## 100 GOOD ADVERTISING HEADLINES

### -and why they were so profitable

WHY ARE YOU starting to read this advertisement? 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, from 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 have 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 advertise-ment. Another headline can work almost like magic in entic-ing 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...

Yes, There's THAT Much Difference...

In the power of headline. It int't enough to cram persuadvenes into the body matter. Some of the most transcus flows in the sealer can avoid (reduce or clinina body matter filled with coavincing topp. But It just want capsulted mit to a good headline. And so the excellent copy did not even get a reading! For, obviously, it is the headline. In other words, it is diversified copy; the copy doern't get them to the headline. In other words, the advertising copyeriter's aim in life advertisi copy. An a pool acception.

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 of const; get them into the headline. In other words, the advertising copyrater's also in life should be to try to make it harder for people to "pass up this advertisement than to read it. And right in his head-lim lime he teaths the first, and truly" "gain," and truly "gain," as grow on he road to that goal.

So much for the importance of head-

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

Ans sole Purpose of a resource.

Now, before we tackle, the second question (What kinds of rewards do good headlines promiser) let's clear up one fundamental. What is the sole purpose of a headline? To make it crystalclear we'll use a simple, and sufficiently accurate, analogy.



vertisement.

Let's carry the analogy further. The train consists of a fast-moving modern Diesel engine and one car. The engineer will (most often) he the mother and/or father of a family, The one dependent car contains the rest of the pendent car contains the rest of the family. They are all speeding along on the track of their daily lives—moving fast in accordance with the hectic tempo

to dody.

The message on that fig (the head-line of the abortisment) must be persuate. Note that the state of the abortisment is the state of the abortisment is must be persuate. Note in the compete with all the other distraction of the in these times. It must capture attention. And it must offer a "revard for reading." This reveal must be said-federely structive to induce the reader to continue resulting boyond the head-line. (In the case of a negative-type of "varinting" heading—some of which we will be a supplied to the continue resulting boyond the head-line. (In the case of a negative-type of "varinting" heading—some of which we have a first the malogy and go no first a to say that is is then more in the nature of a red flag).

\*\*The Kind of Branch In Section 1. "risk of loo" is even more attractive of the reader than the "prospect of gain."

An the great house the condition of the reader than the "prospect of gain."

An the great house the condition of the condition o

### What Kinds of Rewards Do Good Headlines Promise?

What Kinds of Research Do Good Headdines Promise?

That brings us to the answer to this second question Of course there are many types of headlines, too numerous for use the research of the properties of the two types which into ton unquestionably have the best record of resultfulency. What farmer could pass up reading the copy under such a headline-to find out the promise of the two types which into ton unquestionably have the best record of resultfulency. The affects of the 100 headlines was hard are explained in a panel on the second page of this two page advertisement.)

Both types promise depitable "rewards for reading." One does it through a positive approach; the other through a positive approach; the other through a proprise one. Here is how they do it; and the promise of the word, how the reader can save, gain, or accomplish something through the use of your product—how it will increase this its mental, physical, financial, social, emotional, or epitial use of the product of the words and such positive products and the control of the control of the product of the words of

4. The Child Who Won the Hearts of All

of All
This was a keyel result ad which
proved spectacularly profitable. It appeared in women's magnines. Itte emotional-type copy described (and the
photograph portrayed) the kind of key
photograph portrayed the kind clittle
gitl any parent would want his chaugiter to be. Lunghing: rollicking: running
toward, with arms outstretched, right
out of the ad and into the arms and
heart of the reader.

neart of the feader.

5. Are You Ever Tongue-Tied of a Party?
Pinpoints the myriads of self-conscious, inferiority-complexed wallflowers, "That's mel 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

Plain Gill Beautitul

Wide appeal: there are more plain
girls than beautiful ones — and just
about all of them want to be better
looking.

This helped to sell millions of copies of the book of the same title. Strong basic appeal: we all want to do it. But without the words "How To" the head-

motio.

3. The Leat 2 Hours Are the Longestond those one the 2 hours you serve
An aritime an featuring a faster jetprovened flight. Heading is a built-yee
for air experienced travellers who know
what those last two interminable hours
to the control of the control of the control
Lâc many fine headlines, it doubtless came right sout of the personal experience of its writer.
This headlines (and all the others discusted here) would have been good even
if it had not been supported by any
picture at all. But its effect was heightend by a photo of a write workt with

picture at all. But its effect was neight-ened by a photo of a wrist-watch with the hour-marks indicating I to 10 bunched together—and 10, 11, and 12 stretched wide apart.

9. Who Else Wants a Screen
Star Figure?
Who doesn't' Except men—and this
successful and much-run ad is not addressed to them. "Who Else" also has a
"get on the band-wagon" connocation:
not "can it be doner" but "who else
wants to have it?"

### 10. Do You Make These Mistakes in English?

easily, or inexpensively the promise will be performed.

Now Let's See What
These 100 Teach Us About
Writing Good Headlines
Here wego, Occasionally well take a "breather." First, as a "time outperiod. Second, so that we can make what might be called some General Obtervations About Specific Elements about certain of the elements present in a
some the bendlines. In that war was the second of the control In English?

This old-timer still keeps going. A direct challenge. Now read the headline back, eliminating that vital word "These." This word is the "hook" that almost forces you into the copy, "Wha are these particular mistakes? Do make them?"

ake them?"

IN THIS FIRST "BREATHERS" let us stop to impress upon your mind how significant a part the "specific" plays in so many good headlines. It appears in many of our first ten. And it will appear in a surprising number of the next ninety. You will see how magnetically it helps to draw the reader into the body matter of an advertisement.



going to run the hundred.

1. The Secret of Making People Like You
Almost \$500,000
was spent profitably to run keved ads

Almost \$500,000 of the was spent profitably to run keyed adt 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?

ness. Pretty irresistible headline, isn' til

2. À Little Mistake Thet Cost a
Farmer \$3000 a Year

A . sizable appropriation was spent
successfully in farm magazines on this
ed. Sometimes the negative idea of offsetting, reducing, or eliminating the
"risk of loss" is even more attractive to
the weader that he "course of risk".

So notice, as you go along, how many of these 100 heads that make the adproved or phrase that make the adproved of the advantage of the approved or phrase that make the advantage of the appearance o

### 12. Hands That Look Lovelier in 24 Hours—Or Your Money Back

also have the feeling that loses and water can other be more easily extrieved than new profile can be gained. What farmer could pass up reading the copy under such a headiline-to find out. "What was the mintake Why see it 'little'? An I making 10 THE cost that farmer a lose of Solova year maybe life costing me a lot meet? Perhaps the copy will also tell are about other mi-takes I might be making." 13. You Can Laugh At Money Worries
—If You Follow This Simple Plan

### Something everybody wants to be able to do. A successful keyed ad upon which many thousands have been spent. 14. Why Some People Almost Always Make Money in the Stock Market

Stock Market

A profitable checked-result ad selling
a book written by a partner in a wellknown and highly-regarded brokerage
house. Important key words: "Some"
and "Almout"—which make the headline credible.

15. When Doctors "Feel Rotten" This
is What They Do

this well-known ad? First: the suggestion of paradox. 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 mount", carries a note of authority and greater assurance of "reward for reading the ad."

wanted yang geests assume to the variety of the set of the fast.

Also, the use of the frank colloquial-inn, (Tell' cutter) gest attention's gest attention's goal attention's past attention sounds human, natural. Resides, it has "aurptice valor—inne the wootsbury of the advertising pages has a certain sameness and stilled quality.

This aid pailed only half the number of reponses when act was made changing log When Doctors Teel Rotters "Whiten Doctors Teel Rotters" will will be part of the value of the use of common collequialisms and "surptice" words are given in some of these 100 good headlines.)

### 16 "IT SEEMS INCREDIBLE That You 6, "IT SEEMS INCREDIBLE That You Can Offer These Signed Original Etchings—for Only \$5 Each!" Anticipates the reader's natural in

Anticipates the reader's natural in-credulity concerning such an excep-tional bargain. Thus helps to overcome his doubt in advance, by acknowledging the likelihood of it.

the likelihood of it.

17. Five Familiar Skin Troubles.

Which De You Went to Overcome:

"Let me keep
"Let me kep
"Carling to see if
I have one of the
II have one of

are interrogative headilities.)

18. Which of These \$2.50 to \$5 Best Sellers Do You Want—For Only \$1 Each?

This keyed ad sold hundreds of thousands of books. Strong comparative-price bargain appeal.

### 19. Who Ever Heard of a Woman Los ing Weight—and Enjoying 3 Delicious Meals at the Same Time?

Another example of a headline which anticipates incredulity in order to help

### 21. Discover The Fortune That Lies Hidden in Your Salary

nidden in Tour salary
One of those good "discover what lies
hidden" headlines. (Note others here.)
A proven puller for an advertiser offering sound securities on a "pay out
of income" basis.

## 22. Doctors Prove 2 Out of 3 Women Can Have More Beautiful Skin in 14 Days Women want it. "Why 2 out of 3? Am I one of the two? How have doc-

tors proved it? Quick results are what I want . . . only 14 days!"



Obviously, it is not wise to make

Obviously, it is not write to make a headline any lengther than its primary function actually requires. However, greate-than-usual length mover and the property of the result of the headline's high-spots of interest are physically well broken in pand clearly displayed—and promisfed the personal advantage promised to the reader are presented so appositely that it is almost as frough his own name appeared in the headline. Worth recommissing is the story of

name appeared in the localline. Worth recounting is the story of Max Hart (of Hart, Schaffner & Marx) and his advertising manager, the late and great George L. Der. They were arguing about long copy: To clinch the argument Mr. Der said, "I'll bet you \$10 I can write a hewspaper page of solid type and you'd read every word of it."

Mr. Hart stoffed at the idea. "I'll down have no strite a line of it to

Mr. Hart scolled at the idea, "I don't have to write a line of it to prove my point," Mr. Dyer re-sponded. "I'll only tell you the head-line, That would be, 'This page is all about Max Hart.'"

### 23. How I Made a Fortune With a "Fool Idea"

"Fool Idea"

Paradoxes excite interest. Broad appeal: almost everyone has once had a pet money-making idea that others have thought foolish and impractical. Sympathy for the underdog: "What's the stary of this man who 'turned the tables' on the people who ridiculed him?"

24. How Often Do You Heer Yourself
Saying: "No! I haven't read it, I've
been meaning to!"
A well-known book club has spent a
great deal of money on this ad. Headline simed acquirately at its large market

—people wite "mean to" keep up with

37. Six Types of Investors —Which Group Are YOU In?

### 25. Thousands Have This Priceless Gift—But Never Discover III

"Thus Triceless (MP Why is it 'Priceless') Why is it 'Priceless'? I' Thousands have it priceless'? I' Thousands have it priceless'? I' Thousands have it prespond to the 'priceless' on the 'undiscovered' angle has great attraction. Legions of people are convinced than even which others have never discovered. Consequently, their world is unfortunate or marky included to understate or mis-judge them. On the priceless of the pricel

### 26. Whose Fault When Children Disobay?

Disobey?

What parent wouldn't be stopped cold by this headline? "I'm the one who's probably to blame. It's a distressing condition—and, most important, a reflection upon me. Maybe this ad tells me what to do about it."

ad tells me what to do about it."

27. How as "food Stane" Madé Ma a
Star Solesman

"What is the 'Fool Stune'? Why did
people call it that? How did it transform this fellow? 12 like to be to

sell' myself and my idea—eveltonely selling may not be my vocation." (A large appropriation was spent
profitably on this ad after its resultfulness had been proven.)

28. Have YOU These Symptoms of Nerve Exhaustion?

Everyone likes to read about his "Symptoms." The appeal is broad; the condition of "Nerve Exhaustion" is

common.

29. Gueranteed to Go Thru Ica, Mud
or Snow—or Wo Pay the Tow!

If you offer a powerful guarantee
with your product, play it up straight
and quickly in the headline. Don't relagate it to minor diplay. Man products
are actually backed up by dramatic
guarantees—but their advertising does
not make the most of them.

## 30. Have YOU a "Worry" Stock? "Perhaps this ad will tell me why I need not lose any steep over it—or how I can replace it with one that will 200m."

Promises a desirable "reward for reading." And the true experience of another person (with something rele-tion to our own desires) is always in-teresting.

## 32. 161 New Ways to a Man's Heart —in this fascinating book for cooks

33, Is the Life of a Child Worth
\$1 to You?

Trenchant headline for a brake-selining service. How the life of a little
child may be souffed out by an accident
due to your ineffective brakes.

Widely run in farm papers, with ex-ceptional results. The "hidden profit" idea and the suggestion of "retrieving a loss."

35. Everywhere Women Are Raving About this Amazing New Shampool The colloquial: "Raving About." The "success" word: "Everywhere." ("Noth-ing succeeds like success.") And the overworked "Amazing" still seems to have some power left.

### 36. Do YOU Do Any of These Ten Embarrassing Things?

36, Do TOU Do Any of these lan Embarressing Things?

Bull's eye quer, tion. All of us are afraid of embarrassing ourselves before others; being 
criticized, looked down upon, talked 
about. "Wi ich

Ten' are they? Do I do any of them?"



-Which Group Are YOU In?
This ad produced inquiries in large quantities, Investors reviewed the char-cteristics of each of the six groups, as escribed in the ad; then inquired bout a program designed to meet the. Investment purposes of their particular roun.

vestment purposes of their particular volume. And now we coult to "Beatstiff" all, it is a short one because you already have its "Beat to stress its importance let us point out this to you; as of these too headline contain one of three estain the containing containing the strength of the strength of

because they are cut out and used for future reference.)

### 39. Today . . . Add \$10,000 to Your Estate—For the Price of a New Hot Who wouldn't want to do that? Doubt as to the promise is offset by fact that the advertiser is a large and reputable

### 40. Does YOUR Child Ever Embarrass You?

Emborrass You?"

Direct; challenging; a common circumstance. Brings up a flood of recollections. How can such unpleasant experiences be avoided in the future?

periences be avoided in the future? Based upon a strong selfish appeal. Parents are, first, individuals; second, parents. The kind of reflection that chil-dren cast upon the prestige, and self-esteem of their parents is a useful copy angle to remember. (This headline is the negative opposite of \$4.7 the Child Who Won the Hearts of All.)

# 41. Is YOUR Home Picture-Poor? A rifle-shot question hitting thousands of readers. Illustrated by photo of an otherwise attractive living room with blank areas on its walls; with X's indicating where pictures would improve the room's appearance.

### 42. How to Give Your Children Extra Iron—These 3 Delicious Ways

Iron-These 3 Delicious Woys
Ir obeys the wise maxim of newpaper reporters: "Start where the
reader is." In other words, the public
already accepts the fact that children's
blood should contain plenty of iron.
So the headline goes on from theepromising "Extra" iron and "5 Delicious Ways" to get it.

### 43. To People Who Want to Write --but can't get started Unerringly selects its audience, which is large—and stymied.

is large-and stynied.

44. This Almost-Mugical 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 or avoiding a dangerous emergency.

gerous energency.

45. The Crimes We Commit Against
Our Stoments
Another 'Vastr where the reader la'
headline-leceus most people airceady
believe they often give their digestive
processes some pretry usught retrainer.
This rappert, between the theme of
the ada and the common belief of its
readers, make the "We" and "Our"
practically equal in effectiveness to
"You" and "Your."

### 46. The Man With the

An immediate as contained with himself learn as contained with himself learn as the mind of the reader. He wants to check at once on the personal parallel. What are the symptoms of Searting things one new form of the personal parallel. What are the symptoms of a good trait. What did he do about it? What can I also basto it? On the complete of a negative headline that strike home more accurately and dramatically than would a positive one).

cally than would a positive one.)
47. They Loughed When I Sot Down
At The Piano-Bot When I Started
to Play!
Another one that has entered our
language. Sympashy with the underdog, Particularly interesting, structurally, as an example of a headline which
'curns the corner' by using a final tagline to make itself positive instead of
negative.

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

### 48. Throw Away Your Oars!

48. Throw Away Your Oard
When Ole Evinude, the outboadmotor king, rra a small ad with this
headline he took the first step toward
building his oversoom machine shop
into a big business. (A similar headine, Throw away Foar Arteid), was
also once responsible for building a
business in the ratios Bedl)
This type of headline is worth thinking about when your product eliain
nates the need for some herestoreneously piece of equipment, some
oneous job, or some skable item of
expense.

### 50. Who Else Wants Lighter Cake —in Half the Mixing Time?

Strong appeal. Another good "Who lise" headline. (#9, Who Else Wants Screen Star Figures)

### 51. Little Leaks That Keep Men Poor A keyed "retrieving a loss" ad whose checked resultfulness justified frequent repetition,

## Who wouldn't be interested in read-ing more about a tire like this? ing more about a tire like this? 33. No More Back-Breaking Garden Chores for ME—Yet Ours is Now the Show-Place of the Neighborhood! A good example of a hefore-and-after headline which "makes the turn" from negative to positive.



refrain of the ad-vice often given to copywriters. Dis-cussion 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 nega-tive approach and then become positive. So the negative approach

> -continued on page 38

### Brace Yourself...

this is only the first page of a two-page "article" about advertising. Since everyone's reading-speed is different we don't know how long it will take you to read these almost 7,500 words. But we hope you will find the two pages sufficiently interesting and informative to justify reading them in full; that you will consider

### SCHWAB AND BEATTY, INC., Advertising

488 Madison Avenue . New York City 22

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the time well spent; and that you may even want to keep them for future reference.

## 100 GOOD ADVERTISING HEADLINES

### -and why they were so profitable

### -continued from page 76

intence. It has. What is it?
One of the principal objectives of:
a headline it to strike as directly as
possible right at a situation confronting the reader. Sometimes you
can do this wing separate accuracy off
your headline propoints his "alimont" rather than the alteriation of
it. (For example, 1s YOUR Home
Poisson Possible Than YOU A
"Worn" Sucht —Little Leaks That
Keen Men Book.

"Worry" Stocks-Listic Loom. Keep Men Poor.) So when you face that kind of simation don't be afraid to "accen-

tuste the . . . negative."

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

So poignantly true; so pointed-and

so pognatury (rue; to pointen-and to common.

55. flow Much is "Worker Tension"
Costing Your Company?
An ad which was successful in business imagazines reaching executives. "I want to the kinds of Worker kinds of Worker Kinds of Worker Tension, specifiedly, What is 'Worker Tension's profited by What is 'Worker Tension's profited by the worker of the profit of the much is it conting other companies in net profit before much is it conting und It it is, what can we do about 10"

55. To Men Me Who Who It of the common of the companies in the worker of the work

56. To Men Who Want to Quit Work Some Day Selects its readers without wasting a word. (And who can say that the audi-ence isn't kind of large?)

57. How to Plan Your House to Suit Yourself

This pulled almost 20% better than one to Avoid These Mistakes in Plan-Hou to Avoid These, Mistakes in Plan-ning Your House. Apparently, people expect the architect to avoid the mis-taket—but feel that they themselves know better than anyone else what will best suit their particular needs and

59. Call Back These Great Moments
At The Operal
Sometimes it's a good idea to "start
where the reader was." This nostalgic At the Operal

Sometimes it's a good idea to "start where the reader was." This nostalgic headline was used to sell phonograph Narrator's surprise and apparent hu-

must have soine good reason for ex-intence. It has What is it?

One of the principal objectives of a headline is to strike as directly as-possible right at a situation con-tributing the reader. Sometimes you distill the tremellulance.

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

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

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 - otto
make it tell too much of the story.
When this is done right in the headline
itself it often "gives the whole thing
away" and does not tempt the reader
into the comy.

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 nears value to the headine—and help to substantiate the truth of the dain made in it.

made in it.

62. Right and Wrong Farming
Methods—and Little Pointers Thet
Will Increase Your Profits
Exceedingly profitable in farm papers. A combination of negative and
positive appeals, with a lot of "come
hither" for farmers.

63. New Coke-

63. New Cake-Improver Gets You Compliments Gallorel There are three chings, which adver-ching, can tell it readers. 1) What the product is. 2) What it does And... ... this health

5(les 25)

What it does. And,...
this headline
utilizes the third (and often overlooked) one. In terms of the advertiser
it is this: What other people will admire alor of you, do for you-how
hey will admire you, chey you, imitate
you-because of what my product can
accomplish for you.
In terms of the

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

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

blocks of copy.

Sometimes you can use them in a form which will convey, in display, some of your principal sales points. In this form they provide a synopsired sales story which will get across to "glancers" who do not read all the copy in your ad.

sz" #5 reminds
you thatin a whole
flock of these headlines you find the
word "Neu"—or connotations of it.
Americans are partial to the new or
novel; they do not suffer from neophobia. To them the mere factor of
"newness" seems to be prima Jacie
evidence of "betterness."
Undeviating affection for the old
not tried may be strong in other

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

75. Again She Orders . . . "A Chicken Salad, Please"

76. For the Woman Who Is Older Than She Looks

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

78. Check the Kind of Body YOU Want:

Check-list displayed at top immedi-ately invites reader's participation in specifying "which of these" improve-ments he would like to make in his

This is the only straight "curiosity' headline included here, its headline was relevant—not one of those commonly-used trick devices to force at tention when advertising a produc not closely related to the headline,

From Your Heart?

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

69, It's a Shame for YOU Not t Make Good Money—When These Men Do It So Easily

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.)

Friendly; human; refreshingly non "advertisey" in language. And, o course, the reference to "such letters,"

A headline perennially profitable for a large music school. Again, the copy is crammed with testimonials and refer-ences substantiating the claim.

The "make this test" angle has been sed in many good headlines. It idely usable for others. Its purpose induce the reader to participate in emonstration of the product's meri

74. ANNOUNCING . . .
The New 1959
Edition of the
Encyclopedia
That Makes It
Fun to Learn Things

Fun to Learn Langua
The "announcement" type of headline (when bringing out a new product) wins attention because people are interestedimenthings.

You still hear it quoted. It sold hun-leds of thousands of copies of an eti-

quette book because it capsulized a common and embarrassing situation.

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

A keyed ad widely used by a record club, Pinpoints its audience, The sav-ings and other benefits enjoyed by its members are prominently displayed in

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 nation-wide 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

Break up a Gold

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

tion-quickly.

81. There's Another Women Wolling for Faver Mon-and she's too smort to have "morning mouth". Had quite an impact on women raders, this toothpaste ad. Obviously, for there surely is a lot of motivation in its theme: "No woman wants het husband to carry the memory of her moming herath to work with him. The attactive women he meets during the day don't have it."

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

--But Never Atterwards!

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

position.

33. If YOU Were Given \$200,000 to Spend-isn't this the kind of (type of product, but not brand name) you would build?

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

most in such a product.

The copy follows through 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!"

A human narrative people wanted to ead because it did-or could— happer

to me."

85. 67 REASONS WHY

It would have paid you to
answer our ad a few monits ago.
An interesting example of an ad that
back-tracks - pointing out in detail
what the reader has missed by not buy-

ing the product before. A frequently-repeated ad used by a well-known news magazine to pull for subscriptions. 86. Suppose This Happened on YOUR Wedding Day!

A profitable narrative-ad headline which makes it pretty hard to flip the page, "What was this tragic happening? Could it—or did it—happen to me?"

COURD IT—Or and it—happen to me?"

87. Don't Lief Athlote's Foot

"Lay You Up"

This pulled three times better than
Relieve Foot Itch. It gives the disease
a relevant name; points out its unwanted effect.

Right Over Your Head?
Another question ained at a big target: the legion of frustrated, discouraged people who feel that their ability and conscientionsess are not being amply rewarded by recognition and anaeceness. (Frequently run by an educational institution willich checks the resultifulises of its advertisements.)

89. Are We a Notion of Low-Brows?

This benefits polept in veil inexpan-

59. Are We a Nation of Low-arows?
This headline helped to self inexpensive editions of the classics, hundreds of thousands of copies of them. It starts where the reader it — hecause we, as a nation, are not reputed to be greatly addicted to the high-brow type of the company. greatly au.... of literature

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."

can prove it with orders. The "veangle avoids the accusatory "You."

90. A Wonderful Two Years' Trip

Af Full Pay-but only men with

This ad about a course for business
men was repleated again and again, for
a period of 7 years, in a long life

to magazines. It offers a worthwhile "reward for reading"—with an intriguing

challenge in its second line.

91. What Everybody Ought to Know
... About This Stock and Bond



The headline of a full-page newi-paper ad crammed to good with small-size type—and nary a single picture of the first of t

92, Money Saving Bargains From America's Oldest Diamond Discoun

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

### ALL of These 100 Headlines . . .

by advertising pe particular agency.

by advertising people not associated with our particular agence,

made the reader want to read the body copy—
which is the primary function of a headline.

The read of the reader want to read the body copy—
which is the primary function of a headline.

Pricetes Ingedition, an extraordinary quality of copy. That is wity such notable and the principle of the prin

MOSI of Inem Are...

• backed up by a record of result-fulness sufficient to justify their inclusion here. This record is either based upon the high readership rating of the ad they headlined—or, in the case of ads which carried a key

were written (with only about to exceptions)
advertising people not associated with our
rictular agency.

"made the reader want to read the body copywhich is the primary function of a
tendine.

"are ones whose success was due

"are one step of the south, and the south of the south, are not in either of these two tategories was based
one devoted to the south and analysis of
the south of the south and analysis of

• 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...

ONE of Them 1s...

• a "cuinsity" beadling... because that type of headline abould be represented here. Yet, merely to excite curiosity, such headlines altoo often introduce ideas entirely unrelated to the product, its functions, and the advantages of owning it. By so doing, they arome 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 time. But, for an ad whose headline promises you some benefit you truly want, you are much more likely to try to make time!

### The "So What?" Dept.

Here, for comparison, are just a few of the many poor head-lines which have appeared in expensive advertising space.

Extra Values Are Ridden Values!

Value to F-street

hines whitch have appeared in expensi Their Extra Values Are Hidden Values! For Viner Flavor Benuty and Utility United! "When I Fa as Boy ..." Anyone Who Knows Can Tell the REAL THING! "... Before It Goes Amy Father" "You Hear Such Nice Things About It"

93, FORMER BARBER EARNS \$8000

in 4 Months As a Real Estate Specialist Featuring an actual testimonial car make a good headline. In this case, the reader's first reaction is "if a barbe can do it maybe I can too!"

94, FREE BOOK-Tells You 12 Secret

or Better Lown Core
If you are offering something entirely
free (such as a booklet or sample)—and
want requests for it in quantity—feature it right in your headline.

95. Greatest Gold-Mine of Easy
"Things-To-Make"
Ever Crammed Into One Big Book!

Fore Commission and place of the process of the pro

ich appeal most vo non96, \$80,000 IN PRIZESI
Help Us Find the Name
for these New Kitchensi
No review of good headines could
considered even fairly representative
tless it included an example of one
atturing a Prize Contest. Of courte, it

97. NOW! Own Florida Land This

This one also represents a commused headline offer: Easy Terms conveys it forcefully and persuasiv

conveys it torcetuity 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

99. SAYE 204 On 2 Cans of Cranberry Soure — Limited Offer An example of the ever-popular Cot-pon-Reclemption Offer. "Limited Of-fer:" to increase response. (Sometimes an actual expiration-date is stated, to spur quicker action.)

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



Both of these subjects should be discussed here be-

cause they are closely related to the purpose of your headline. Subheads (which are given a "once over lightly" treatment in a panel on this page) can be 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,
etermine whether or not the reader
ill continue reading your ad. Briefly
ated, it should:

follow through with the idea ex-pressed in the main headline—which is the idea which attracted the read-er in the first place

• be short, with quick easy-to-read

sentences

• attri manufalitely to curry cout the
reversal for reading "promise made
reversal for reading" promise made
springsph a few of the sulpr adstatutes of your product. Doals
clatter is up with minor claims.
This fast prangaph is usually the
most difficult so write. And it often
happens that writing your first for
prangaph has simply been a warm-up
exercise. So you disant those and sart
the ad with your next one.

EXALLERY

the ad with your next one.

FINALLY...
(and you must think it; about time),
remember that it is vital that your first
paragraph hold its intest, which it your first
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### This Is About Us... But May Interest You

Tuns is the age of specialization...and for 30 years we have been specialists. We are an advertising agency specialism in the preparation of couponed advertisements whose purpose is to produce an immediate reply going directly the advertise himself.

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 adver-tising must prove, day after day, that it is doing a good job. Its clients key each years ago.

and 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.

to he 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

### 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

# (A rew words About a Subject Worth Met SURPRISINGLY LITTLE has been written about the importance of subheadt. They can be made to do an essential job in getting more of your body copy read, and read more throughly. Subhead are like hadder-rung in an adverting ment. They make it easier and more inviting for the reader to keep going down through more of the body matter. If they are week, fond, particu-larly in longer copy, if there are too few of them) the more likely it is that your reader will drops— beyond any further interest in continuing to read your message. Here are some ways to use subheads more effectively: Here are some ways to use success more errectively: "In long copy of the come liberally to rallers the formidable appearance of soft opps before or two to advantage and the come two to advantage learned to the company of the committee of the company of the com

THE LOWLY SUBHEAD

(A Few Words About a Subject Worth Many)

Make some of them interrogative in form-to excite curiosity and in-terest in the body matter which fol-

terest in the body matter when toolous.

Avoid decirative subheads which amount themselves and don't ledt anywhere.

Some subheads retierate in capsule form the information already given in the preceding purrayed to body matter. That deem't get you alsed to the processing purrayed to body matter. That deem't get you alsed to the processing purpose to the processing the processing of the processing the processing of the processing the pro

. Don't worry if using them liberally,

 For the same reason, in some ads you may be able to make your sub-heads progressively sequential in char-acter—a kind of Sequential Subhead Synopsis of your sales story. synopsis of your seles story.

In long copy ads it's a good ides to display, beneath the headline, a main subhead of three or four lines. This provides a link between the headline and the body matter—heightening interest and bridging the gap between the two. Let them speak out strongly. Make them stand out physically—larger in size and/or in a different face of type, as compared with your body copy.

AS YOU CAN SEE, "the lowly subhead," well planned, can be AS YOU CAN SEE, the lowly storted, we planted, and come an active force in your ad... a "bootter station" which takes up the current of interest transmitted to it, amplifies it to greater atrength, and then sends it on to the next station.

Yes, subheads can do a job, a big one—but they must be "part of the plot" and not casual acquaintances picked up somewhere along they way.

Riging to not beath

An often-repeated ad for a set of
books. It pulled 8 times as many responses in 1/4 page site as were ever
received from a double-spread.

mility lend credence and humanness to

65. This is Mario Antoinette

67. Now Any Auto Repair Job Can Be "Duck Soup" for Youl What do you know—the words "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 to the type of which this ad is aimed?

68. New Shampoo Leaves Your Hail Smoother—Easier to Manage! A result that all women want is clear-ly and persuasively stated. Word "Leaves" makes it sound effortless.

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

71. Thousands Now Play who never thought they could!

72, Great New Discovery Kills Kitchen Odors Quickl

The headline of an ad that launched a big business. Faces a common prob-lem head-on; offers an easy and pleas-ant solution.

73, Make This 1-Minute Test —of an Amazing New Kind of Shaving Cream



it's likely to be better.

And now we come to another fa-miliar headline...

