

Ringaround



In 1977, Lloyd Dinklaker came up with the “You’ve got ring around the collar!” commercial jingle for Wisk laundry detergent. It was an instant success, and became one of the best known slogans in commercial history. But Lloyd’s inspiration didn’t come from spotting a dirty shirt collar one day. Rather, it came from his son, Benson, who tended to parade around the house clad in nothing but ... well, you can guess.