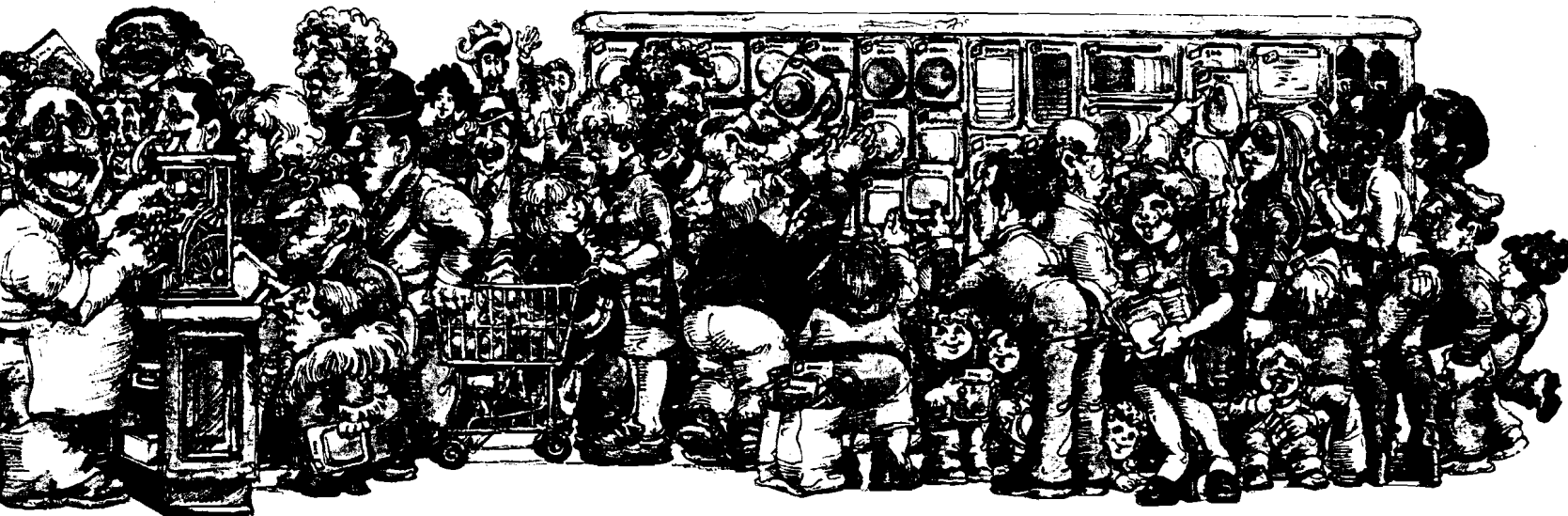


We hope you don't mind but... we've invited the whole town over to your packaged meat section.



JWT.D
275174



Take Someone I Like To Lunch

"I'm taking someone I like to lunch.
Someone I want to be with.
When there's one you know will make
the most of your lunch. That's who you take!
I'm taking someone I like to lunch.
(PAUSE)
Takin' Oscar Mayer.
Oscar Mayer.
The name more people take to lunch!"



Mom's Bacon

"This is one slice of Oscar Mayer bacon...
One beautiful slice.
Listen to that sizzle.
I wish you could all smell this hardwood
smoking...
It won't be long now...
Look at it, long and lean.
Wonderful.
Why one slice? To make a point...
When you've seen one slice of Oscar Mayer
Bacon, it's pretty much like the others...
Beautiful!"



People

Oh, I wish I were an Oscar Mayer Wiener.
That is what I'd truly like to be
'Cause if I were an Oscar Mayer Wiener
Everyone would be in love with me.
America loves the taste of good solid meat.
And that's what delicious Oscar Mayer
wieners and franks are made from. Good
solid meat.
Oscar Mayer. The Great American Hot Dog.

the kind of advertising designed to
women and their families who shop
r store. And the combination of that
f advertising with prime time network
sion gives you a built in franchise.
at adds up to a lot of people coming
r packaged meat section. And if it's
with you, we're going to be inviting
back all year long.



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