

# Commercial Break

On July 1, 1941, the Bulova Watch Company paid \$4 to place an ad on New York station WNBT just before the Dodgers-Phillies baseball game. The ten-second spot featured a picture of a watch positioned over a map of the United States. A voice declared, "America runs on Bulova time."

This event was America's first TV commercial, complete with its own catch phrases. It was the ancestor of thousands of TV ads that have enticed Americans to buy countless products. Today, three of every ten hours of commercial television broadcasting are given over to advertising.

Though some complain, many viewers have become great fans of these rapid-fire mini-programs. Their jingles stick in our heads. We repeat their catch phrases in casual conversation. We forget which product goes with which!

Ramona Quimby, whose adventures you are about to share, is a typical TV commercial fan. One of her favorite catch phrases—"I can't believe I ate the whole thing."—is from a 1972 commercial. You might have heard it yourself. Your parents are probably familiar with it. Your grandparents know this famous complaint, for sure, but ask them to name the product it was selling and there will be detailed descriptions of the commercial itself. The name *Alka-Seltzer* will be elusive.

Here is your chance to become a TV commercial expert! Search the internet, ask older adults, and tap into your own accumulated knowledge to identify the product connected with each of the following commercial catch phrases and jingles. Later, if you should have an opportunity to play one of the electronic catch phrase games, you can dazzle your opponents with your expertise!



Write the **letter** of the correct product or company in the blank to the left.

- \_\_\_\_\_ 1. **Help! I've fallen and I can't get up!** (A) the Scooter Store, (B) Life Alert Medical Response, Inc., (C) Boniva (Osteoporosis medication)
- \_\_\_\_\_ 2. **They're g r-r-r-r-reat!** (A) Tootsie Pops, (B) Ore-Ida Fries, (C) Kellogg's Frosted Flakes.
- \_\_\_\_\_ 3. **Have it your way.** (A) Burger King, (B) Wendy's, (C) KFC.
- \_\_\_\_\_ 4. **Taste the rainbow.** (A) M&M's, (B) Pez, (C) Skittles.
- \_\_\_\_\_ 5. **Can you hear me now?** (A) Verizon Wireless, (B) AT&T Wireless, (C) Sprint Wireless.
- \_\_\_\_\_ 6. **Betcha' can't eat just one!** (A) Frito's Corn Chips, (B) Dunkin Doughnuts, (C) Lay's Potato Chips.
- \_\_\_\_\_ 7. **Where's the beef?** (A) Swanson's Frozen Dinners, (B) Wendy's, (C) American Cattleman's Association.
- \_\_\_\_\_ 8. **It's so easy a caveman can do it.** (A) Uncle Ben's Instant Rice, (B) Lego Building Blocks, (C) Geico Insurance Company.
- \_\_\_\_\_ 9. **Nausea, Heartburn, Indigestion, Upset Stomach, Diarrhea, . . .** (A) Pepto-Bismol, (B) Milk of Magnesia, (C) Tums Dual Action.
- \_\_\_\_\_ 10. **Sometimes you feel like a nut. Sometimes you don't.** (A) Almond Joy and Mounds candy bars, (B) Planter's nuts, (C) Post Fruit 'N Nuts Cereal.
- \_\_\_\_\_ 11. **It just keeps on going and going and going and going.** (A) Timex watch, (B) Energizer battery, (C) iPod.
- \_\_\_\_\_ 12. **Good to the last drop.** (A) Pepsi Cola, (B) Swiss Miss Hot Chocolate Mix, (C) Maxwell House Coffee.
- \_\_\_\_\_ 13. **Don't get mad, get glad.** (A) Glad trash bags, (B) McDonald's Happy Meal, (C) Starburst chewing gum.

- \_\_\_\_\_ 14. **Diamonds are forever.** (A) Jared's, (B) DeBeers, (C) QVC.
- \_\_\_\_\_ 15. **It's the real thing.** (A) Sprite, (B) Pepsi-Cola, (C) Coca-Cola.
- \_\_\_\_\_ 16. **Just do it.** (A) Nike, (B) Microsoft, (C) Wal-Mart.
- \_\_\_\_\_ 17. **Melts in your mouth, not in your hands.** (A) Three Musketeers candy bar, (B) Kit-Kat Bar, (C) M&M's chocolate candy.
- \_\_\_\_\_ 18. **Does she, or doesn't she? Only her hairdresser knows for sure.** (A) Revlon Haircolor, (B) Clairol Haircolor, (C) L'Oréal Feria Haircolor.
- \_\_\_\_\_ 19. **The thicker quicker picker upper** (A) Bounty paper towels, (B) Brawny paper towels, (C) Scott paper towels.
- \_\_\_\_\_ 20. **The breakfast of champions** (A) Special K, (B) Wheaties, (C) Cheerios.
- \_\_\_\_\_ 21. **Snap, crackle, pop** (A) Kellogg's Rice Krispies, (B) Post Grape-nuts, (C) Nabisco Shredded Wheat.
- \_\_\_\_\_ 22. **I'm a big kid now.** (A) Quaker Oatmeal, (B) Huggies Pull-Ups Training Pants, (C) Colgate Mint-flavored Toothpaste.
- \_\_\_\_\_ 23. **Obey your thirst.** (A) Sprite, (B) Coca-Cola, (C) Dr. Pepper.
- \_\_\_\_\_ 24. **Are you gellin'?** (A) Crest Toothpaste Gel, (B) Clairol Hair Gel, (C) Dr. Scholl's Massaging Gel Pads.
- \_\_\_\_\_ 25. **We try harder.** (A) Avis, (B) Hertz, (C) Enterprise Rent-a-Car.
- \_\_\_\_\_ 26. **Let your fingers do the walking.** (A) Microsoft Corporation, (B) Yellow Pages, (C) Avis Car Rentals.
- \_\_\_\_\_ 27. **Look Ma, no cavities!** (A) Crest toothpaste, (B) Colgate toothpaste, (C) Close-up toothpaste.
- \_\_\_\_\_ 28. **It takes a licking and keeps on ticking.** (A) Bulova watch, (B) Adidas watch, (C) Timex watch.
- \_\_\_\_\_ 29. **We'll leave the light on for you.** (A) Howard Johnson's, (B) Motel 6, (C) Red Roof Inn.
- \_\_\_\_\_ 30. **Two all beef patties, special sauce, lettuce, cheese, pickles, onions, on a sesame seed bun** (A) Hardee's Huskee, (B) McDonald's Big Mac, (C) Burger King Whopper.
- \_\_\_\_\_ 31. **It's finger-lickin' good.** (A) Church's Chicken, (B) Chick-fil-A, (C) KFC.
- \_\_\_\_\_ 32. **Plop, plop, fizz, fizz. Oh, what a relief it is!** (A) Alka-Seltzer, (B) Tums, (C) Mylanta.
- \_\_\_\_\_ 33. **Mmm, Mmm Good!** (A) Jenny Craig, (B) Campbell's soup, (C) Hershey's kisses.
- \_\_\_\_\_ 34. **Dude, you're getting a . . .** (A) Dell, (B) Mac, (C) HP.
- \_\_\_\_\_ 35. **Choosy moms choose . . .** (A) Campbell's, (B) Huggies, (C) Jif.

**Challenge:** Find five more catch phrases or jingles to share with your class.

## Commercial Break Answer Keys

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|-------|-------|-------|-------|
| 1. B  | 11. B | 21. A | 31. C |
| 2. C  | 12. C | 22. B | 32. A |
| 3. A  | 13. A | 23. A | 33. B |
| 4. C  | 14. B | 24. C | 34. A |
| 5. A  | 15. C | 25. A | 35. C |
| 6. C  | 16. A | 26. B |       |
| 7. B  | 17. C | 27. A |       |
| 8. C  | 18. B | 28. C |       |
| 9. A  | 19. A | 29. B |       |
| 10. A | 20. B | 30. B |       |