

Paul Reiser character: Y'know McDonald's still has 39 cent cheeseburgers on Mondays.

Goofy guy: EVERY Monday?

Paul: Yep. From 11 AM-- when you get up.

Goofy guy: For just 49 cents?

Paul: 39 cents! That's a 3 and a 9... and cents-- something you're obviously lacking.

Goofy Guy: For lunch and dinner today?

Paul: Just 39 cents. Today and every Monday.

Goofy Guy: Can I stay right through?

Paul: YOU--they'll probably throw out. Everyone else can stay.

Goofy Guy: Would you like to explain it again?

Paul: No I wouldn't. But if you can say the slogan, I'll let you watch me eat. And no singing.

Goofy Guy: Did somebody say McDonald's?

(These McDonald's spots were written/produced during the hey day of Regis Philbin's *Who Wants to be a Millionaire*, and also spoofed then-popular AT&T ads, featuring Paul Reiser. I had a voice guy who does amazingly accurate impersonations, doing Reiser's voice, as you can hear).

McDonald's 29 cent hamburgers

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Paul Reiser character: Y'know, Wednesdays are great because McDonald's still has 29 cent hamburgers.

Goofy Guy: Wednesday? That's today!

Paul: You're sharp as ever. 29 cent hamburgers.

Goofy Guy: From 11 am?

Paul: Yes, 29 cent hamburgers from 11 AM--when you start your series of lunchbreaks.

Goofy Guy: Should I go to McDonald's?

Paul: We're IN McDonald's.

Goofy Guy: Can I get a 29 cent hamburger now?

Paul: First finish the one in your hand--and the one in your pocket.

Goofy Guy: Would you like a bite of mine?

Paul: No.

Goofy Guy: Can I have your autograph?

Paul: Sure. Hand me the ketchup. I'll give you a napkin if you remember the slogan. And don't sing.

Goofy Guy: Did somebody say McDonald's?

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McDonald's Hamburgers #2

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Paul Reiser

Character: We made it to Wednesday. How should we celebrate?

Goofy Guy: Hamburgers are only 29 cents after 11AM today at McDonald's.

Paul: How'd *you* know that? You used one of your lifelines, didn't you?—You've been *cheating*.

Goofy Guy: I've been *eating*—at McDonald's.

Paul: You already had a 29 cent hamburger today?

Goofy Guy: Actually, I had two 29 cent hamburgers today.

Paul: Are those your final entrées?

Goofy Guy: Actually, they were your entrees. What's an `entree?

Paul: It's where we came in. Now do the jingle—but take the food out of your mouth first.

Goofy Guy: Did somebody say...McDonald's.

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McDonald's Cheeseburgers #2

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Paul Reiser
Character: Today's Monday—you know what that means.

Goofy Guy: Tomorrow's Tuesday?

Paul: Amazingly, you're right—but today, McDonald's has 39 cent cheeseburgers---for guess how much?

Goofy Guy: Uhhh—

Paul: Need to call a lifeline?

Goofy Guy: 39 cents?

Paul: Is that your final answer?

Goofy Guy: Yes, 39 cents.

Paul: You're right! That's twice in one commercial. Your new record.

Goofy Guy: 39 cent cheeseburgers, after 11AM today, at McDonald's.

Paul: I smell extra credit.

Goofy Guy: I smell cheeseburgers.

Paul: You're on a roll.

Goofy Guy: Is that a burger pun?

Paul: *Hurry*, do the jingle, big guy.

Goofy Guy: Did somebody say...McDonald's?

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29 cent Hamburgers - June

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Other: If we had to survive on a deserted island, would you go to McDonald's for 29 cent Hamburgers on Wednesdays?

Paul: That's how I'd know it was Wednesday.

Goofy Guy: *Today's* Wednesday.

Paul: And here we are—at McDonald's—eating 29 cent hamburgers.

Goofy Guy: From 11AM.

Paul: You could set your watch by it.

Goofy Guy: I don't have a watch.

Paul: How do you know when to come to McDonald's?

Goofy Guy: I follow your car around all morning.

Paul: Oh *please* don't tell me that—just do the jingle.

Goofy Guy: Can I sing—

Paul: NO. Just say it.

Goofy Guy: At McDonald's, we love to see you smile

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- Paul:** How would you survive on a deserted island?
- Goofy Guy:** I'd go to McDonald's for 39 cent cheeseburgers on Mondays.
- Paul:** McDonald's?! On a deserted island?
- Goofy Guy:** It wouldn't be deserted for long—
- Both:** If there were a McDonald's there.
- Paul:** It's scary—but I'm starting to think like you.
- Goofy Guy:** *Hurry*—we need to remind everyone that McDonald's has 39 cent cheeseburgers today from 11AM.
- Paul:** When did I lose control of this commercial?
- Goofy Guy:** Should I sing the jingle?
- Paul:** NO- just say it—the *new* one.
- Goofy Guy:** At McDonald's, we love to see you smile.

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