

BLACK MAGIC 1955-1968

Film ID: 3998 **Year:** 1957-1962

Black Magic was launched in 1933 by Rowntree's as a more affordable indulgence than the other chocolates that were available at the time. Product sales were very high during the post-war years, and the gift of a box of Black Magic became inextricably linked with the rituals of courtship. The following is a series of adverts for Black Magic which were produced between 1957-1962.

Princess: Can you wonder these delicious Black Magic centres win everybody's heart (1957) B&W

Gramophone: Those centres are absolutely dreamy (1957) B&W

Man in Park: I simply adore those centres (1957) B&W

Christmas Tree: What about giving Black Magic this Christmas (1957) B&W

Sculpture: He knows I love those centres (1957) B&W

Engagement: Buy somebody, somewhere Black Magic (1958) B&W

Easter Wrap: Give someone you're fond of Black Magic for Easter (1958) B&W

Petticoat: Give someone you're fond of Black Magic tomorrow (1958) B&W

Flowers: Give someone you're fond of Black Magic tomorrow (1958) B&W

Record Player: Give someone you're fond of Black Magic tomorrow (1958) B&W

Football : He knows I love those centres (1959) B&W

Party (Dancing): He sent me a box of Black Magic chocs, the ones with those lovely centres (1960) B&W

Party: Black Magic, well perhaps they are (1960) B&W

Window: That old Black Magic called love (1960) B&W

Artist's Studio: That old Black Magic called love (1960) B&W

Artist: That old Black Magic called love (1960) B&W

Pool: Well maybe it was Black Magic (1960) B&W

Firelight: Well maybe it was Black Magic (1960) B&W

Music Room: That old Black Magic called love (1960) B&W

Night Club: That old Black Magic called love (1960) B&W

Christmas: That old Black Magic called love (1960) B&W

Pianist: That old Black Magic called love (1960) B&W

Barrel Organ: It must be Black Magic (1960) B&W

Trocadero: Black Magic, well perhaps they are (1961) B&W

Tuilleries: Black Magic, well perhaps they are (1961) B&W

Quayside: That old Black Magic called love (1961) B&W

Colonade: That old Black Magic called love (1961) B&W

Young Married - The Perfect Gift: Make sure it's Black Magic, the perfect gift – again (1962) B&W

Young Married - For Easter: Black Magic for Easter (1962) B&W

Make Sure it's Black Magic: Make sure it's Black Magic, the perfect gift (1962) B&W

Mother & Son - The Perfect Gift: Black Magic - The Perfect Gift (1962) B&W

For Mother's Day: Black Magic - For Mother's Day (1962) B&W

Just Good Friends: Make sure it's Black Magic - The Perfect Gift for Christmas (1962) B&W