



## Trivia quiz: Famous Slogans

These days it seems like pharmaceutical companies have a monopoly on television advertising, but over the last generation a variety of consumer products were so widely promoted that you may still be able to identify their slogans. See how you do with these.

Which product is each of the following slogans advertising?

1. Good to the last drop \_\_\_\_  
a. Folger's coffee      b. Maxwell House coffee

2. The pause that refreshes \_\_\_\_  
a. Coca-Cola      b. Pepsi



3. Does she or doesn't she? \_\_\_\_  
a. Clairol hair dye      b. Revlon hair products

4. The beer that made Milwaukee famous \_\_\_\_  
a. Blatz      b. Schlitz

5. Reach out and touch someone \_\_\_\_  
a. AT&T or Bell telephones      b. Ponds hand cream

6. Keeps going and going and going \_\_\_\_  
a. Duracell batteries      b. Energizer batteries

7. Ring around the collar \_\_\_\_  
a. Tide detergent      b. Wisk detergent

8. 99 and 44/100 percent pure \_\_\_\_  
a. Ivory soap      b. Dove soap

9. Look, Ma, no cavities \_\_\_\_  
a. Colgate toothpaste      b. Crest toothpaste

10. Plop, plop, fizz, fizz, oh, what a relief it is! \_\_\_\_  
a. Metamucil laxative      b. Alka-Seltzer antacid



11. When it rains, it pours \_\_\_\_  
a. Morton salt      b. Progresso soups

12. Melts in your mouth, not in your hand \_\_\_\_  
a. M&Ms      b. Tootsie Roll Pops

13. The skin you love to touch \_\_\_\_  
a. Woodbury soap      b. Oil of Olay lotion



14. Takes a licking and keeps on ticking \_\_\_\_  
a. Bulova watches      b. Timex watches

15. Snap! Crackle! and Pop! \_\_\_\_  
a. Rice Krispies      b. Kellogg's Corn flakes

16. When you care enough to send the very best \_\_\_\_  
a. Whitman's chocolate      b. Hallmark cards

17. We're number two, we try harder \_\_\_\_  
a. National rental cars      b. Avis rental cars

18. From contented cows \_\_\_\_  
a. Carnation milk      b. Kraft Cheese

19. If I have one life to live, let me live it as a blonde! \_\_\_\_  
a. Clairol      b. L'Oreal



20. Betcha can't eat just one \_\_\_\_  
a. Cheetos      b. Lay's potato chips

21. It's not nice to fool Mother Nature \_\_\_\_  
a. Chiffon margarine      b. Parkay margarine

22. Our repairmen are the loneliest guys \_\_\_\_  
a. Maytag      b. Sears

*I have always believed that writing advertisements  
is the second most profitable form of writing.*

*The first, of course, is ransom notes. . .*

*~ Philip Dusenberry (advertising executive)*

Answers:

- |      |      |       |       |       |       |
|------|------|-------|-------|-------|-------|
| 1. b | 5. a | 9. b  | 13. a | 17. b | 21. a |
| 2. a | 6. b | 10. b | 14. b | 18. a | 22. a |
| 3. a | 7. b | 11. a | 15. a | 19. a |       |
| 4. b | 8. a | 12. a | 16. b | 20. b |       |