

# Ad infinitum



Here comes the Super Bowl, the only program watched worldwide by millions of people...for the ads.

Sure, a few also want to see the football game, but the rest are getting their munchies in between the commercials.

Even now, when so many of the commercials are available for “sneak peeks” online, millions just like watching them during the game. They’ve become the event within the event.

That has me thinking about commercials I still remember from my youth. Since we’re now talking almost 50 years ago, those must have been some commercials.

Oddly, with the advent of store brands and generics, I purchase less name brand products than ever and the ones I do buy are mostly boring. That’s why I like to remember the ads of yesteryear.

Funny, of course, since some of these are older than a lot of people reading my blog, so they wouldn’t even have been around when they came out, let alone remember them.

Some are so old, I can’t even find them online, like the one for my favorite bbq sauce, Open Pit. That commercial always had a guy falling into a pit by his grill, with his outstretched hand holding a bottle of Open Pit above the (you got it) open pit.

Some, everyone from my time remembers, such as the following (yes, they're all clickable)...



Or, one of my beloved faves...



And, who can forget...



But that's about all I buy that are memorable. Of course, I still remember a great many fun commercials, like...



Or...



And...



Remember him?...



Or this priceless piece of nostalgia...



Omigosh, I could so keep going. I'm still in my youth but there are so many ones that come to mind –

– The original “Tastes great, less filling” ads, “Where’s the Beef?”, Maxell recording tape ads, Qantas, the Samsonite gorilla, Tidy Bowl man, “I can’t believe I ate the whole thing”, “Try it, you’ll like it”, plus the redoubtable “wife-savers” – Mrs. Olsen and Madge.

Have I even gotten out of the 70’s yet? Ad infinitum, indeed!