

100 GREAT ADVERTISING HEADLINES

—and why they were so profitable

WHY ARE YOU starting to read this advertisement or? First, you must be interested in Advertising or in a closely related field, either professionally or as a layman. Secondly, the headline has promised you that reading this ad may prove rewarding to you.

These are the two principal attributes of good headlines. They select, for the total readership of the publication, those readers who are (or can be induced to be) interested in the subject of the advertisement. And they promise them a worthwhile reward for reading it.

What kinds of rewards do good headlines promise? How important a part does the headline alone play in the success of an advertisement? Let's tackle this second question first.

How Important Is the Headline?

Perhaps you had read somewhere that 50% of the value of an entire advertisement is represented by the headline itself. Or 70%. Or 80%. The truth is that you cannot possibly evaluate it in percentages.

For example, what percentage *better* is an automobile that runs beautifully as compared with one that won't run at all? It's the same with headlines. One can be almost a total failure in accomplishing even its primary purpose: to induce people to start reading the body matter (the copy) of the advertisement. Another headline can work almost like magic in enticing readers by the thousands into an ad whose copy moves people to action and thus moves products off the shelves.

Yes, There's THAT Much Difference...

...in the power of headlines. It isn't enough to cram persuasive into the body matter. Some of the most tremendous flops among advertisements contain body matter filled with convincing copy. But it just wasn't capitalized into a good headline.

And so the excellent copy did not even get a reading! For, obviously, it is the headline that gets people into the copy; the copy doesn't get them into the headline. In other words, the advertising copywriter's aim in life should be to try to make it harder for people to "pass up" his advertisement than to read it. And right in his headline take the first, and truly "giant," step on the road to that goal.

So much for the importance of headlines—and for the staggering waste and loss of effectiveness when expensive advertising space is devoted to displaying porpoises.

The Sole Purpose of a Headline Now, before we tackle the second question ("What kinds of reward does a good headline promise?") let's clear up one fundamental. What is the sole purpose of a headline? What is the headline's job? It is to induce people to read the body matter. It is to induce people to read the body matter. It is to induce people to read the body matter.

The headline of an advertisement is like a flag being held up by a flagman. It is a railroad track. It is using it to try to get the immediate attention of the reader. It is using it to try to get the immediate attention of the reader. It is using it to try to get the immediate attention of the reader.

1. The Secret of Making People Like You Always, \$500,000 was spent on key ad displaying this headline. It drew many hundreds of thousands of readers into the body matter of a "people-mover" advertisement—one which, by itself, built a big business. Pretty irresistible headline, isn't it?

2. A Little Missions That Cost a Fortune \$5000 a Year A simple appropriation was spent successfully in farm magazine on ad. Sometimes the negative idea of offsetting, reducing, or eliminating the "risk of loss" is even more attractive to the reader than the "prospect of gain."

3. Advice to Wives Whose Husbands Don't Save Money—By a Wife The headline-strength of the word "Advice" has often been proven. Most people want to know how to do better or not they follow it. And the particular "advice" is common enough to interest a lot of readers. The "It happened to me" tagline, "By a Wife," increases the desire to read the copy. (This ad far outperformed the advertiser's previous best ad, *Get Rid of Money-Worries*.)

4. The Child Who Won the Hearts of All This was a key-ad-result ad which proved spectacularly profitable. It appeared in women's magazines. The emotional-type copy described (and the photograph portrayed) the kind of little girl any parent would want his daughter to be. Laughing, rolling, running forward, with arms outstretched, right out of the ad and into the arms and heart of the reader.

5. Are You Ever Tense-Tired or a Party? Pinnpoints the miseries of self-conscious, inferiority-complexed wallflower. "That's me! I want to read this ad, maybe it tells me exactly what to do about it."

6. How a New Discovery Made a Plain Girl Beautiful Wide appeal: there are more plain girls than beautiful ones—and just about all of them want to be better looking.

7. How to Win Friends and Influence People This helped to sell millions of copies of the book of the same title. Strong basic appeal: all want to do it. But without the words "How To" the headline would have been simply a title wall.

8. The Last 2 Hours Are the Longest—and those are the 2 hours you save An airline ad featuring a faster jet-powered jetliner. Headline is a bullseye for air-experienced travelers who know what the last 2 hours of an international flight can do to their nerves and patience. Like many fine headlines, it doubtless came right out of the personal experience of its writer.

9. How Else Women Can Screen Star Figures? Who doesn't? Except men—and this advertisement and its headline is not addressed to them. "Who Else" also has a "get on the bandwagon" connotation: not "can't be done" but "who else wants to have it?"

10. Do You Make These Mistakes in English? This old-time word help going. A direct concern. Now read the headline back, eliminating that vital word "These." This word is the "hook" that makes this particular mistake do it. "What are these, particularly mistakes? Do I make them?"

11. Why Some Foods "Explode" in Your Stomach A provocative "Why" headline. Based upon the completely understandable fact that some food combinations literally "explode" in the stomach. Broad appeal. (Relevant picture of chemical report shaped like a stomach, starting to explode.)

12. Hands That Look Lovelier in 24 Hours—Or Your Money Back Universal appeal to women. Results guaranteed: "Or Your Money Back."

13. You Can Laugh At Many Worries—If You Follow This Simple Plan Something everybody wants to be able to do. A successful key ad upon which many thousands have been spent.

14. Why Some People Almost Always Make Money in the Stock Market A profitable check-result ad selling a book written by a partner in a well-known and highly-regarded brokerage house. Important key words: "Some" and "Almost"—which make the headline credible.

15. When Doctors "Feel Rotten" Is It What They Do? What's the secret of the success of this well-known ad? First: the suggestion of parody. We seldom think of doctors as being in poor health themselves. And when they are, what they do about it is information "right from the horse's mouth." It carries a note of authority and greater assurance of "read" for reading the ad.

Also, the use of the frank colloquialism, ("feel rotten") gets attention; sounds humorous, and besides, it has a "surprise value"—since the vocabulary of the advertising page has a certain sameness and stilted quality. This ad pulled only half the number of responses when a test was made changing it to "Doctors 'Feel Rotten' or When Doctors Don't Feel Up to Par." (Other examples of the use of common colloquialisms and "surprise" words are given in some of these 100 good headlines.)

16. "IT'S SEEMINGLY INCREDIBLE THAT YOU CAN OFFER THESE SIGNED Originals!—For Only \$5 Each!" Anticipates the reader's natural incredulity concerning such an exceptional bargain. Thus helps to overcome the *lack of advance*, by acknowledging the likelihood of it.

17. Five Family Film Treasures—Which Do You Want to Overcome? "Let's see how many of these I'm reading—to see if I have it." The old "Which of These" selling technique: not "do you want?" but "which do you want?" (Interrogative headlines help the reader make his choice more quickly than the list of these 100 are interrogative headlines.)

18. Which of These \$2.50 to \$5 Best Sellers Do You Want?—For Only \$1 Each! This key ad sold hundreds of thousands of books. Strong comparative-price bargain appeal.

19. Who Ever Heard of a Woman Losing Weight—And Enjoying 3 Delicious Meals at the Same Time? Another example of a headline which anticipates incredulity in order to help overcome the *lack of advance*.

20. How I Improved My Memory in One Evening This is the famous "Addison Sins of Seattle" ad which coined that household phrase. Could you escape wanting to read it?

21. Discover The Fortune That Lies Hidden in Your Soliloquy One of those good "discover what lies hidden" headlines. (Note other lies! A proven puller for an advertiser offering sound securities on a "pay out of income" plan.)

22. Doctors Praise 2 Out of 3 Women Can Have More Beautiful Skin Women want it. "Why 2 out of 3?" Am I one of the two? How have doctors proved it? Quick results are what I want... only if I try it.

23. In the Life of a Child Worth \$1 to You? Trenchant headline for a brake-repairing service. How the life of a little child may be lost out by an accident due to your ineffective brakes.

24. Profits That Lie Hidden in Your Farm Widely run in farm papers, with exceptional results. The "hidden profits" idea and the suggestion of "retaining a loss."

25. Everywhere Women Are Raving About This Amazing New Shampoo! The colloquial: "Raving About." The "success" word: "Everywhere." ("Nothing succeeds like success.") And the overworked "Amazing" still seems to have some power left.

26. Do YOU Do Any of These Ten Embarrassing Things? Bull's-eye question. All of us are afraid of embarrassing ourselves by doing one of the ten things listed, criticized, looked down upon, talked about. "Which Ten are they? Do I do any of them?"

27. How Often Do You Hear Yourself Saying: "I've Never read it, I've never read it, I've never read it..." A well-known book club has spent a great deal of money on this ad. Headline aimed accurately at its large market—people who "mean to" keep up with the new books but somehow "never get around to it."

And now let's go on to headline #28.

28. Thirty Six Types of Investors—Which Group Are YOU In? This ad produced inquiries in large quantities. Investors reviewed the characteristics of each of the six groups, as described in the ad, then inquired about a program designed to meet the investment purposes of their particular group.

And now we come to "BREATHER" #3. It's a short one because you already know its "hook," very well. But to stress its importance let us point out this to you: *all of these 100 headlines contain one of these actual words—You, Your, or Yourself!*

In many of the other 58 headlines the "you" is implicit, even though it may not actually appear.

Even when the pronoun is first person singular (for example, *How I Improved My Memory*), in the meaning the reward promised is to universally desired that it is, in effect, really saying "You can do it, too!" That's all for that. No use adding more to the little "let you forget" to the thousands of words already written about the "point of view."

So let's keep going...

29. How to Take Out Stains... Use (Product Name) and Follow These Easy Directions An example of a good "service" ad—one which, besides being pleasantly tied with the product, also provides helpful information usable in itself. (Such ads often have considerable longevity, since they are cut out and used for future reference.)

30. Today... Add \$10,000 to Your Estate—For the Price of a New Hat Who wouldn't want to do that? Doubt as to the promise is offered that the advertiser is a large and reputable insurance company.

31. Does Your Child Ever Embarrass You? Direct, challenging, a common circumstance. Brings up a flood of recollections. How can such unpleasant experiences be avoided in the future?

Based upon a strong selfish appeal. Parents are individuals; second, parents. The kind of reflection that children cast upon the prestige, and self-esteem of their parents is a useful copy to remember. (This headline is the negative opposite of #45, *The Child Who Won the Hearts of All*.)

32. Is YOUR Home Picture-Proof? A risk-taking question hitting thousands of readers. Illustrated by photo of an otherwise attractive living room with black areas on its walls, with X's indicating where pictures would improve the room's appearance.

33. How to Give Your Children Extra Fun—These 3 Delicious Ways It obeys the vice maxim of newspaper reporters: "Start where the reader is." In other words, the public already accepts the fact that children's food should contain plenty of fun. So the headline goes on from there—promising "Extra" fun and "3 Delicious Ways" to get it.

34. To People Who Want to Write—but can't get started Unnecessarily seizes its audience, which is large—and stymied.

35. This Almost-Magical Lamp Lights Highway Turns Before You Make Them The word "Almost" lends believability. Headline promises an automatic no-effort method of relieving an annoying condition—avoiding a dangerous emergency.

36. The Crimes We Commit Against Our Standards Another "start where the reader is" headline—because most people already believe they often give their digestive processes some pretty rough treatment. This approach, however, the theme of the ad and the common belief of its readers, make the "We" and "You" practically equal in effectiveness to "You" and "You."

37. They Laughed When I Set Down At The Piano—But When I Started to Play! Another one that has entered our language. Sympathy with the underdog. Particularly interesting, structurally, as an example of a headline which "turns the corner" by using a final tagline to make itself positive instead of negative.

Also worth remembering: the before-and-after angle can be effective in many headlines.

38. Throw Away Your Coat! When Ole Einarsson, the outboard-motor king, ran a mail ad with this headline he took the first step toward building his one-room machine shop into a big business. (A similar headline, *Throw Away Your Airtail*, was also once responsible for building a business in the radio field.)

This type of headline is worth thinking about when your product eliminates the need for some heretofore necessary piece of equipment, some onerous habit, or some stable item of expense.

39. How to Do Wonders With a Little Land A successful headline which pulled 75% better than *Two Acres and Security* and 40% better than *4 Little Land—A Lot of Land*. The reason: "How to" and "Do Wonders With."

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"BREATHER" #48 ABOUT NEGATIVE HEADLINES. Attention: the positive eliminate the negative! #49 advised a popular song of a few years ago. For years that has also been the popular refrain of the advertiser who appeals to copywriters. Discussion about negative headlines has sometimes sparked more fire than enlightenment.

Yet our 100 headlines include 21 which are completely negative and 10 others which start with a negative approach and then become positive. So the negative approach

—continued on page 38

What Kinds of Rewards Do Good Headlines Promise? That brings us to the answer to this second question. Of course there are many types of headlines, too numerous for us to review here. So we will concentrate upon 100 examples of the two types which in totosuccessfully have the best record of resultfulness. (The criteria upon which the selection of the 100 headlines was based are explained in a panel on the second page of this two-page advertisement.)

Both types promise desirable "rewards" for reading. One does it through a positive approach; the other through a negative one. Here is how they do it:

a) By managing to convey, in a few words, how the reader can save, gain, or accomplish something through the use of your product—how it will increase his mental, physical, financial, social, emotional, or spiritual stimulation, satisfaction, well-being, or security.

b) Or, negatively, by pointing out how the reader can avoid (reduce or eliminate) risks, worries, losses, mistakes, embarrassment, draggery, or some other undesirable condition through the use of your product—how it will decrease his fear of poverty, illness or accident, discomfort, boredom, and the loss of business, personal, or social prestige or advancement.

As you review these headlines with us you will notice how many of them manage to go even one desirable step further. They also tell how quickly, easily, or inexpensively the promise will be performed.

Now Let's See What These 100 Headlines Have to Say About Writing Good Headlines Here we go. Occasionally we'll take a "breather." First, as a "time out" period. Second, so that we can make what might be called some General Observations About Specific Elements—about certain of the elements present in many of the headlines. In that way we can point out how many of them work, and how many do not. And we can also have continuing contact to your attention to them.

The headlines advertise many different kinds of products. Some are sold in retail stores; some by sales representatives; some by mail direct to the customer. But regardless of what the product is, or how it is sold, the principles displayed here apply.

Now put on your spliced shoes. We're going to run the hundred.

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must have some good reason for existence. It has. What is it?

One of the principal objectives of a headline is to strike as directly as possible "rather than the alleviation of it. (For example, in *YOUR Home Picture-Post*—Have *YOU A "Witty" Stock-Little Look That Keep Ales*.)

So when you face that kind of situation don't be afraid to "accuse the... negative."

Now let's proceed to another great headline which captured a place in our everyday language.

54. Often a Bridehead, Never a Bride

So poignantly true to pointed—and so common.

55. How Much Is "Worrier Tension" Costing Your Company?

An ad which was successful in business magazines reaching executives, "I want to know whether the kinds of 'Worrier Tension' specified by What 'Worrier Tension' costing your company in net profit? How much is it costing you? If it is, what can we do about it?"

56. To Men Who Want To Quit Work Some Day

Selects its readers without waiting a word. And who can say that the audience isn't kind of large?

57. How to Plan Your House to Suit Yourself

This pulled almost 20% better than *How to Avoid These Mistakes in Planning Your House*. Apparently, people expect the architect to avoid the mistakes—but feel that they themselves know better than anyone else what will best suit their particular needs and preferences.

58. BUY NO DESK

... Until You've Seen This Sensation of the Business Show Strong stopper type of headline... adaptable for many uses. Copy quickly follows with "until you have checked as to whether it has this feature, and this one, and this..."

59. Call Back Great Moments At The Opera

Sometimes it's a good idea to "start over" rather than "start over" again. This headline was used to sell phonograph

records of great opera. The idea can be used in a positive way tying up with a desirable reminiscence. Or it can be used negatively contrasting a certain product advantage with an undesirable reminiscence.

60. "I Lost My Bulges... and Saved Money Too"

"Word 'Bulges' is a super; not commonly used in advertising's lexicon. Double-edged appeal: the promise to end an unwanted condition to save you money also.

61. Why (Brand Name) Bulbs Give More Light This Year

This one illustrates an important point. It is usually not a good idea to tell the name of the company (or the brand name) in the headline—or to make it tell too much of the story. When this is done right is the headline itself it often "gives the whole thing away" and does not tempt the reader into the copy.

However, as in this case, when the advertiser is a nationally famous company (particularly when it is noted for its enterprise, innovations, improvements, and research) the use of the company (or brand name) can add new value to the headline—and help to substantiate the truth of the claim made in it.

62. Right and Wrong Farming Methods—and Little Farmers That Will Improve Your Profits

Exceedingly profitable in farm papers. A combination of negative and positive appeal, with a lot of "come hither" for farmers.

63. New Color-Sensitive Camera You Can Carry

There are three things which advertising can tell its readers: 1) What the product is. 2) What it does. 3) What it does for you.

This headline utilizes the third (and often overlooked) one. In terms of the advertiser it is this: What other people will say of you, think of you, do for you—what they will admire you, envy you, imitate you—because of what my product can accomplish for you.

In terms of the prospective customer it is this: Because of what your product can do for me, people may think more of me!

64. IMAGINE ME... Holding an Audience Spellbound for 30 Minutes!

A profitable narrative headline. Reader interest in this kind of ability. Narrator's story and apparent hubbub.

THE LOWLY SUBHEAD

(A Few Words About a Subject Worth Many)

SURPRISINGLY LITTLE has been written about the importance of subheads. They can be made to do an essential job in getting more of your body copy read, and read more thoroughly. Subheads are like ladder rungs in an advertisement. They make it easier and more inviting for the reader to keep going down through more of the body matter. If they are weak (and, particularly in longer copy, they are too few of them) the more likely it is that your reader will drop beyond any further interest in continuing to read your message.

Here are some ways to use subheads more effectively:

- In long-copy ads, use them liberally to relieve the formidable appearance of solid copy-blocks.
- Even short-copy ads can often use one or two to advantage.
- Don't wait too long to introduce your first one. Two short opening paragraphs and then your first subhead is not a bad rule to observe. (Reader interest wanes more quickly than you may like to believe.)
- Make some of them interrogative in form—to excite curiosity and interest in the body matter which follows.
- Avoid declarative subheads which answer themselves and don't lead anywhere.
- Sometimes subheads can be made to answer themselves in capsule form the information already given in the preceding paragraph of body matter. That doesn't get you ahead very far. Instead, make each subhead capture the "new lead" of what the next paragraph is going to reveal to the reader. Lead him on with subheads that move forward.
- Let them speak out strongly. Make them read out physically—stronger in tone and/or in a different line of type, as compared with your body copy.
- Don't try to tell them liberally,

- and displaying them prominently, as if they were a big, bold, noisy or insistent. Use them not creating a work of art; you are producing a work of business.
- Integrate your subheads into the plan and content of the copy. Don't virtually separate them from it, as if they were a separate entity. Use them as a clear, clean link between the presentation of buying reason. They are there to lead the reader's eye, not as mere scale device separating blocks of copy.
- Sometimes you can use them in a form which will create, in display, sense of your principal sale points. In this form they provide a simplified sales story which will get across to "glances" who do not read all the copy in your ad.
- For the same reason, in some ads you may be able to use your subheads progressively separated in character—a kind of sequential subheadings of your sales story.
- In long-copy ads it's a good idea to display beneath the headline, a main subhead of three or four lines. This provides a link between the headline and the body matter—helping to interest and bridging the gap between the two.

unity lead conference and humanness to the statement.

65. This Is Marie Antoinette—Riding to Her Death

An often-appealed ad for a set of books. It pulled it time is many responses in 1/4 page ads as were ever received from a double spread.

This is the only straight "curiosity" headline included here. Its headline was relevant—not one of those common-sense trick devices to force to attract when advertising a product not closely related to a "telegame."

66. Did You Ever See a "Telegram" From Your Horse?

A real stopper of a headline, with a great deal of "come hither" lure into the copy. Top picture shows a cartoonist report printed upon a Western Union telegram form.

67. Now Any Auto Repair Job Can Be "Duck Soup" for You!

What do you know—the "Duck Soup" in an ad! But doesn't it tell the story in a more unusual way than would "Easy," "Simple," or some such word—particularly in the type of market at which this ad is aimed?

68. New Shampoo Leaves Your Hair Smoother—Easier to Manage!

A result of a product is clearly and persuasively stated. "Leaves" makes it sound effortless.

69. It's a Shame for YOU Not to Make Good Money When These Men Do It So Easily

The colloquial "It's a Shame," sympathetic understanding of the reader: "You are as capable as these other men." (Headline supported by photos and good testimonials.)

70. You Never Saw Such Letters As Harry and I Got About Our Product

Friendly, human; refreshingly non-"advertising" in language. And, of course, the reference to "such letters."

71. Thousands Now Play who never thought they could

A headline generally profitable for a large music school. Again, the copy is crammed with testimonials and references substantiating the claim.

72. Great New Discovery Makes Indexing "Easy as Pie"

The headline of an ad that launched a big business. Faces a common problem: how to organize an easy and pleasant solution.

73. Make This 1-Minute Test—At an Amazing Price of Kind of Shaving Cream

The "make this test" angle has been used in many good headlines. It is widely usable for others. Its purpose is to induce the reader to participate in a demonstration of the product's merits.

74. ANNOUNCING... The New 1959 Edition of the Encyclopedia

Fun to Learn Things

The "announcement" type of headline (when brought to a new product) was attention because people are interested in new things.

THIS "ANNOUNCING" #75 reminds you that the headlines you find in the word "they" are not common to the Americans partial to the new or novel; they do not suffer from neophobia. To them the mere fact of "news" seems to be a prime factor evidence of "betterment."

Undesirable attention for the old and tried may be strong in other countries; in ours the desire to try the new is stronger. The great achievements of our inventors and enterprising manufacturers have trained us to believe that if it's new it's likely to be better.

And now we come to another familiar headline—

75. Again Six Orders... A Chicken Salad, Please?

You still hear it quoted. It's an old recipe of thousands of copies of an old recipe book, because it exemplified a common and embarrassing situation.

76. For the Woman Who Is Older Than She Looks

This headline was a stopper to thousands, and more successful than the subtly different *For the Woman Who Looks Younger Than She Is*.

77. A Program of Supreme Importance To Anybody Who Ever Buys Classical Records

A keyed widely used by a record club. Pioneers its audience. The savings and other benefits enjoyed by its members are prominently displayed in subheads.

78. Check the Kind of Body YOU Want!

Check-list displayed at top immediately invites reader's participation in specifying "which of these" improvements he would like to make in his

physique. Keyed ad repeated frequently by well-known physical culturist.

79. "You Kill That Story—Or I'll Run You Out of the State!"

A true narrative ad run by a national chain of newspapers. Could you flip over the page without wanting to know what happened?

80. Here's a Quick Way to Break up a Cold

In simple everyday words, a direct promise to end an undesirable condition—quickly.

81. There's Another Woman Waiting for Every Man—and she's too smart to have "morning moods"

Has quite an impact on men and readers. This headline ad obviously, there surely is a lot of motivation in his lust: "No woman waits her husband to carry the memory of her morning breath to work with him. The attractive woman he meets during the day doesn't have it."

82. This Pen "Bursts" Before It Drinks—But Never Afterwards!

Headline expressed in a few words a copywriter credited with pushing one brand of fountain pen up to a leading position.

83. If YOU Were Given \$200,000 to Spend—Then This Kind of Type of Product Would Be the Best Buy You Would Make!

A "self-incriminating" (and widely applicable) way to have the reader help to specify what he himself would value most in such a product.

"The copy would follow along these lines: 'Surely you would put this feature into it? You would be sure that it brought you this advantage, and this, and this... Well, we've done it all for you. As you can see, this product was really created for you!'

84. "Last Friday... Was I Scared!" My Boss Almost Fired Me!

A human narrative people want to read because it did—or could—happen to me.

85. 67 REASONS WHY I WOULD PAY YOU TO answer our ad a few months ago

An interesting example of an ad that backfired—pointing out in detail what the reader has missed by not buying the product before. A frequently repeated ad by a well-known magazine to pull for subscriptions.

86. Suppose This Happened on Your Wedding Day!

A profitable narrative headline which makes it pretty hard to flip the page. "What was this tragedy happening? Could it or did it happen to me?"

87. Don't Let Afflictions' Foot Right Over Your Head!

This pulled three times better than *Relieve Foot Itches*. It gives the disease a relevance; points out its unwelcome effect.

88. Are They Promoted Right Over Your Head?

Another question aimed at a big target: the legion of frustrated, discouraged people who feel that their ability and conscientiousness are not being recognized by recognition and advancement. (Frequently run by an educational institution which checks the results of its advertisements.)

89. Are We a Nation of Low-Brows?

This headline helped to sell inexpensive editions of classic novels of thousands of copies of them. It "states where the reader is"—because we, as a nation, are not respected to be greatly addicted to the high-brow type of literature.

Yet this successful campaign showed that Americans know very well the difference between the meritorious and the meretricious—and, if challenged, can prove it with orders. The "we" angle avoids the accusatory "you."

90. A Wonderful Two Years' Trip At Full Pay—but only men with imagination can take it

This ad about a course for business men was repeated again and again for a period of 7 years, in a long list of magazines. It offers a worthwhile "reward for reading"—with an intriguing challenge in its second line.

91. Why Everybody Ought to Know... About This Stock and Bond Business

The headline of a full-page newspaper ad contained a command with small-size type—and a very small picture! It drew 8000 replies when first published, has since appeared in more than 150 newspapers. Promoted helpful information of interest to a large group. The ad was run by a big investment house.

92. Money Saving Bargains From America's Oldest Discount Store

Of course the "bargain appeal" is sure—and this headline is a good example of straight-forward presentation.

ALL of These 100 Headlines...

- were written (with only about 10 exceptions) by advertising people not associated with any particular agency.
- made the reader want to read the body copy—which is the primary function of a headline.

are ones whose success was due mainly to the headline itself—rather than to an extraordinary quality of copy. That is why such notable ads as *The Penalty of Leadership*, *The Pledge of Allegiance*, *Somewhere West of Laramie* (and others characterized by superlative body copy) have not been included in this review concerned only with good headlines.

are likewise ones whose effective new was not due inordinate measure to any supporting picture or artwork—or to any trick " gimmicks" of layout which almost make it stand on its head in an attempt to force attention. In these words, the headline was good enough, alone, to carry out successfully its primary function.

MOST of Them Are...

backed up by a record of results. Fulfilled sufficiently to justify their inclusion here. This record is either based upon the high readership rating of the ad they headed—or, in the case of ads which carried a key

number, based upon the profitable number of inquiries or orders they produced for the advertiser.

The selection of the very few of the two which are not included in this review was based upon many years of day-by-day working experience devoted to the study and analysis of headlines.

SOME of Them Are...

new, recently used; others are not. But all are as immutably timeless and changeless as human nature itself—in exemplifying how to make a headline capture attention and arouse interest.

ONE of Them Is...

a "curiosity" headline... because that type of headline should be represented here. Yet, merely to excite curiosity, such headlines all too often introduce ideas entirely unrelated to the product, its functions, and the advantages of owning it. By so doing, they arouse an irrelevant and spurious kind of curiosity—one which cannot, with the greatest possible effectiveness, be followed through with the body copy that must try to turn idle curiosity into desire-to-purchase action.

Also (and of major importance) you may perhaps read a "curiosity-headlined" ad if you have made a headline in a big job in helping to you some benefit you truly want, you are much more likely to try to make time!

The "So What?" Dept.

Here, for comparison, are a few of the many poor headlines which have appeared in expensive advertising space.

They're Extra Values Are Hidden Values!

For Finer Flavor

Beauty and Utility United!

"When I Was a Boy..."

Seven Plus a Few Can Tell the REAL THING!

"Before I Goes Any Further"

"You Hear Such Nice Things About It"

Value Is a Feature

Superior and Almost Unbelievably Successful

Yours Crisp Into Unity

Blow Hot-Blow Cold

And Look Out! We're on Market...

Oh, Ye Daughters of Eve

can be won; secondly, what you have to do to win some of it.

97. NOW! Own Florida Land This Easy Way...

\$10 Down and \$10 A Month

This one also represents a commonly used headline offer. Easy Terms—and conveys it forcefully and persuasively.

98. Take Any 3 of these Kitchen Appliances—For Only \$8.95 (Values Up To \$15.45)

The familiar "Reduced Price Offer" which we see in so many different and alluring forms.

99. SAVE 20% On 2 Cans of Cranberry Sauce—Limited Offer

An example of the ever-popular Coupon-Redemption Offer. "Limited Offer" is to increase response. (Sometimes an actual expiration date is stated, to spur quick action.)

100. ONE PLACE-SETTING Free For Every Three You Buy!

And just, but by no means best, the ubiquitous Free Offer headline. The rules specify (as exemplified here) that when something must also be bought, this requirement must be displayed with sufficient prominence.

60 NOW WE'VE FINISHED BUILDING THE HUNDRED—except for just a few more orders!

And this is a little of the ground about subheads and the very first paragraph of your body copy.

Both of these subjects should be discussed here because they are closely related to the purpose of your headline. Subheads (which are given a "once over lightly" treatment in a paragraph this length) are made to do a big job in helping to carry your reader into, and through, your body copy.

Importance of Your First Paragraph

Your first paragraph can, in itself, determine whether or not the reader will continue reading your ad. Bodily stated, it should:

• follow through with the idea expressed in the headline—because it is the idea which attracted the reader in the first place.

• be short, with quick easy-to-read sentences.

• start immediately to carry out the "reward for reading" promise made in your headline. Compress into this paragraph a few of the major advantages of your product. Don't clutter it up with minor claims.

This first paragraph is usually the most difficult to write. And it often happens that writing your first few paragraphs has simply been a warm-up exercise. So you discard those and start the ad with your next one.

FINALLY...

(and you must think it's about time!) remember that it is vital that your first paragraph hold the interest which your headline has aroused. It is essential to the successful accomplishment of your entire objective. For the longer your copy holds the interest of the greatest number of readers, the better you are to induce more of them to act.

This Is About Us... But May Interest You

It is in the age of specialization... and for 30 years we have been specialists. We are an advertising agency specializing in the preparation of composed advertisements whose purpose is to produce an immediate reply going directly to the advertiser himself.

The quantity and quality of this response is vital to our clients, regardless of whether it be followed up by their salesmen or by sales literature alone.

An agency specializing in such advertising must prove, day after day, that it is doing a good job. Its clients key each

advertisement and keep records of the response which each produces. If these records demonstrate the ability of the agency its clients may retain it for years. If not, the relationship is obviously likely to be short-lived.

It is significant, therefore, that our clients have expended more than 77 million dollars for such advertising; that some of them are the largest and best known advertisers in their fields; and that many of them have been with us since the foundation of this agency thirty years ago.

Schwab and Beatty, Inc., Advertising

488 Madison Avenue • New York City 22

RADIO AND TELEVISION DEPARTMENT • 510 MADISON AVENUE

Member of American Association of Advertising Agencies

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