100 GOOD ADVERTISING HEADLINES
—and why they were so profitable

WHEN you are reading to see what you're reading about—advertising! Then, you must be interested. Advertising is not in a clearly defined field; either a profession or a business. The line you're drawing is not so clearly defined. It is not advertising you're interested in, but the surrounding you're interested in.

The new book on plan advertising is not an artful one. It's written in the form of a book by a man named Henry Ford. Ford is famous for his advertising ideas. He's written the book in the form of a newspaper. Ford is interested in the subject because he feels that advertising is the greatest profession in the world. Henry Ford's advertising book is a must-read for anyone interested in advertising.

Yes, there are several essential qualities in an advertisement. First, it must be readable. Second, it must be interesting. Third, it must be informative. Fourth, it must be brief. Fifth, it must be artistic. Sixth, it must be practical. Seventh, it must be1

The Key to the 100 Good Advertising Headlines

1. The Child Who Has the Hours of All

2. How to Get a Hundred Dollars a Week

3. Making Millions on the Stock Market

4. The Secret of Success

5. The Millionaire's Guide

6. How to Make a Million

7. The Road to Riches

8. How to Become a Millionaire

9. The Million Dollar Business

10. How to Make a Million in Real Estate

11. The Million Dollar Life

12. How to Become a Millionaire

13. The Million Dollar Business

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99. The Million Dollar Life

100. How to Become a Millionaire

Brace Yourself...

This is the only page of a newspaper article about advertising. Since every-}

one's reputation is different, you will not see all of them at once. But you will see the top 100 advertising headlines that were so effective. This page will be useful for anyone who is interested in advertising. It will give you an idea of what the top headlines are. It will also give you an idea of what the top headlines are. Some of them will be familiar to you, while others will be new to you. This page will be a great resource for anyone who is interested in advertising.
---continued from page 76

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ALL OF THESE 100 HEADLINES...

- new writing (with ads that resonate)
- new advertising people not admitted to the 10 most popular agencies, major medical

- 100 words or less
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- and why they were so profitable

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THE LOWLY SNOB (A New Work About a Soldier Who Works)

RESPECTFULLY LITTLE has been written about the soldier who works for a living. The image of the man in uniform is so strong, so potent, that it is difficult to believe that there are those who find fulfillment in work that is not as glamorous. But there are.

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