Alka Seltzer Encyclopedia Article

Alka Seltzer

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Alka Seltzer

Alka Seltzer, which bubbles when placed in water, is an over the counter medication containing aspirin, heat-treated sodium bi carbonate, and sodium citrate. Originally created in 1931, it was mistakenly and popularly used to treat hangovers. The product has had a variety of well-known commercial advertisements. The first one introduced the character "Speedy" Alka Seltzer, who was used in 200 commercials between 1954-1964. The other two well received advertisements include a jingle, "Plop, Plop, Fizz, Fizz," and a slogan, "I can't believe I ate the whole thing"; both were used in the 1970s and 1980s. By the late 1990s, the medicine was still popular enough to be found on the shelves of various retail stores.

Further Reading:

McGrath, Molly. *Top Sellers USA: Success Stories Behind America's Best Selling Products from Alka Seltzer to Zippo.* New York, Morrow, 1983.