

<i>A&W Root Beer</i>	That frosty mug sensation
<i>A-1 Steak Sauce</i>	A-1 makes hamburgers taste like steakburgers
<i>Abbey National</i>	Get the Abbey habit Because life's complicated enough
<i>Access Credit Card</i>	Access takes the waiting out of wanting Makes sensible buying simple Access - Your Flexible Friend Does you does, or does you don't take Access?
<i>Acura</i>	The True Definition of Luxury. Yours.
<i>Adelma Mineral Waters</i>	Fresh Squeezed Glaciers Clearly Canadian Sparkling Mineral Water in Wild Fruit Flavours
<i>Alba Dry Milk</i>	Skim milk does not come from skinny cows
<i>Alka Seltzer</i>	I can't believe I ate the whole thing! Plop, plop, fizz, fizz, oh what a relief it is! Try it, you'll like it
<i>Allinson's Bread</i>	Bread wi' nowt taken out
<i>Allstate Insurance</i>	You're in good hands with Allstate
<i>Almaden</i>	Grapes, like children, need love and affection
<i>Alpo Dog Food</i>	Doesn't your dog deserve ALPO?
<i>American Airlines</i>	Rest, keep warm and drink liquids Doing what we do best Fly the American way
<i>American Brands, Inc</i>	Tobacco is our middle name
<i>American Coach Lines</i>	If man were meant to fly, God would have lowered the fares
<i>American Express Charge Card</i>	Don't leave home without it
<i>American Home Magazine</i>	<i>American Home</i> has an edifice complex
<i>American Library Association</i>	A, B, C, D, E, ...Your public library has arranged these in ways that make you cry, giggle, laugh, love, hate, wonder, ponder and understand
<i>American Telephone & Telegraph</i>	Reach out and touch someone
<i>Amtrak</i>	See America at see level
<i>Anadin</i>	Nothing acts faster than Anadin
<i>Andrews Liver Salts</i>	Andrews for Inner Cleanliness
<i>Andrex toilet tissue</i>	Soft, strong and very long
<i>Apple Computers</i>	The Power to Be Your Best Think different
<i>Arpege Perfume</i>	No bottles to break - just hearts Promise her anything, but give her Arpege

<i>Charles Atlas</i>	You Too Can Have A Body Like Mine
<i>AT&T</i>	Reach out and touch someone
<i>Automobile Association</i>	Courtesy and care
	To our members, we're the fourth emergency service
<i>Avis Rental Car</i>	We're number two. We try harder
<i>Babycham</i>	I'd love a Babycham
<i>Badedas</i>	Things happen after a Badedas bath
<i>Bells Scotch Whisky</i>	Afore ye go
<i>BMW</i>	The ultimate driving machine
<i>BVD Underwear</i>	Next to myself, I like BVD best
<i>Bank of America</i>	Think what we can do for you
<i>Barnum & Bailey Circus</i>	The Greatest Show on Earth
<i>Bayer Aspirin</i>	Bayer works wonders
<i>Beecham's Pills</i>	Worth a guinea a box
	Beecham's pills make all the difference
<i>Benetton</i>	The United Colors of Benetton
<i>Benson & Hedges</i>	Pure Gold
<i>Bic Lighters</i>	Flick your Bic
<i>Big Ben Clocks</i>	Victory won't wait for the nation that's late
<i>Birds Eye Frozen Foods</i>	Come home to Birds Eye Country
<i>Birds Eye Peas</i>	Sweet as the moment when the pod went 'pop'
<i>Bisto</i>	Ahh Bisto!
<i>Black Velvet Whiskey</i>	Feel the Velvet
<i>BMW</i>	The ultimate driving machine
<i>Bonded Tobacco Company</i>	Making smoking 'safe' for smokers
<i>Borden Inc</i>	If it's Borden's, it's got to be good
<i>Bounty candy bar</i>	Bounty - the taste of paradise
<i>Bournvita</i>	Sleep sweeter, Bournvita
<i>Braniff Airways</i>	When you've got it, flaunt it
<i>British Airways</i>	The World's Favorite Airline
	We'll take more care of you
<i>British Army</i>	Join the professionals
<i>British Caledonian Airline</i>	We never forget you have a choice
<i>British Egg Marketing Board</i>	Go to work on an egg
	Happiness is egg shaped
	You can rely on the lion
	There is a lion on my egg

Was there a lion on your egg this morning?

British Gas Don't you just love being in control?

British Rail Let the train take the strain
This is the age of the train
We're getting there

British Telecom Its for Yoo-hoo!
It's good to talk
Make someone happy with a phone call

Britvic Britvic - simply the best there is

Bromo-Seltzer If you keep late hours for Society's sake, Bromo-Seltzer will cure that headache

Brooke Bond Spend wisely - save wisely

Dividend Tea

Brut Aftershave Splash it all over

Brylcreem A little dab'll do ya

Budweiser Beer When you say Budweiser, you've said it all
The Genuine Article
The King of beers
Where there's life, there's Bud

Buick Today the discriminating family finds it absolutely necessary to own two or more motor cars
Wouldn't you really rather have a Buick?
It makes you feel like the man you are
When better automobiles are built, Buick will build them

Bulova Watches Equal Pay, Equal Time
The mainspring in a Bulova is made to last 256 years or 146 leather straps - whichever comes first

Burger King Have it your way
We do it your way
Burger King - the home of the Whopper
It takes two hands to hold a Whopper

Burma Shave So creamy it's almost fattening

Shaving Cream

Burma Sauce The only 'sauce' I dare give Father

Busch Beer Head for the mountains

Cadbury's Cocoa Absolutely pure

Essence

Cadbury's Dairy Milk Chocolate Award yourself the CDM
A glass and a half in every half pound

Cadbury's Drinking Chocolate Hot chocolate, drinking chocolate - the late, late drink

Cadbury's Milk Tray And all because the lady loves Milk Tray

Cadbury's Flake Sixpence worth of Heaven

Cadbury's Fruit and Nut Everyone's a Cadbury's Fruit and Nut Case

Cadbury's Roses Roses grow on you

Cadbury's Smash For mash get Smash

Cadbury's Snack Bridge that gap with Cadbury's Snack

Calvin Klein Jeans Nothing comes between me and my Calvins

Canada Dry Tonics and Mixers Emigrate to Canada Dry (for the sake of your Scotch)

Drink Canada Dry

Canon See what we mean

Camay Soap You are in a Beauty Contest Every Day of your Life
You'll look a little lovelier each day, with fabulous pink Camay
Perfume worth 9 guineas an ounce

Campari The first time is never the best

Campbell's Condensed Soup Soup is good food

M'm M'm Good

Camp Coffee Ready, aye, ready
Drink Camp - its the best!
Don't be misled!!!

Carling Black Label I bet he drinks Carling Black Label

Carlsberg Probably the best lager in the World

Carnation Milk Milk from contented cows

Cashmere Bouquet Soap Now they whisper *to* her ... not about her

Castlemaine XXXX Lager Australians wouldn't give a XXXX for anything else

Castrol Motor Oil Castrol - liquid engineering

Central Park Zoo Come to the Central Park Zoo Cafeteria. Let the animals watch you eat for a change

Cerebos salt See how it runs!

Chesterfield Cigarettes Blow some my way

Chevrolet See the USA in a Chevrolet
The road isn't built that can make it breathe hard!
Eye it - try it - buy it!

Chivas Regal Scotch Isn't that a lot for a bottle of Scotch? Yes
Are your friends living beyond your means?

Cinzano If enough people would stop smoking and start drinking, we could get out of ashtrays and into vermouth
The bright lights taste

Cisco Empowering the Internet Generation

Clairol Hair Does she or doesn't she?

Colouring

If I've only one life, let me live it as a blonde!

Club Med Resorts Vacation is a world where there are no locks on the doors or the mind or the body

Coal Board Come home to a real fire

Colgate Toothpaste It cleans your breath while it cleans your teeth

Colgate Toothpaste The Colgate ring of confidence

Colman's Mustard C'mon Colman's, light my fire

Comfort fabric conditioner Softness is a thing called Comfort

Commercial Union We won't make a drama out of a crisis

Compaq Has it changed your life yet?

Menthol-Fresh, cool, clean, Consulate

Cool, Fresh, Consulate

Co-op You can always get it at the Co-op

Courage Beer It's what your right arm's for

Take Courage

Courier Express Courier Express. Today's delivery problems solved tomorrow

Cow & Gate Milk Food Babies love it

Crisco Vegetable Shortening Cooks who know trust Crisco

Croft Original Sherry One instinctively knows when something is right

Cunard Steamship Company Getting there is half the fun

Cutty Sark Whisky Don't give up the ship

Dacron Fabric America lives in Dacron

Daily Mirror Forward with the People

Forward with Britain

Biggest daily sale on Earth

Danish Bacon Good bacon has Danish written all over it

De Beer Diamonds are forever ...

Consolidated Mines

Delta Airlines You'll love the way we fly

Ready when you are

Del Monte The man from Del Monte says yes

Demon Internet Ltd The internet for a tenner a month

Dewar's Scotch Whisky It never varies

DHL We keep your promises

Dial Soap Aren't you glad *you* use Dial? Don't you wish *everybody* did?

People who like people like Dial

<i>Dilly Beans</i>	If your friendly neighborhood grocer doesn't have a jar -knock something off a shelf on the way out
<i>Dockers</i>	One leg at a time
<i>Dr Pepper</i>	Be a Pepper! Good for Life!
<i>Domestos Bleach</i>	Domestos kills all known germs (in one hour) Domestos kills ninety-nine per cent of all known germs Domestos kills all known germs - Dead!
<i>Double Diamond</i>	I'm only here for the beer A Double Diamond works wonders
<i>Dunlop Tyres</i>	Fit Dunlop and be satisfied
<i>Durex Condoms</i>	Crowdstopper
<i>Eastern Airlines</i>	Fly now. Shovel later We have to earn our wings every day
<i>Elizabeth Arden</i>	167 days of foggy, foggy dew can't claim all the credit for beautiful English complexions Elizabeth Arden is real
<i>Encyclopaedia Britannica</i>	<i>Dick and Jane</i> is dead
<i>Energizer Batteries</i>	It keeps going, and going, and going....
<i>Ericsson</i>	Make yourself heard
<i>Esso</i>	The Esso sign means happy motoring Happiness is a quick-starting car
<i>Esso</i>	Put a Tiger in Your Tank
<i>Fairy Washing Up Liquid</i>	Now hands that do dishes can feel soft as your face For hands that do dishes
<i>Federal Express</i>	When there's no tomorrow
<i>Financial Times Newspaper</i>	No F.T. No Comment
<i>Firestone Tyres</i>	Where the rubber meets the road
<i>Florida Citrus Commission</i>	A day without orange juice is like a day without sunshine
<i>Ford</i>	Ford has a better idea Quality is Job 1 Twas the night before Christmas - the children were dreaming of a Ford in their future - smart, swanky and gleaming Everything We Do is Driven By You
<i>Four Roses Whiskey</i>	America's most gifted whiskey
<i>Friends of Animals</i>	Extinct is forever
<i>Friends of the Earth</i>	Think globally, act locally
<i>Gateway 2000</i>	You got a friend in the business

General Electric Progress is our most important product
We bring good things to life

Gillette The best a man can get

Gillette safety razor Shave Yourself

Golden Flake Potato Chips Starch Free As A Chip Can Be

Always Good, All Ways
For Goodness Sake, Eat Golden Flake
Great Pair, Says the Bear
Gobble Golden Flake
Golden Flake... With Southern Fried Crunch
Good As Gold
The Good Gets Better With Golden Flake
The Favorite Chip of The S.E.C.
One Taste And Your Stuck On Golden Flake
The Crispiest Chip In The South
Golden Flake...It's Where You Find The Flavor

Goodyear Tyres The best tyres in the world have Goodyear written all over them
I'm convinced the Goodyear Grand Prix-S is a major contribution to road safety
Out front. Pulling away.

Gordon's Gin No wonder the English have kept cool for 192 years
It's got to be Gordon's

Grape-Nuts Flakes Cereal Roar, Boys, Roar, It tastes like more, What a flavor, Zippity-zow - its grand - and HOW

Guinness I feel like a Guinness - I wish you were
Guinness is Good for You
My Goodness. My Guinness
Guinness gives you strength
Not everything in black and white makes sense
Pure genius

Haig Whiskey Don't be vague - ask for Haig

Hai Karate Aftershave Be careful how you use it!

Harp Lager Harp puts out the fire

Harpic Lavatory Cleaner Cleans round the bend

Harrods Everything London
Harrods for everything
Harrods serves the World
Enter a different World

Heineken Heineken. Refreshes the parts other beers cannot reach

Heinz	Heinz 57 Varieties
Heinz Baked Beans	Beanz Meanz Heinz
Hellman's Mayonnaise	Bring out the Hellman's and bring out the best Wouldn't you rather be Hemeling?
Hershey's Chocolate Candybars	There's a smile in every Hershey Bar
Hewlett Packard	Expanding Possibilities
Homepride Flour	Graded grains make finer flour
Honda Civic	Better gas mileage. A Civic responsibility
Honda Motorcycles	You meet the nicest people on a Honda
Hoover Vacuum Cleaner	It beats as it sweeps as it cleans
Hyundai	Prepare to want one
IBM	Computers help people help people Solutions for a small planet
Independent Newspaper	It is. Are you?
Intel	Intel inside
Jaguar	Don't dream it. Drive it! Grace.... space... pace
Jell-O Gelatin Dessert	It sits as lightly on a heavy meal as it does on your conscience The King and Queen Might Eat Thereof and Noblemen Besides If all the world were Jell-O, And whipped cream filled the sea, Then the only spoon from here to the moon Would have to belong to me America's most famous dessert
Jockey Shorts	What the well-dressed man is wearing this year Look your best while you wear our least The best seat in the house
Johnny Walker Black Whiskey	If you want to impress someone, put him on your Black list Honor thy self Born 1820 - Still going strong
Kellogg Company	The best to you each morning
Kellogg's Rice Krispies	Snap! Crackle! Pop!
Kellogg's Sugar Frosted Flakes	They're G-r-reat!
Kentucky Fried Chicken	Buy a bucket of chicken and have a barrel of fun Finger-lickin' good Real goodness from Kentucky Fried Chicken Corn and cluck for a buck

Kiwi Shoe Polish When your shoes shine, so do you

Kleenex Tissues Don't put a cold in your pocket! - Use Kleenex Tissues

KLM The reliable airline

Kodak Cameras and Films America's storyteller

You press the button - we do the rest

If it isn't an Eastman, it isn't a Kodak

Lay's Potato Chips Betcha can't eat just one

Levi's Jeans Have you ever had a bad time in Levi's?

Quality never goes out of style

Life Savers Candy Gee, I wish I had a nickel

Lipton Tea Lipton's gets into more hot water than anything

Listerine Mouthwash Often a bridesmaid - but never a bride.

Even your best friends won't tell you

Her Honeymoon - and it should have been mine!

The taste you love to hate (twice a day)

Stops halitosis!

Lockheed Aircraft Air Power is Peace Power - Lockheed

Lucent Technologies We make things that make communications work

M&Ms Candy The milk chocolate melts in your mouth - not in your hand

Maidenform I dreamed I stopped traffic in my Maidenform bra

I dreamed I went shopping in my Maidenform bra

Maltesers Chocolates with the less fattening centres

Marcus Valley Pickles At last. A pickle that bites back

Marlboro Cigarettes Come to Marlboro Country

Come to where the flavor is

Mars A Mars a day helps you work, rest and play

Now... There is only one Mars

Mars are Marvelous

Martini The right one

Any time, any place, any where

Mary Quant Make-up to make love in

Matchbox We sell more cars than Ford, Chrysler, Chevrolet, and Buick combined

Max Factor Cosmetics To bring the wolves out - Riding Hood Red

Maxwell House Coffee Good to the last drop

Taste as good as it smells

Maytag Appliances Our repairmen are the loneliest guys in town

McDonald's You deserve a break today

Two all-beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed

	bun
	One in a billion
	Billions and billions served
Meow Mix Cat food	Tastes so good cats ask for it by name
Mexican Brewery	The beer that made Milwaukee jealous ...
Microsoft	Where do you want to go today?
Midland Bank	Come and talk to the listening bank
	Together we make a great team
Miller Beer	No matter what what's-his-name says, I'm the prettiest and Lite's the greatest
Milky Way	The sweet you can eat between meals (without ruining your appetite)
Mohara Suits	Only 1 out of 25 men is color blind. The other 24 just dress that way
Morton Salt	When it rains, it pours
Mum Deodorant	Has your girl turned into a refrigerator? If her air is arctic, try ... MUM
Murray Mints	Too-Good-To-Hurry-Mints
Muzak Corporation	Music is art. Muzak is science
National Airlines	I'm Margie. Fly me
National Lottery	It could be YOU
Milk Marketing Board	Drink a pinta milka day
	Drink more milk
	Full of natural goodness
	Is your man getting enough?
	Milk's Gotta Lotta Bottle
	Watch out there's a Humphrey about
Mr Kipling Cakes	Mr Kipling does make exceedingly good cakes
NEC	Just imagine
Nestlé	Have a Break. Have a Kit Kat
New York State Lottery	Play it again, Sam
New York Times	All the news that's fit to print
NYSE	The world puts its stock in us
Nike Shoes	If it feels good then just do it
9 Lives Cat Food	The cat who doesn't act finicky soon loses control of his owner
Old Spice	The thrill of Roses Spiced with excitement Speaking of love
Omo washing powder	Omo adds brightness to whiteness
Orange mobile phones	The future's bright, the future's Orange
Opal Fruits	Opal Fruits - made to make your mouth water
Orlon Fabric	Dancing pleats that won't sit out
Oxo	Oxo gives a meal man-appeal
PAL dog food	Prolongs Active Life

<i>Palmolive Soap</i>	Keep that schoolgirl complexion
<i>Pampers</i>	Give your baby something you never had as a baby. A drier bottom
<i>Pan-American Coffee Bureau</i>	Good coffee is like friendship: rich and warm and strong
<i>Pan-Am World Airways</i>	Live today. Tomorrow will cost more
<i>Panasonic</i>	Just slightly ahead of our time
<i>Paul Masson Wines</i>	We will sell no wine before its time
<i>Pearline washing powder</i>	Pearline keeps white things white and bright women bright
<i>Pears' Soap</i>	Cleanliness is next to Godliness Good Morning! Have you used Pears' soap? How do you spell soap? Why P-E-A-R-S, of course Preparing to be a beautiful lady Since when I have used no other
<i>Pedigree Chum Dog food</i>	Top breeders recommend it
<i>Penguin Biscuits</i>	P-P-P-Pick up a Penguin
<i>Pepsodent Toothpaste</i>	You'll wonder where the yellow went when you brush your teeth with Pepsodent So much more to enjoy
<i>Phillips</i>	Let's make things better Simply years ahead
<i>Phyllosan</i>	Phyllosan fortifies the over-forties
<i>Pickford's Removals</i>	We carry everything
<i>Pillsbury Foods</i>	Nothin' says lovin' like somethin' from the oven
<i>Pinkerton's Detective Agency</i>	We never sleep
<i>Pontiac</i>	We are driving excitement
<i>Post Office</i>	Someone, somewhere, wants a letter from you
<i>John Player & Sons</i>	Player's Please
<i>Pulsar Watches</i>	Accuracy to seconds a month
<i>Qualcast</i>	It's a lot less boover than a Hover
<i>Quaker Oats</i>	Does it make sense to jump out of a warm bed into a cold cereal?
<i>Quaker Puffed Wheat Cereal</i>	The cereal that's shot from guns!
<i>Qwest</i>	Ride the light
<i>Radio Caroline</i>	The station of the nation
<i>Radio Luxembourg</i>	The station of the stars
<i>Raid</i>	Raid kills bugs dead
<i>Ralston Purina Pet Food</i>	All you add is love
<i>Red Cross</i>	The greatest tragedy is indifference

<i>Rolls Royce</i>	At sixty miles an hour the loudest noise in the new Rolls-Royce comes from the electric clock
<i>Rowntree's Fruit Gums</i>	Don't forget the fruit gums, Mum
<i>Safeway Supermarkets</i>	Everything you want from a store and a little bit more
<i>Sara Lee Food Products</i>	Nobody doesn't like ... Sara Lee
<i>Schlitz Beer</i>	Schlitz ... the beer that made Milwaukee famous
<i>Schweppes mixer drinks</i>	Schhh - you know who What is the secret of Schhh Schweppervescence lasts the whole drink through Tonic water by you know who
<i>Seagram's Gin 7-Up</i>	Dryest gin in town. Ask any Martini Takes the 'ouch' out of grouch Freshen-up with 7-Up Bring on the <i>real</i> Thirst-Quencher! The un-cola
<i>Shell Oil Company</i>	A child is an island of curiosity surrounded by a sea of question marks Go well - go Shell Keep going well - keep going Shell That's Shell - that was! You can be sure of Shell
<i>Shredded Wheat Cereal</i>	Bet you can't eat three
<i>Smarties</i>	Wot a lot I got
<i>Society of American Florists</i>	Say it with flowers
<i>Sprite</i>	Obey Your Thirst
<i>Squib drug products</i>	The priceless ingredient of every product is the honor and integrity of its maker For years we've been making our products as if lives depend on them
<i>Stetson</i>	Step out with a Stetson
<i>Stork Margarine</i>	Can you tell Stork from butter?
<i>Subaru</i>	The beauty of all wheel drive
<i>Sunday Times</i>	Sunday isn't Sunday without the Sunday Times The Sunday Times is the Sunday papers
<i>Sun Microsystems</i>	We put the . in dot.com
<i>Surf Washing Powder</i>	Hold it up to the light, not a stain and shining light
<i>Syquest</i>	Apparently space isn't the final frontier
<i>Taco Bell Restaurants</i>	Head for the Border

<i>Tate & Lyle</i>	Out of sweetness came forth strength
<i>Tesco Supermarkets</i>	Every little helps
<i>Tetley's tea</i>	Tetley make tea-bags make tea
<i>Texaco Fuel</i>	You can trust your car to the man who wears the star
<i>3M Scotch Tape</i>	Christmas is a time to believe in things you can't see
<i>Tide Washing Powder</i>	If it's got to be clean, it's got to be Tide Tide's in, dirt's out
<i>The Times</i>	Top people take the Times When The Times speaks, the World listens Have you ever wished you were better informed?
<i>Tizer</i>	Drink Tizer, the appetizer
<i>Toohey's beer</i>	How do you feel? I feel like a Toohey's
<i>Toshiba</i>	'Ello, Tosh, Got as Toshiba?
<i>Toyota</i>	I love what you do for me - Toyota! Oh what a feeling
<i>Trans World Airways</i>	Sight for Soaring Eyes You're going to like us Up, up and away with TWA
<i>Triumph Lingerie</i>	Triumph has the bra for the way you are
<i>United Airlines</i>	Fly the friendly skies of United
<i>United Biscuits</i>	P..P..Pick up a Penguin
<i>UPS</i>	Moving at the speed of business
<i>United States Army</i>	Be all that you can be Some of our best men are women
<i>UUNET</i>	The Internet at Work
<i>Visa Credit Card</i>	Visa - It's everywhere you want to be
<i>Vogue Magazine</i>	Vogue - [for] the overwhelming minority If it wasn't in VOGUE It wasn't in vogue
<i>Volkswagen</i>	Relieves gas pains While in Europe, pick up an ugly European Ugly is only skin-deep If gas pains persist, try Volkswagen Small wonder
<i>Wagon Wheels</i>	It's so big, you've gotta grin to get it in
<i>Wall Street Journal</i>	The daily diary of the American dream
<i>Weetabix</i>	Have you had your Weetabix Withabix, withoutabix
<i>Wheaties Cereal</i>	Breakfast of Champions
<i>Whiskas Cat Food</i>	Eight out of ten cats prefer it
<i>Wilkinson Sword</i>	Wilkinson Sword - the World's finest blade

<i>Wonderbra</i>	Hello boys The one and only Wonderbra
<i>Woolwich Building Society</i>	We're with the Woolwich
<i>Woolworths</i>	Nothing over sixpence The wonder of Woolworths
<i>Xerox</i>	The document company
<i>Yellow Pages</i>	Let your fingers do the walking Want to reach 8 out of 10 adults - walk this way.
<i>Zest Soap</i>	You're not fully clean until you're Zestfully clean