

Ad Slogans

For more information, see:

<http://RichardDennisNetworking.com/>

Here are a few hundred successful company slogans. Make a list of keywords appropriate to what you are promoting (ebook, mentor, "make money from home", "free book", your story, etc.).

Choose ONE word from your list, and go through the slogans. See if any slogan might be adjusted to focus on your keyword.

Do the same for each keyword. You should come up with many good ideas for signature files, headlines, classified ads, etc.

"That frosty mug sensation."
A & W ROOT BEER

"A-1 makes hamburgers taste like steakburgers."
A-1 STEAK SAUCE

"Ace is the place for the helpful hardware man."
ACE HARDWARE STORES

"Fresh Squeezed Glaciers.
Clearly Canadian Sparkling Mineral Water in Wild
Fruit Flavours."
ADELMA MINERAL WATERS (1988)

"Skim milk does not come from skinny cows"
ALBA DRY MILK

"I can't believe I ate the whole thing!"
"Plop, plop, fizz, fiz, oh what a relief it is!"
ALKA-SELTZER

"You're in good hands with Allstate."
ALLSTATE INSURANCE

"Grapes, like children, need love and affection."
ALMADEN

"Doesn't your dog deserve ALPO?"
ALPO DOG FOOD

"Rest, keep warm and drink liquids"
AMERICAN AIRLINES VACATIONS (1973)

"Tobacco is our middle name."
AMERICAN BRANDS, INC.

"If man were meant to fly, God would have lowered
the fares."
AMERICAN COACH LINES

"Don't leave home without it"
AMERICAN EXPRESS CHARGE CARD

"American Home has an edifice complex."
AMERICAN HOME MAGAZINE

"A, B, C, D, E, ...
Your public library has arranged these in ways that
make you cry, giggle, laugh, love, hate, wonder,
ponder and understand."
AMERICAN LIBRARY ASSOCIATION (1961)

"Reach out and touch someone."
AMERICAN TELEPHONE & TELEGRAPH (1982)

"See America at sea level."
AMTRAK

"The Power to Be Your Best."
APPLE COMPUTER

"No bottles to break - just hearts."
"Promise her anything, but give her Arpege."
ARPEGE PERFUME (1945)

"Aunt Jemima makes mornings they'll remember."
AUNT JEMIMA PANCAKES AND SYRUP

"You Too Can Have A Body Like Mine."
CHARLES ATLAS

"We're number two. We try harder"
AVIS RENTAL CAR (1960s)

"The ultimate driving machine."
BMW AUTOMOBILES

"Next to myself, I like BVD best."
BVD UNDERWEAR

"The Greatest Show on Earth."

BARNUM & BAILEY CIRCUS

"Bayer works wonders."
BAYER ASPIRIN

"Now your kids don't have to miss Monday Night Football because they're studying for a Tuesday morning exam."
BETAMAX VIDEO RECORDERS BY SONY

"Victory won't wait for the nation that's late."
BIG BEN CLOCKS

"Feel the Velvet"
BLACK VELVET WHISKEY

"Tell someone you love about V.D. The health business, we're not in it for the money."
BLUE CROSS/BLUE SHIELD HEALTH INSURANCE (1970)

"Do you want a shape like a bra? Or do you want a shape like a woman?"
BODY BRA BY WARNER'S

"Making smoking 'safe' for smokers."
BONDED TOBACCO COMPANY

"If it's Borden's, it's got to be good."
BORDEN, INC.

"When you've got it, flaunt it."
BRANIFF AIRWAYS

"When you say Budweiser, you've said it all."
BUDWEISER BEER

"Today the discriminating family finds it absolutely necessary to own two or more motor cars."
"Wouldn't you really rather have a Buick?"
BUICK

"Equal Pay, Equal Time"
"The mainspring in a Bulova is made to last 256 years or 146 leather straps - whichever comes first."
BULOVA WATCHES

"Have it your way"
BURGER KING

"So creamy it's almost fattening."
BURMA SHAVE SHAVING CREAM

"Head for the mountains."
BUSCH BEER

"What this commercial is trying to sell you won't make your breath any sweeter, your clothes any whiter or your acid indigestion any better. It'll just make you more human."
BUSINESS COMMITTEE FOR THE ARTS (1972)

"The Penalty of Leadership."
CADILLAC

"Calgon, take me away."
CALGON TOILETRIES

"Nothing comes between me and my Calvins."
CALVIN KLEIN JEANS

"You are in a Beauty Contest Every Day of your Life."
"You'll be lovelier each day, with fabulous pink Camay."
CAMAY SOAP

"I'd walk a mile for a Camel."
"For Digestion's Sake - Smoke Camels."
"Experience is the best teacher ... in choosing a cigarette. Your T-zone will tell you why. More doctors smoke Camels than any other cigarette."
CAMEL CIGARETTES

"Soup is good food."
"M'm M'm Good."
CAMPBELL'S CONDENSED SOUPS

"If you smoke, please smoke Carlton."
CARLTON CIGARETTES

"Now they whisper to her ... not about her."
CASHMERE BOUQUET SOAP

"Come to the Central Park Zoo Cafeteria. Let the animals watch you eat for a change."
CENTRAL PARK ZOO

"Please don't squeeze the Charmin."
CHARMIN TOILET TISSUE

"Blow some my way."
CHESTERFIELD CIGARETTES

"See the USA in a Chevrolet."

"The road isn't built that can make it breathe hard!"

CHEVROLET

"How strong is the Chiquita name? How many banana commercials can you sing?"

CHIQUITA BANANA COMPANY

"Isn't that a lot for a bottle of Scotch? Yes."

"Are your friends living beyond your means?"

CHIVAS REGAL SCOTCH

"If enough people would stop smoking and start drinking, we could get out of ashtrays and into vermouth."

CINZANO

"Stop right now and forget everything you ever knew about being a blonde. Up to now you could never be any of these delicate blondes."

"Does she or doesn't she?"

"If I've only one life, let me live it as a blonde!"

CLAIROL HAIR COLORING

"Vacation is a world where there are no locks on the doors or the mind or the body."

CLUB MED RESORTS

"The pause that refreshes."

"It's the real thing."

"Have a Coke and a smile."

"Things go better with Coke."

COCA-COLA

"Don't spread the cold Spread the word."

COLDENE COLD TABLETS

"It cleans your breath while it cleans your teeth."

COLGATE TOOTHPASTE (1945)

"Your client is a poor, rejected stepchild, whose best friends are dwarfs.

Can you insure her against poisoned apples?"

CONTINENTAL INSURANCE COMPANY

"It's what your right arm's for."

COURAGE BEER

"Cooks who know trust Crisco."

CRISCO VEGETABLE SHORTENING

"Getting there is half the fun."

CUNARD STEAMSHIP COMPANY

"Don't give up the ship."

CUTTY SARK WHISKY (1973)

"America lives in Dacron."

DACRON FABRIC

"One of the Soviet Georgia's senior citizens thought Dannon was an excellent yogurt.

She ought to know. She's been eating yogurt for 137 years."

DANNON YOGURT

"Advertising is the power of an idea multiplied."

D'ARCY ADVERTISING

"Diamonds are forever ..."

DE BEER CONSOLIDATED MINES LTD. (about 1950)

"You'll love the way we fly."

DELTA AIRLINES

"Aren't you glad you use Dial? Don't you wish everybody did?"

DIAL SOAP

"How to please a Dictator."

DICTAPHONE DICTATING MACHINES

"If your friendly neighborhood grocer doesn't have a jar - knock something off a shelf on the way out."

DILLY BEANS

"Be a Pepper!"

DR. PEPPER SOFT DRINK

"I'm only here for the beer."

DOUBLE DIAMOND

"Better things for better living through chemistry."

E. I. DUPONT de NEMOURS

"Fly now. Shovel later."

EASTERN AIRLINES

"Einstein's Theory of Relativity: give strangers the same price you give relatives."

EINSTEIN-MOOMJY CARPETS

"167 days of foggy, foggy dew can't claim all the credit for beautiful English complexions."
ELIZABETH ARDEN COSMETICS

"Dick and Jane is dead."
ENCYCLOPEDIA BRITANICA (1970)

"It keeps going, and going, and going...."
ENERGIZER BATTERIES

"Wishful Thinning"
ENHANCE BY LILY OF FRANCE (1967)

"Put a Tiger in Your Tank."
ESSO GASOLINE (1964)

"Farewell to the ugly cigarette."
EVE CIGARETTES

"The first truly feminine cigarette - almost as pretty as you are. Women have been feminine since Eve, now cigarettes are feminine. Eve, also with menthol."
EVE CIGARETTES (1971)

"When there's no tomorrow."
FEDERAL EXPRESS

"A day without orange juice is like a day without sunshine."
FLORIDA CITRUS COMMISSION

"No hits and misses. No dibs, dabs, and splatters."
5-DAY DEODORANT PADS

"The best part of waking up is Folger's in your cup."
FOLGER'S COFFEE

"Ford has a better idea."
"Quality is Job 1."
"'Twas the night before Christmas -
the children were dreaming
Of a Ford in their future -
smart, swanky and gleaming."
FORD MOTOR COMPANY

"America's most gifted whiskey."
FOUR ROSES WHISKEY

"Here's spaghetti sauce with meat - the way Italians make it."
FRANCO-AMERICAN CANNED SPAGHETTI
(1954)

"Should a Tough Man Make a Tender Turkey?"
FRANK PERDUE POULTRY

"Extinct is forever."
FRIENDS OF ANIMALS

"When Cathy Cole and Peggy Burton saw Joan Emery's new floor, they couldn't believe their feet."
GAF SOFSTEP VINYL FLOORS

"Progress is our most important product."
"We bring good things to life."
"THERE ARE NO WHITES WORKING AT G.E.
No blacks either. Just people. And we need more."
GENERAL ELECTRIC

"Shall the man work - or shall you? ...
Back of every great step in women's progress from a drudge to a free citizen
has been some labor-saving invention."
GENERAL ELECTRIC CLOTHES WASHER (1924)

"Do you arise irked with life? Are you prone to snap at loved ones? Our strong, heart breakfast coffee will change all this! Breakfast becomes a spirited, even hilarious affair."
GENERAL FOODS COMPANY, GOURMET FOODS (1958)

"Celebrate the Moments of Your Life."
GENERAL FOODS COMPANY,
INTERNATIONAL COFFEES

"The best a man can get."
GILLETTE

"Riddle: What's college?
That's where girls who are above cooking and sewing go to meet a man they can spend their lives cooking and sewing for."
GIMBEL'S DEPARTMENT STORE, CAMPUS CLOTHES (1952)

"Try walking into Merrill Lynch and asking for Mr. Lynch."
GOLDBERG-POLLEN

"The best tires in the world have Goodyear written all over them."
GOODYEAR TIRES

"No wonder the English have kept cool for 192 years."

GORDON'S GIN

"Know the Bomb's True Dangers. Know the Steps You Can Take to Escape Them!"

GOVERNMENT PAMPHLET

"Roar, Boys, Roar

It tastes like more

What a flavor

Zippity-zow - its grand - and HOW."

GRAPE-NUTS FLAKES CEREAL

"Good, excellent, superior, above par, nice, fine, choice, rare, priceless, unparagoned, unparalleled, superfine, superexcellent, of the first water, crack, prime, tip-top, gilt-edged, first-class, capital, cardinal, couleur de rose, peerless, matchless, inestimable, precious as the apple of the eye, satisfactory, fair, fresh, unspoiled, sound; GKN: over 80 companies making steel and steel products."

GUEST, KEEN & NETTLEFOLDS, LTD. (1962)

"I feel like a Guinness

I wish you were."

"Guinness is Good for You."

"My Goodness. My Guinness."

GUINNESS BREWERY (1935)

"Don't be an e.s.s.* Wear smart seamless stockings by Hanes. *(eternal seam straightener!)"

HANES HOSIERY

"Can Head & Shoulders stop dandruff? Can Wilt Chamberlain stuff?"

HEAD & SHOULDERS SHAMPOO

"Heineken. Refreshes the parts other beers cannot reach."

HEINEKEN BREWERY (1975)

"Beanz Meanz Heinz."

HEINZ BAKED BEANS

"What food these morsels be!"

HEINZ FRESH CUCUMBERS & PICKLES (1938)

"Bring out the Hellman's and bring out the best."

HELLMAN'S MAYONNAISE

"There's a smile in every Hershey Bar."

HERSHEY'S CHOCOLATE CANDYBARS

"Chapped hands are cold company."

HINES HONEY AND ALMOND CREAM (1936)

"Better gas mileage. A Civic responsibility."

HONDA CIVIC

"You meet the nicest people on a Honda."

HONDA MOTORCYCLES

"It beats as it sweeps as it cleans."

HOOVER VACUUM CLEANERS

"Many Happy Returns."

IBM ELECTRIC TYPEWRITERS

"IBM cards: working paper ... not paper work."

IBM TABULATING CARDS (1960)

"Look for the union label."

INTERNATIONAL LADIES' GARMET WORKERS' UNION

"Only the brave deserve the fair and the fair deserve JAEGER."

JAEGER SPORTSWEAR

"Scotch and the Single Girl."

J&B SCOTCH

"It sits as lightly on a heavy meal as it does on your conscience."

JELL-O GELATIN DESSERT (1963)

"The King and Queen Might Eat Thereof And Noblemen Besides."

JELL-O GELATIN DESSERT

"If all the world were Jell-O

And whipped cream filled the sea,

Then the only spoon from here to the moon

Would have to belong to me."

JELL-O GELATIN DESSERT

"What the well-dressed man is wearing this year."

"Look your best while you wear hour least."

JOCKEY SHORTS

"The best seat in the house."

JOCKEY UNDERWEAR

"If you want to impress someone, put him on your Black list."

JOHNNY WALKER BLACK WHISKEY

"Honor thy self."

JOHNNY WALKER BLACK WHISKEY

"The best to you each morning."

KELLOGG COMPANY

"Buy a bucket of chicken and have a barrel of fun."

"Finger-lickin' good."

KENTUCKY FRIED CHICKEN

"When your shoes shine, so do you."

KIWI SHOE POLISH

"Well - Shut my Mouth.

I shut my mouth on a Kleenex tissue. To give my lipstick that neat, natural look.

These days its a crime to stain a towel."

"Don't put a cold in your pocket! - Use Kleenex Tissues."

KLEENEX TISSUES

"America's storyteller."

KODAK CAMERAS AND FILMS

"Just what the doctor ordered."

L&M CIGARETTES

"Take a bath in the dark tonight and let the water make love to your skin."

LAVIN PERFUMES AND SOAPS (1961)

"Betcha can't eat just one."

LAY'S POTATO CHIPS

"Have you ever had a bad time in Levi's?"

LEVI'S JEANS

"You don't have to be Jewish to love Levy's."

LEVY'S RYE BREAD

"Gee, I wish I had a nickel."

LIFE SAVERS CANDY

"Body Odour."

LIFEBOUY SOAP (1930)

"Nice toys don't kill."

LIONEL TRAINS

"Lipton's gets into more hot water than anything."

LIPTON TEA

"Often a bridesmaid - but never a bride. For Halitosis, Use Listerine."

"Even your best friends won't tell you."

LISTERINE MOUTHWASH (1920s)

"Air Power is Peace Power - Lockheed."

LOCKHEED AIRCRAFT

"Taking the 'if' out of 'gift.'"

LORD & TAYLOR DEPARTMENT STORES

"Do you inhale? Of course you do!

Lucky Strike has dared to raise this vital question because certain impurities concealed in even the finest, mildest tobacco leaves are removed by Luckies' famous purifying process."

"Reach for a Lucky instead of a sweet."

"Reach for a Lucky instead of a sweet."

LUCKY STRIKE CIGARETTES

"The milk chocolate melts in your mouth - not in your hand."

"To make that tough job easier - you deserve M&M candy."

M&Ms CANDY

"It looks good, it tastes good, and by golly it does you good."

MACKESON BEER

"I wanna give 'em away but Mrs. Muntz won't let me. She's crazy."

MADMAN MUNTZ, USED-CAR DEALER (1946)

"I dreamed I stopped traffic in my Maidenform bra."

"I dreamed I went shopping in my Maidenform bra."

MAIDENFORM

"At last. A pickle that bites back."

MARCUS VALLEY PICKLES

"Come to Marlboro Country."

"Come to where the flavor is."

MARLBORO CIGARETTES

"A Mars a day helps you work, rest and play."

MARS CANDY BARS (1960s)

"We sell more cars than Ford, Chrysler, Chevrolet,
and Buick combined."

MATCHBOX TOY CARS

"To bring the wolves out - Riding Hood Red."

MAX FACTOR COSMETICS

"Good to the last drop."

MAXWELL HOUSE COFFEE

"Our repairmen are the loneliest guys in town."

MAYTAG APPLIANCES

"Truth Well Told."

MCCANN ERICKSON ADVERTISING AGENCY

"You deserve a break today."

"Two all-beef patties, special sauce, lettuce, cheese,
pickles, onions on a sesame seed bun."

"One in a billion."

"Billions and billions served."

MCDONALD'S

"Where was Moses When the Lights Went Out? -

Groping for a pack of Meccas."

MECCA CIGARETTES

"Tastes so good cats ask for it by name."

MEOW MIX CATFOOD

"A child is someone who passes through your life and
then disappears into an adult."

METROPOLITAN LIFE INSURANCE

"The beer that made Milwaukee jealous ..."

MEXICAN BREWERY

"No matter what what's-his-name says, I'm the
prettiest and Lite's the greatest."

MILLER BEER

"We race for beer"

MILLER BEER RACING TEAMS (1996)

"Only 1 out of 25 men is color blind. The other 24 just
dress that way."

MOHARA SUITS

"Any melon worth its salt ..."

MORTON SALT

"Has your girl turned into a refrigerator? If her air is
arctic, try ... MUM."

MUM DEODORANT

"Music is art. Muzak is science."

MUZAK CORPORATION

"I'm Margie. Fly me."

NATIONAL AIRLINES

"Our readers knew Henry [Kissinger] was getting
married before Henry did."

NATIONAL ENQUIRER

"MILK - Where's your mustasche?"

NATIONAL FLUID MILK PROCESSOR

PROMOTION BOARD (1995)

"Drink a pinta milka day."

NATIONAL MILK PUBLICITY COUNCIL (late
1950s)

"Play it again, Sam."

NEW YORK STATE LOTTERY

"All the news that's fit to print."

NEW YORK TIMES

"If it feels good then just do it."

NIKE SHOES

"The cat who doesn't act finicky soon loses control of
his owner."

9-LIVES CAT FOOD

"In 1944 you won the war together. Isn't it worth
\$1.50 to spend five minutes with him again?"

NORTHWESTERN BELL TELEPHONE
COMPANY

"Our summer sale began Oct. 4, 1923."

OHRBACH'S

"We're tobacco men ... not medicine men. Old Gold
cures just one thing. The World's Best Tobacco."

"Not a cough in a carload."

OLD GOLD CIGARETTES

"The thrill of Roses Spiced with excitement Speaking
of love."

OLD SPICE TOILETRIES

"Pass the Ammunition.
Oldsmobile workers have been doing it for nearly two
years. Backing up our fighting men with volume
production of fire-power."
OLDSMOBILE

"The Other Pill."
ONE-A-DAY MULTIPLE VITAMINS PLUS IRON
(1967)

"Dancing pleats that won't sit out."
ORLON FABRIC

"All that glitters is not Pabst."
PABST BEER

"Thousands of men are denying their wives Packard
Six cars."
PACKARD AUTOMOBILES

"Wherever particular people congregate."
PALL MALL CIGARETTES

"Give your baby something you never had as a baby.
A drier bottom."
PAMPERS DIAPERS

"Good coffee is like friendship: rich and warm and
strong."
PAN-AMERICAN COFFEE BUREAU (1961)

"Live today. Tomorrow will cost more."
PAN AMERICAN WORLD AIRWAYS

"We will sell no wine before its time."
PAUL MASSON WINES

"Trichinosis, encephalitis, scarlet fever, amoebiasis,
jungle rot. We think you'll find them more challenging
than the sniffles."

"In 1962, the starving residents of an isolated Indian
village received 1 plow and 1,700 pounds of seeds.
They ate the seeds."
PEACE CORPS

"I seem to be Achilles ... but, my dear, it happens to
be your heel that is my vulnerable spot. Such
slenderness! Such grace! One look and I am slain."
PEACOCK SHOES

"Sandals being what they are, toes now compete with
fingers."

PEGGY SAGE LIQUID NAIL POLISH

"Come alive! You're in the Pepsi generation."
"When they [the enemy] find the Pepsi-Cola bottles
are empty, their morale will go down another 10
points."

"Pepsi-Cola hits the spot,
12 full ounces, that's a lot,
Twice as much for a nickel too
Pepsi-Cola is the Drink for you!
Nickel, nickel, nickel, nickle
Trickle, trickle, trickle, trickle..."
PEPSI-COLA

"You'll wonder where the yellow went
When you brush your teeth with Pepsodent."
PEPSODENT TOOTHPASTE

"Call for Philip Morris!!"
PHILIP MORRIS CIGARETTES (1940s)

"Where will you be when your laxative starts to
work?"
PHOSPHO-SODA BUFFERED LAXATIVE (1969)

"Nothin' says lovin' like somethin' from the oven."
PILLSBURY FOODS

"The world's most pleasant alarm clock!"
PILLSBURY PANCAKE FLOUR

"It is common knowledge today that intestinal
putrefaction causes brain fatigue,
often reducing efficiency 50 per cent and more."
PILLSBURY HEALTH BRAN

"The Rendez-vous is so romantic ... it's downright
dangerous."
PLAZA HOTEL (1960)

"We are driving excitement."
PONTIAC

"What's the ugliest part of your body?"
PRETTY FEET DEODORANT (1969)

"It costs a lot to bring a hero home. Get ready to buy
Victory Bonds."

"The More Women at War
The Sooner We'll Win"

"I quit school when I were sixteen."

"If you won't hire her, don't complain about supporting her."

"If someone's selling you sacks of diet pills, he's not in business for your health."

PUBLIC SERVICE AD

"Accuracy to seconds a month."

PULSAR WATCHES

"If you choose the wrong executor for your estate, you might as well take it with you."

PUTNAM TRUST

"Does it make sense to jump out of a warm bed into a cold cereal?"

QUAKER OATS

"The cereal that's shot from guns!"

QUAKER PUFFED WHEAT CEREAL

"All you add is love."

RALSTON PURINA PET FOOD

"The greatest tragedy is indifference."

RED CROSS (1961)

"Replique will not turn you into a sultry sex siren. It will not transform you into a simple, unsullied ingenue. Replique is for women who are interesting to begin with."

REPLIQUE

"How do you spell relief? R-O-L-A-I-D-S."

ROLAIDS ANTACID TABLETS

"At sixty miles an hour the loudest noise in the new Rolls-Royce comes from the electric clock."

ROLLS-ROYCE

"Some girls have developed a lot more than just their minds."

ROXANNE SWIMSUITS

"Women: Stand up for your right to sit down at dinner time."

SALTON HOTTRAY

"If you have a son 10 years old, you'd better start worrying. Help Unsell the War."

SANE

"One fiddler you won't have to pay."

SANKA COFFEE

"Nobody doesn't like ... Sara Lee."

SARA LEE FOOD PRODUCTS

"Schlitz ... the beer that made Milwaukee famous."

SCHLITZ BEER

"Dryest gin in town. Ask any Martini."

SEAGRAM'S GIN (1961)

"A child is an island of curiosity surrounded by a sea of question marks."

SHELL OIL COMPANY (1961)

"All you need to know about paint."

SHERWIN-WILLIAMS PAINT

"I was a _____ until I discovered Smirnoff."

SMIRNOFF VODKA (1970s)

"Obey Your Thirst."

SPRITE SOFTDRINK

"Adam and Eve ate the first vitamins, including the package."

E. R. SQUIBB (1958)

"Steinway: the instrument of the immortals."

STEINWAY PIANOS (1928)

"Tired of getting junk mail from someone you don't know?"

Try getting junk mail from someone you do know."
SURPRISE CLUB, MAIL-ORDER GIFT CLUB

"Head for the Border."

TACO BELL RESTAURANTS

"Even a Policeman can get Stuck in Traffic."

TALON ZIPPER

"I'd rather fight than switch."

TAREYTON CIGARETTES

"You can trust your car to the man who wears the star."

TEXACO SERVICE STATIONS

"Christmas is a time to believe in things you can't see."

3M COMPANY SCOTCH TAPE

"If it's got to be clean, it's got to be Tide."
TIDE LAUNDRY DETERGENT

"Which twin has the Toni?"
TONI PERMANENTS

"I love what you do for me - Toyota!"
TOYOTA CARS AND TRUCKS

"Sight for Soaring Eyes."
TRANS WORLD AIRWAYS

"They all laughed when I sat down at the piano, but
oh!, when I began to play ..."
U.S. SCHOOL OF MUSIC, MAIL-ORDER PIANO
LESSONS (1925)
Written by John Caples

"The better stain getter."
ULTRA-BIZ DETERGENT

"More Jobs Through Science."
UNION CARBIDE AND CARBON

"Fly the friendly skies of United."
UNITED AIR LINES

"A mind is a terrible thing to waste."
UNITED NEGRO COLLEGE FUND

"Be all that you can be."
"Some of our best men are women."
UNITED STATES ARMY

"Friendly Americans win American friends."
UNITED STATES TRAVEL SERVICE (1963)

"If you think asparagus has a lot of iron, you don't
know beans."
VAN CAMP PORK AND BEANS (1979)

"You've come a long way, baby."
VIRGINIA SLIMS CIGARETTES

"Visa - It's everywhere you want to be."
VISA CREDIT CARD

"Vogue - [for] the overwhelming minority."
"If it wasn't in VOGUE It wasn't in vogue."
VOGUE MAGAZINE

"Relieves gas pains."
"While in Europe, pick up an ugly European."
"Ugly is only skin-deep."
"If gas pains persist, try Volkswagen."
"Small wonder."
VOLKSWAGEN

"The daily diary of the American dream."
WALL STREET JOURNAL

"The corset department is obsolete.
The slimwear department is here."
WARNER'S

"Where's the beef?"
WENDY'S RESTAURANTS (early 1980s)

"Breakfast of Champions."
WHEATIES CEREAL

"Covers a multitude of Chins."
WILLIAMS' SHAVING CREAM

"Winston tastes good like a cigarette should."
WINSTON CIGARETTES

"Ring around the collar."
WISK LAUNDRY DETERGENT

"A skin you love to touch"
WOODBURY SOAP

"Let your fingers do the walking."
YELLOW PAGES

"You're not fully clean until you're Zestfully clean."
ZEST SOAP

For more information, see:

<http://RichardDennisNetworking.com/>