

Who Remembers...Tea Timer PSA?

Who remembers the catchy jingles from those 70s and 80s Public Service Announcements played on Saturday mornings? One needed only to hear it once or twice before catching yourself humming, singling or whistling the melody or chorus.

Often, simply saying a sole line from the chorus is enough to evoke the images and lyrics and start the commercial up in your head so vividly that it's like it's playing right before you. The genius behind these little PSAs was that you sort of "tricked" the kids into learning something valuable by making it fun. The alternative was to present it with dry, boring facts which was a sure-fire way to get a kid to change the channel, or race to the kitchen to get a Fruit Roll-Up. Over the coming weeks will revisit a number of these PSAs, because we all love a stroll down memory lane!

Time for Timer: "Hanker for a Hunk o' Cheese"

One of the PSAs I remember the fondest was the Tea for Timer commercials, and the best was the Hanker for a Hunk o' Cheese. Timer was some microscopic fellow who carried a pocket watch and cared about whether we kids were eating healthy and had good hygiene. He represented the timer within your body and his stopwatch would alert him, so he could alert you when it was time for something important, but we never knew what he actually was. He could teleport at will and dance a killer jig. All I knew is that at the conclusion of the spot, I had to find CHEESE. He had to say that word didn't he?

Other commercials were "Sunshine on a Stick", "You Are What You Eat" and "Quickie Breakfast."
