Creating an Advertising Jingle

Short songs to advertise products, called jingles, were very popular on the radio. One of the most famous jingles was for Vegemite spread. Look up the lyrics here:

http://www.powerhousemuseum.com/australia_innovates/?behaviour=view_article&Section_id=1000&article_id=10020

Jingles like this have both rhyme and rhythm, which makes them easy to remember. Look at the newspaper advertisements on this page. Can you create a radio jingle for each? One way is to choose a nursery rhyme or a popular song as your tune. Remember that you need rhyme and rhythm.

► The Mail (Adelaide), 20 January 1945, p.4.

▼ The Daily News (Perth), 1 August 1942, p.5