



Top 10 "Phrases that Pay" of the 20th Century according to [Ad Age Magazine](#)

- 10. Where's the beef (Wendy's)*
- 9. When it rains it pours (Morton Salt)*
- 8. Does she...or doesn't she (Clairol)*
- 7. Breakfast of champions (Wheaties)*
- 6. Good to the last drop (Maxwell House)*
- 5. We try harder (Avis)*
- 4. Tastes great, less filling (Miller Lite)*
- 3. The pause that refreshes (Coca Cola)*
- 2. Just do it (Nike)*

And the #1 Phrase that Pays:

- 1. Diamonds are forever (DeBeers)*

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