

100 Good Advertising Headlines

...and why they were so profitable

1. THE SECRET OF MAKING PEOPLE LIKE YOU
2. A LITTLE MISTAKE THAT COST A FARMER \$3,000 A YEAR
3. ADVICE TO WIVES WHOSE HUSBANDS DON'T SAVE MONEY - BY A WIFE
4. THE CHILD WHO WON THE HEARTS OF ALL
5. ARE YOU EVER TONGUE-TIED AT A PARTY?
6. HOW A NEW DISCOVERY MADE A PLAIN GIRL BEAUTIFUL
7. HOW TO WIN FRIENDS AND INFLUENCE PEOPLE
8. THE LAST TWO HOURS ARE THE LONGEST - AND THOSE ARE THE TWO HOURS YOU SAVE
9. WHO ELSE WANTS A SCREEN STAR FIGURE?
10. DO YOU MAKE THESE MISTAKES IN ENGLISH?
11. WHY SOME FOODS 'EXPLODE' IN YOUR STOMACH
12. HANDS THAT LOOK LOVELIER IN 24 HOURS - OR YOUR MONEY BACK
13. YOU CAN LAUGH AT MONEY WORRIES - IF YOU FOLLOW THIS SRAPLE PLAN
14. WHY SOME PEOPLE ALMOST ALWAYS MAKE MONEY IN THE STOCK MARKET
15. WHEN DOCTORS "FEEL ROTTEN" THIS IS WHAT THEY DO
16. IT SEEMS INCREDIBLE THAT YOU CAN OFFER THESE SIGNED ORIGINAL ETCHINGS - FOR ONLY \$5 EACH
17. FIVE FAMILIAR SKIN TROUBLES - WHICH DO YOU WANT TO OVERCOME?
18. WHICH OF THESE \$2.50 TO \$5 BEST SELLERS DO YOU WANT - FOR ONLY \$1 EACH?
19. WHO EVER HEARD OF A WOMAN LOSING WEIGHT - AND ENJOYING 3 DELICIOUS MEALS AT THE SAME TIME?
20. HOW I IMPROVED MY MEMORY IN ONE EVENING?
21. DISCOVER THE FORTUNE THAT LIES HIDDEN IN YOUR SALARY
22. DOCTORS PROVE TWO OUT OF THREE WOMEN CAN HAVE MORE BEAUTIFUL SKIN IN 14 DAYS

23. RIGHT AND WRONG FARMING METHODS - AND LITTLE POINTERS THAT WILL INCREASE YOUR PROFITS
24. NEW CAKE-IMPROVER GETS YOU COMPLIMENTS GALORE!
25. IMAGINE ME HOLDING AN AUDIENCE SPELLBOUND FOR 30 MINUTES
26. THIS IS MARIE ANTOINETTE - RIDING TO HER DEATH
27. DID YOU EVER SEE A TELEGRAM FROM YOUR HEART?
28. NOW ANY AUTO REPAIR JOB CAN BE DUCK SOUP FOR YOU
29. NEW SHAMPOO LEAVES YOUR HAIR SMOOTHER - EASIER TO MANAGE
30. IT'S A SHAME FOR YOU NOT TO MAKE GOOD MONEY - WHEN THESE MEN DO IT SO EASILY
31. YOU NEVER SAW SUCH LETTERS AS HARRY AND I GOT ABOUT OUR PEARS
32. THOUSANDS NOW PLAY WHO NEVER THOUGHT THEY COULD
33. GREAT NEW DISCOVERY KILLS KITCHEN ODORS QUICK! - MAKES INDOOR AIR "COUNTRY-FRESH"
34. MAKE THIS 1-MINUTE TEST - OF AN AMAZING NEW KIND OF SHAVING CREAM
35. ANNOUNCING ... THE NEW EDITION OF THE ENCYCLOPEDIA THAT MAKES IT FUN TO LEARN THINGS
36. AGAIN SHE ORDERS..."A CHICKEN SALAD PLEASE"
37. FOR THE WOMAN WHO IS OLDER THAN SHE LOOKS
38. WHERE YOU CAN GO IN A GOOD USED CAR
39. CHECK THE KIND OF BODY YOU WANT
40. "YOU KILL THAT STORE"- OR I'LL RUN YOU OUT OF THE STATE!"
41. HERE'S A QUICK WAY TO BREAK UP A COLD
42. THERE'S ANOTHER WOMAN WAITING FOR EVERY MAN - AND SHE'S TOO SMART TO HAVE "MORNING MOUTH"
43. TIES PEN 'BURPS' BEFORE IT DRINKS - BUT NEVER AFTERWARDS
44. IF YOU WERE GIVEN \$200,000 TO SPEND - ISN'T THIS THE KIND OF (TYPE OF PRODUCT), BUT NOT BRAND NAME) YOU WOULD BUILD?
45. "LAST FRIDAY ... WAS I SCARED! - MY BOSS ALMOST FIRED ME!"
46. 76 REASONS WHY IT WOULD HAVE PAID YOU TO ANSWER OUR AD A FEW MONTHS AGO
47. SUPPOSE THIS HAPPENED ON YOUR WEDDING DAY!

48. DON'T LET ATHLETE'S FOOT "LAY YOU UP"
49. ARE THEY BEING PROMOTED RIGHT OVER YOUR HEAD?
50. ARE WE A NATION OF LOW-BROWS?
51. A WONDERFUL TWO YEARS' TRIP AT FULL PAY - BUT ONLY MEN WITH IMAGINATION CAN TAKE IT
52. WHAT EVERYBODY OUGHT TO KNOW ... ABOUT THIS STOCK AND BOND BUSINESS
53. MONEY-SAVING BARGAINS FROM AMERICA'S OLDEST DIAMOND DISCOUNT HOUSE
54. FORMER BARBER EARNS \$8,000 IN FOUR MONTHS AS A REAL ESTATE SPECIALIST
55. FREE BOOK - TELLS YOU TWELVE SECRETS OF BETTER LAWN CARE
56. GREATEST GOLD-MINE OF EASY "THINGS-TO-MAKE" EVER CRAMMED INTO ONE BIG BOOK
57. HOW I MADE A FORTUNE WITH A "FOOL IDEA"
58. HOW OFTEN DO YOU BEAR YOURSELF SAYING: "NO, I HAVEN'T READ IT: I'VE BEEN MEANING TO!"
59. THOUSANDS HAVE TIES PRICELESS GIFT - BUT NEVER DISCOVER IT!
60. WHOSE FAULT WHEN CHILDREN DISOBEY?
61. HOW A "FOOL STUNT" MADE ME A STAR SALESMAN
62. HAVE YOU THESE SYMPTOMS OF NERVE EXHAUSTION?
63. GUARANTEED TO GO THROUGH ICE, MUD, OR SNOW - OR WE PAY THE TOW!
64. HAVE YOU A "WORRY" STOCK?
65. HOW ANEW KIND OF CLAY IMPROVED MY COMPLEXION IN 30 MINUTES
66. 161 NEW WAYS TO A MAN'S HEART - IN THIS FASCINATING BOOK FOR COOKS
67. PROFITS THAT LIE HIDDEN IN YOUR FARM
68. IS THE LIFE OF A CHILD WORTH \$1 TO YOU?
69. EVERYWHERE WOMEN ARE RAVING ABOUT THIS AMAZING NEW SHAMPOO!
70. DO YOU DO ANY OF THESE TEN EMBARRASSING THINGS?
71. SIX TYPES OF INVESTORS - WHICH GROUP ARE YOU IN?
72. HOW TO TAKE OUT STAINS USE (PRODUCT NAME) AND FOLLOW ... THESE EASY DIRECTIONS
73. TODAY ADD \$ 10,000 TO YOUR ESTATE - FOR THE PRICE OF A NEW ... HAT
74. DOES YOUR CHILD EVER EMBARRASS YOU?

75. IS YOUR HOME PICTURE-POOR?
76. HOW TO GIVE YOUR CHILDREN EXTRA IRON - THESE 3 DELICIOUS WAYS
77. TO PEOPLE WHO WANT TO WRITE - BUT CAN'T GET STARTED
78. THIS ALMOST-MAGICAL LAMP LIGHTS HIGHWAY TURNS BEFORE YOU MAKE THEM
79. THE CRIMES WE COMMIT AGAINST OUR STOMACHS
80. THE MAN WITH THE "GRASSHOPPER MIND"
81. THEY LAUGHED WHEN I SAT DOWN AT THE PIANO - BUT WHEN I STARTED TO PLAY!
82. THROW AWAY YOUR OARS!
83. HOW TO DO WONDERS WITH A LITTLE LAND!
84. WHO ELSE WANTS LIGHTER CAKE - IN HALF THE MIXING TIME?
85. LITTLE LEAKS THAT KEEP MEN POOR
86. PIERCED BY 301 NAILS ... RETAINS FULL AIR PRESSURE
87. NO MORE BACK-BREAKING GARDEN CHORES FOR ME - YET OURS IS NOW THE SHOW-PLACE OF THE NEIGHBORHOOD!
88. OFTEN A BRIDESMAID, NEVER A BRIDE
89. HOW MUCH IS "WORKER TENSION" COSTING YOUR COMPANY?
90. TO MEN WHO WANT TO QUIT WORK SOMEDAY
91. HOW TO PLAY YOUR HOUSE TO SUIT YOURSELF
92. BUY NO DESK - UNTIL YOU'VE SEEN THIS SENSATION OF THE BUSINESS SHOW
93. CALL BACK THESE GREAT MOMENTS AT THE OPERA
94. 'I LOST MY BULGES ... AND SAVED MONEY TOO'
95. WHY (BRAND NAME) BULBS GIVE MORE LIGHT THIS YEAR
96. \$80,000 IN PRICES! HELP US FIND THE NAME FOR THESE NEW KITCHENS
97. NOW! OWN FLORIDA LAND THIS EASY WAY ... \$10 DOWN AND \$10 A MONTH
98. TAKE ANY THREE OF THESE KITCHEN APPLIANCES - FOR ONLY \$8.95 (VALUES UP TO \$15.45)
99. SAVE TWENTY CENTS ON TWO CANS OF CRANBERRY SAUCE - LIMITED OFFER
100. ONE PLACE-SETTING FREE FOR EVERY THREE YOU BUY!