6/-
Nescafé Blend 37	6/4	Lyons	3/9d
Maxwell House	4/11	Kenco Mild Roast	5/6

Kenco Continental High Roast (2oz tin)	3/3		
--	-----	--	--

Nescafé and Maxwell House were by far the most popular.

Nescafé Blend 37 was a great tasting coffee. It was the nearest you could get to a real coffee taste. It is a pity Nestlé do not manufacture it today.

You could also get decaffeinated (decaf) coffee in the 1960s. It was more expensive than regular coffee. Typical prices for a 2oz jar were:

Nescafé Decaf	3/11	HAG	5/3
---------------	------	-----	-----

Source: 'Instant Coffee' published in Which? November 1969, pages 369 to 371

Tea

Lyon's Premium tea ¼lb (Tesco)	1/5	Lyon's Quick Brew quarter 4 ozs (Tesco)	1/4
Ty-Phoo tea ½lb (Tesco)	2/9	Brooke Bond PG Tips ½lb (Tesco)	2/9
Sainsbury's Red Label tea 4oz	1/3		

Jams and marmalades

Golden Shred 1lb jar (Tesco)	1/6	Gales clear set honey 1lb (Tesco)	2/11
Silver Shred 1lb jar (Woolworth's)	1/6	Carnival jams (Woolworth's)	1/6
Hartley's New Jams 12oz	1/9		

Meat

Meat was a huge part of most people's diet in the 1960s. A large amount of UK-consumed meat came from New Zealand. Before we joined the Common Market in 1972, we relied on Commonwealth countries to supply much of our food. (With Brexit due in October 2019, will it be Back to the Future?)

Tesco - New Zealand lamb chops 1 lb	4/4	Tesco - cooked gammon 4 ozs	2/-
Tesco - New Zealand shoulder of lamb 1 lb	3/6	Tesco beef steak and kidney puddings	11d
Tesco - New Zealand leg of lamb 1 lb	4/6	Tesco - hock boiling joint 1 lb	2/-
Tesco 'Tasty' pork sausages 1 lb	3/2	Tesco - oven-ready chickens per lb	2/10
Tesco - cooked ham 4 ozs	2/-	Sainsbury's mini pork pies (pack of 2)	1/-
Halibut steaks (Macfisheries) 1lb	6/6	Boned kippers (Macfisheries) 1lb	3/8

Fruit

5 'Cape' oranges (Tesco)	2/4	6 Spanish blood oranges (Tesco)	1/9	Dutch cucumbers (Tesco)	2/8
--------------------------	-----	---------------------------------	-----	-------------------------	-----

Instant meals

Instant meals were a novelty. Powdered soups were common in the 1960s. For the more adventurous, Vesta did a range of Indian and Chinese dishes.

Batchelor's packet soups (Tesco)	9d	Crosse & Blackwell soups 15oz tin (Tesco)	1/1
Maggi soups packet (Tesco)	9d	Vesta chicken supreme (Tesco)	4/3
Vesta prawn curry (Tesco)	3/9	Vesta meals (eg beef curry, Chow Mein) (Tesco/Co-op)	3/3

Biscuits

Ritz crackers (Tesco)	1/4	Energen starch reduced crispbread (Co-op)	1/5
Frear's crumble creams	1/4	McVitie chocolate homewheat - ¾lb (Tesco)	2/3
Tesco assorted biscuits 1lb	1/11	McVitie digestive biscuits - 1lb packet (Tesco)	1/6
Chiltonian Garibaldi biscuits	1/-	Rich Highland shorties 8oz packet (Tesco)	10d
McVitie Viennese whirls (6) (Tesco)	1/6	Peak Frean's shortcake 7½oz pack (Tesco)	10d
Tesco Savoy crackers	1/-	Rover assorted biscuits 1lb (Co-op)	2/5
Crawford's TUC biscuits (Tesco)	1/8	Rowntrees Kit Kat (6 pack) (Woolworth's)	1/8

Breakfast cereals

Quaker puffed wheat (Tesco)	1/2	Quaker oats (Tesco)	1/8
Scots oats 1½lb (Tesco)	1/9	Lyons Ready Brek 1lb (Tesco)	1/11
Kellogg's corn flakes 16oz pack (Tesco)	1/11	Shredded wheat pack of 18 (Tesco)	1/11
Quaker sugar puffs 12oz (Co-op)	1/11		

Dairy

Tesco real fruit yogurt per pot	9d	Tesco butter	1/5
Kangaroo Australian butter ½lb (Tesco)	1/6	Co-op Avondale butter 1lb	3/4
Kraft Superfine margarine ½lb (Tesco)	1/-	Stork margarine ½lb	9½d
Garden Meadow butter ½lb (Tesco)	1/7	Co-op Silver Seal margarine 8oz	8d
Kerrygold Irish butter ½lb (Tesco)	1/7		

Drinks

Robinson's orange or lemon squash 25½ fl oz	2/-	Coca Cola (Tesco) per can	10d
Sunfresh orange squash 25½ fl oz	2/-	Pepsi-Cola (Tesco) per can	10d
Quash orange or lemon 25½ fl oz (Tesco)	2/3	Hunts canned drinks (Tesco)	10d
Tree Top orange or lemon squash 25½ fl oz	2/3	Ovaltine 8oz tin (Tesco)	2/8
Cadbury's drinking chocolate 8oz tin (Tesco)	1/9	Suncrush orange squash 25½ fl oz	2/-
Schweppes bitter lemon (Sainsbury's)	9d	Co-op lemonade shandy 11½oz	10d
Schweppes canned drinks (Tesco)	10d		

Wine

Wine was becoming more popular in the 1960s. A typical bottle of red cost for 8s 6d for Fine Fare's Spanish Burgundy to 12s 3d for Woolworth's Beaujolais. ['Branded red wine' in Which? March 1969 pages 92 to 96].

Puddings, custard and jellies

Birds Angel Delight (Co-op)	1/4	Birds trifle (Co-op)	1/11
Mary Baker vanilla delight (Co-op)	1/-	Bird's custard (Tesco)	1/5
Chiver's jellies 4½oz (Tesco)	9d	Royal jellies 6 pack	6d
Rowntrees jellies (Sainsbury's)	9d	Co-op jellies	7d
Robertsons Christmas pudding 1lb (Tesco)	2/4		

Cakes

Tesco Swiss roll	10d	Mr Kipling almond slices (Tesco)	2/-
------------------	-----	----------------------------------	-----

Sweets and confectionary

In 1969 you could buy a 'quarter' (of 1lb) of any of the following sweets from Woolworth's for 7d

Palace candies	Mint caramel chews	Fruit drops	Liquorice toffee assortment
Mintoes	Toffee whirls	Clear mints	Fruit and nut toffees
Bonbons	Mint humbugs		

Chocolates

Cadbury's Milk Flake (Woolworth's)	1/5	After Eight mints (Co-op)	4/4
Nestles chocolate block (Woolworth's)	9d	Galaxy milk chocolate ½lb bar (Tesco)	2/8
Mars bars (pack of 3) (Sainsbury's)	1/7	Cadbury's Dairy Milk chocolate ½lb bar (Tesco)	2/6
Milky Way family pack (Co-op)	1/3		

A note on prices



In 1970 Britain used pounds, shillings and pence.

Prices in this guide are written as they were in the 1960s/1970. There were 20 shillings to one pound and 12 pence in a shilling. So, 240 pence in a pound.

Few items cost more than £1, so prices are in shillings and pence. People wrote prices using the '/' symbol. For example, 5/6 meant 5 shillings and 6 pence.

The Staple MUST for any Party

Watneys Party Four and Watneys Party Seven

	<p>Of course, that other well-known name from the 60s was Watneys Party Seven. Its smaller brother Party Four had been available for some time when in 1968 Party Seven was introduced. As a promotion Watneys sold a Sparklets Beertap with a free voucher for a can of Party Seven for 59s 9d. Watneys Party Seven initially sold for 15s. You could have your own bar at home!</p>
<p>Watneys Party Seven became a staple for parties in the seventies and was available until the early eighties. The beer mat (right) was to encourage customers to take home a Party Seven for later!</p>	

Decimalisation

On Monday 15 February 1971, Britain went decimal. The old money, pounds, shillings and pence, was replaced by a new system with 100 pence in the pound and no shillings. It seems simple to us nearly 50 years

later, but at the time people worried about it. Imagine the confusion though, if we were to go the other way around. (Sounds like a Project for BoJo!).

What were you likely to be driving in the 1970s?

Around 1970 car fashions changed. As women replaced miniskirts with midis and maxis, and men chucked out the Don Draper look in favour of flares and wide ties, cars changed just as significantly, on the outside at least.

Car makers ditched the chrome grills, the wood and leather interiors of the 60s and embraced American coke bottle styling, plastic fascia's and matt black grills.

The UK's top four manufacturers all introduced new models leading up to and around 1970. The first of the new wave was the Ford Escort, launched in late 1967. It was a small car with neat American influenced body styling. Ford also launched the ground breaking Capri in 1969, which brought sports car styling to the average motorist. In 1970 there was a rash of new models: the Morris Marina; a completely restyled Vauxhall Viva; and the all new Hillman Avenger, remember those L shaped tail lights? In 1971 Ford launched the car that was to represent the 1970s, the Cortina Mk III.

Ford won the sales war and the Cortina was the best-selling car of the decade, with the Escort in second place. British Leyland made a series of mistakes, the worst of which was to replace their best-selling Austin/Morris 1100/1300 range with the blob shaped Allegro. It eventually needed the State to intervene and save the company from bankruptcy.

The 70s also saw a greater proportion of foreign cars on the road. However, none of them made it into the top ten. The best-selling foreign import was the Datsun Sunny, which was only the 19th best-selling car of the decade.

1	Ford Cortina	6	Austin/Morris 1100/1300
2	Ford Escort	7	Austin Allegro
3	Mini	8	Ford Capri
4	Morris Marina	9	Hillman Avenger
5	Vauxhall Viva	10	Austin Maxi