

RADIO SPOTS

Teasers / Canada Dry

#1

ANNOUNCER: JAMES OGILVIE RILEY, PROFESSIONAL GOLFER

JAMES: (In a verrrrry British accent) Here in the bush, the burning, searing, pounding, heat can become quite tiresome actually. Dusty, dry, gritty sand, scraping your eyeballs raw, parching your throat -- it can all be rather a bother at times.

The only way I maintain my stalwart attitude is by importing copious amounts of that crisp, clean, thirst quenching seltzer, the one with just a hint of fruit flavor...

Oh I say! Have you seen my porters? Several tall fellows with boxes of six packs on their heads?

ANNOUNCER: CANADA DRY fruit flavors. Everybody's talking about them.

#2

ANNOUNCER: MORTIMER WASHINGTON, MEMBER: U.S. GOVERNMENT PRESS CORPS

MORTIMER: Look, I can't lie to you. I've never lied to you, nor have any of my forefathers for that matter. I just happen to have a thing for cherries, always have. It ah, kind of runs in our family.

ANNOUNCER: (Whispered) GREAT, GREAT, GREAT, GRANDSON OF GEORGE WASHINGTON

MORTIMER: I don't know, there's just something real American about that tangy, fruit flavor. (Sighing) I'm not talking about the heavy scent of say a cherry pie, mind you. I'm talking about the delicate insinuation of cherry essence, the barest teasing trace of that all American fruit flavor. . . I, I get a little choked up just thinking about it.

(Clears his throat) I'm sorry, you'll have to excuse me. I have to put together some press releases about the accidental chopping down of those trees last week. Nice talking to you.

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