

NEW ORLEANS NOSTALGIA

Remembering New Orleans History, Culture and Traditions

By Ned Hémard

Jingles of New Orleans

"Jingle, Jangle" starts the jingle.
Next came "Here Comes Mr. Bingle."
The little snowman held by strings
Flapped his magic holly wings.

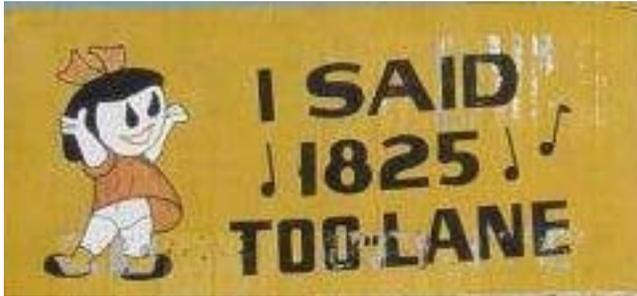
"Seafood City, very pretty!"
Is a most engaging ditty.
"1826 North Broad!"
The crawfish had us overawed.

There's "No problem!" Here's the plan:
"You have to see the Special Man."
"Let'er have it!" You can't pay?
Let'er have it anyway!



"Bridgin' the gap" is what to do
If "Free Carmela" shoots at you.
Need a sofa? All too plain.

Go to "1825 Tulane".



"Premium brewed", "Good car, Paw Paw",
Ads for when you need the Law.
Wings and breasts? Or legs and thighs?
"Love that chicken from Popeye's!"



Mike Persia had his Chevrolets,
Scramuzza, crawfish croupiers.
While Anna Mae was in a daze,
Rosemary spread the mayonnaise.

Miller the Killer went berserk.
"Won't you put this man to work?"
"Fight the Uglies," Oscar sighs.
Did LAS employ these guys?



"At the Beach" we loved the rides
And laughed until we split our sides.
We mellowed out on "Mellow Jax"
And Trader Joe sold Pontiacs.



"Almost every corner" we would see
A "purple sign" with K & B,
And the place "where "lights were strung"
Was home to Jacobson and Young.



An upholstered pitchman's first rehearsal
Proved his charm was "Universal".
The Chairman's job was really neat
Considering he was just a seat.

No cloudy tea from Luzianne
And Oreck was our vacuum man.
Each jingle had that special sound
And some of them are still around.



When your romance begins to stall,
Boudreaux's Jewelers says it all.
Ooh la Leidenheimer, what I said,
We all know that's French for bread.

Poppa Stoppa is a winna'
And Zatarain's will spice up dinna'.
Dr. Tichenor's, still around,
His antiseptic's best in town.

Wild Bill Watson "dealing wild",
Popeye's chicken "hot or mild"?
The Appliance Giant, that Dick Bruce pie,
We miss those ads of days gone by!

To understand how important jingles are at influencing history and culture, consider this. These memorable advertising slogans, set to an engaging melody, were designed to linger long in the memory like the jingling of a bell. In 1919 (while New Orleans Jazz was wowing the nation), the song "Jazz Baby" was written. In 1926 that song became the tune used in what is believed to be the first jingle ever, a singing radio commercial asking "Have you tried Wheaties?"

By the 1930s, Wheaties had sports broadcasts in between the jingles. In Iowa a young announcer had to create play-by-play recreations of Chicago Cubs baseball games from telegraph transcriptions. In 1937, he was voted the nation's most popular Wheaties announcer and won a paid trip to the Cubs' California spring training camp. While there a

screen test led to a film career, the governorship of California and eventually the U. S. Presidency: "Jazz Baby" to jingles to jellybeans, the journey of Ronald Reagan to the White House.

Back in Chicago in 1939, Rudolph the Red-Nosed Reindeer was created for Montgomery Ward. In 1947, Emile Alline conceived for Maison Blanche Department Store the idea for New Orleans' own holiday icon, Mr. Bingle, puppeteered and given voice by Oscar Isentrout. With a name like Bingle, he had to have a great jingle.

And the city had many more favorite jingles like the ones showcased in the above poem. Old timers will fondly remember the jingle from Daileys at 1010 Canal Street:

Tell Daileys who you are, and where you work, □
And how you want to pay. □
For friendly, easy credit shopping, □
Buy the Daileys way. □

For those younger readers or those who do not remember all of the names advertised in the past, below is a further explanation:

Seafood from Al Scramuzza's; chicken from Popeye's; furniture from Rosenberg's, Universal and Frank Trapani's Frankie and Johnnie's ("Let'er have it!"); beer from Dixie, Falstaff, Regal and the Jackson Brewery (Jax); cars from Persia, Paretti, Jacobson-Young, Watson and Ronnie Lamarque ("Bridgin' the Gap"); siding from LAS Enterprises; pest control from Miller the Killer ("He kills them all!") and the Orkin Man; "thrilling rides" from Pontchartrain Beach; prescriptions from Katz and Besthoff (K & B) Drugstores; loans from Security Homestead's "Big One"; appliances from Tony Campo (The Appliance Giant); and pies eaten with gusto by Dick Bruce for McKenzie's Bakeries. Dr. George H. Tichenor was a surgeon who served in the Confederate Army during the American Civil War; and mid-1950s Radio Station WJMR in the Jung Hotel was home to DJ "Poppa Stoppa," whose show featured long uninterrupted runs of Rock and Roll music. These are but a few of the people, companies and products whose jingles have spread (just like Rosemary and Anna Mae spread the mayo on "dem Time Saver sammitches") so smoothly to become part of the collective consciousness of a great advertising town.

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