

# MAXIMIZE COPY BOARD POTENTIAL

1. **Two Big Mistakes** : A blank copy board or permanent copy.
2. **Maintain a good public image.** Keep your **copy** board clean and replace damaged or missing letters quickly.
3. **Avoid putting letters upside down or backwards.** Don't use an "L", for a "7", and "E" for a "3", **or black tape** to modify or alter letters. This tends to **reflect negatively** on your business.
4. **If the owner doesn't have time, the manager or a responsible employee should be put in charge of the copy board.** Print the **copy change** on a piece of paper or index card spaced **exactly how it** should look on the copy panel.

For example:

**ROW 1 - DON'T FORGET HER**

**ROW 2 - THIS WEEK - FRESH**

**ROW 3 - 1 # BOX CANDY \$6.50**

Check SPELLING and SPACING after the change, so it's pleasing to the eye.

5. **Follow the lead of major franchise food chains.** They have corporate copy board programs; what to feature, when to feature, how long, etc. New product roll-outs are planned with on-premise copy boards as the front line **advertising** attack, right where the customers are.
6. **Make a calendar.** Plan feature items for your copy board weeks or months in advance.
7. **Promote regular price items.** It isn't necessary to feature **only loss** leaders.
8. **Stick to business.** Politics and religion are topics to be avoided or should be given serious consideration prior to use because of public backlash.
9. **Pubic service is always a good copy board topic.** Feature a school, scout or church activity.
10. **Get employees involved.** Have a contest featuring your product or service. Offer prizes for best sales producing ideas.
11. **Be flexible.** Change copy when new opportunities arise. Advertise "umbrellas" when it rains.
12. **Use different copy on each side.** You'll deliver your message "coming and going".

## Hundreds of Eye Catching Slogans

1. Have you tried out your smile today?
2. Better wear out shoes than sheets
3. Up and at it prevents being down and out
4. Coldest part of the braggart is his feet
5. To belittle is to be little
6. Sure way to be disappointed - rely on others
7. Our youth needs models not critics
8. When you kill time you murder success
9. Happiness doesn't just happen - it must be earned
10. Always be sure you're right, then go ahead
11. What this country needs is a good 5¢ nickel
12. Everyone can master grief but he that has it
13. If you are not curious, then you are stupid
14. It's easier to be critical than to be correct
15. You cannot spell success without U
16. Some are wise, some are otherwise
17. The best way out of a difficulty is thru it
18. No one is warmed by wool pulled over his eyes
19. Better to lose an argument than a friend
20. The right way to kill time is to work it to death
21. Live every day as if it were the last day
22. Time to make friends is before you need them
23. Good will costs nothing, yet is priceless
24. The key to success is the urge to press on
25. A little kindness may mold a fine character
26. For inward peace try the upward look
27. A rich mind can keep you company at lonely moments
28. Nine tenths of wisdom is being wise in time
29. Good manners are made of petty sacrifices
30. Keep your temper, nobody wants it
31. Just praise is only a debt - flattery is a gift
32. We need winter to appreciate spring
33. The way to be safe is never to feel secure
34. We only learn what we teach ourselves
35. A ready accuser is usually a self excuser
36. Innocence is but a poor substitute for experience
37. Horse sense is only stable thinking
38. Foolish men make feasts, wise men eat them
39. A smile is a frown turned upside down
40. Don't spend time, invest it
41. The way to secure friends is to be one
42. Aim high but stay on the level
43. Don't hurry, you may pass up more than you overtake
44. A man with burning ambition is seldom fired
45. Example is better than talk
46. Fortune knocks but once, misfortune is more patient
47. Men have reached the top by staying on the level
48. Some people carve careers, others chisel
49. Ambition takes no vacation in success
50. When joy and duty clash, let joy go to smash
51. Everything comes to him who hustles while he waits
52. The only way to make a comeback is to go on
53. The most important thing to wear is a smile
54. Only fools say it can't be done
55. An effort a day keeps failure away
56. Three may keep a secret if two are dead
57. No man is big who has a small heart
58. We give nothing so liberally as advice
59. Tears are salty, smiles are sweet! SMILE
60. Killing time is not murder, it's suicide
61. A laugh is worth a hundred groans in any market
62. Happiness is where found - seldom where sought

**63.** Future is no more uncertain than the present  
**64.** You can tell a little man by his big talk  
**65.** He is wise who knows he knows nothing  
**66.** Nobody ever got a medal for being a meddler  
**67.** Man can master any tongue but his wife's  
**68.** The only secret a woman can keep is her age  
**69.** The art of memory is the art of attention  
**70.** To make pleasure pleasant, shorten it  
**71.** The heart has eyes that the brain knows nothing of  
**72.** In great attempts it is glorious even to fail  
**73.** Not failure, but low aim, is crime  
**74.** Genius begins great works, labor alone finishes them  
**75.** Prejudice is an opinion without judgment  
**76.** Time is very valuable, but free, so we throw it away  
**77.** Men rust out faster than they wear out  
**78.** The best way to get even is to forget  
**79.** Men who get there are all will and a yard wide  
**80.** Most of the big lights started from scratch  
**81.** The truth is always the strongest argument  
**82.** Are you a stumbling block, or a stepping stone?  
**83.** Character is the poor man's capital  
**84.** Killing time is burying your own future  
**85.** Race track - where windows clean the people  
**86.** Positive- being wrong at the top of your voice  
**87.** Bigamy - marrying a pretty girl and a good cook  
**88.** Speech is great, but silence is greater  
**89.** We build the ladder by which we rise  
**90.** Make yourself necessary to somebody  
**91.** If you want a secret kept, keep it  
**92.** White lies are but the users to black ones  
**93.** Good counsel has no price  
**94.** Where the speech is corrupted, the mind is also

**95.** It is easier to know men than to know man  
**96.** If you would create something, you must be something  
**97.** Fearless minds climb soonest into crowns  
**98.** Every artist was first an amateur  
**99.** The ideal woman is the one he couldn't get  
**100.** Luck is the idol of idle  
**101.** Wrinkles from smiles are worthwhile creases  
**102.** Dieting: to let the hips fall where they sway  
**103.** The softest chair is the hardest to find empty  
**104.** Man who loves self has no rivals  
**105.** Life is short, but there is always time for courtesy  
**106.** Silence is sometimes the severest criticism  
**107.** We only enjoy thoroughly the pleasures that we give  
**108.** Man has his will - but woman has her way  
**109.** No man is free who is not master of himself  
**110.** Good order is the foundation of all good things  
**111.** Want of desire is the greatest riches  
**112.** We need to suffer that we may learn to pity  
**113.** He who considers too much will perform little  
**114.** Try to make each day a better one than the day before  
**115.** Originality is simply a pair of fresh eyes  
**116.** Sing America - with your heart, you can't get off key  
**117.** Careless today, countryless tomorrow  
**118.** Think today so that you will be here to think tomorrow  
**119.** Never let schooling interfere with education  
**120.** A kiss is the shortest distance between two  
**121.** Where there's a will, there's a lawsuit  
**122.** She knows how to give a man her own way  
**123.** Trouble with a fat man is his daily doesn't  
**124.** Find a cemetery - bury your friend's faults  
**125.** Health is precious, protect it  
**126.** Flatterers are the worst kind of enemies

**127.** A fool always finds some greater fool to admire him  
**128.** The beauty seen is partly in him who sees it  
**129.** Lawless are they who make their wills their law  
**130.** We call our rich relatives the kin we love to touch  
**131.** Where law ends, tyranny beings  
**132.** Greatest penalty for bigamy: two mothers-in-law  
**133.** Long skirts make unsuccessful flirts  
**134.** Love yourself - you live with yourself  
**135.** Courtesy is contagious - try it  
**136.** Simplicity is the perfection of art  
**137.** Meet upon the level - part upon the square  
**138.** He is never old who keeps young in spirit  
**139.** Temper is a prize possession, don't lose it  
**140.** Women take to goodhearted men-also from  
**141.** There's nothing more foolish than mankind  
**142.** Credit becomes better the less it is used  
**143.** One man with courage makes a majority  
**144.** Half an orange is as sweet as a whole one  
**145.** The man who has the right to boast doesn't have to  
**146.** He who rides a tiger can never dismount  
**147.** Housecleaning of mind makes the environment pure  
**148.** A coward dies many times before his death  
**149.** Give a hand up- not a hand out  
**150.** Do your duty; and leave the rest to providence  
**151.** We must give the world proof of deeds, not words  
**152.** A mortal coil - the hangman's noose  
**153.** A man who stabs at ghosts would stick at nothing  
**154.** War knocks the "L" out of "Glory"  
**155.** He who laughs last is usually the dumbest  
**156.** The mob has many heads, but no brains  
**157.** A dime to march so more can walk  
**158.** Do good unto others before it is too late

**159.** Ambition provides the ability  
**160.** At 20 - hard to suit 'er - at 40, any suitor  
**161.** He who helps early helps twice  
**162.** Clean your fingers before you point at any spots  
**163.** Dollars and sense do not always travel together  
**164.** A pair of good ears will drain dry a hundred tongues  
**165.** Ideas are funny - they don't work unless you do  
**166.** Never answer a letter while you are angry  
**167.** Be slow to choose a friend and slower in changing  
**168.** Talking too much usually follows thinking too little  
**169.** He who cannot obey, cannot command  
**170.** Write injuries in dust, benefits in marble  
**171.** Robinson Crusoe had all his work done by Friday  
**172.** You break more rules with improper tools  
**173.** Hope is the nurse to teach misery  
**174.** Avoid a questioner, for he is also a tattler  
**175.** Painful suspense: hanging  
**176.** Motto for thieves: as true as steal  
**177.** Ask yourself: "Were I the boss - would I hire me?"  
**178.** Peace is the happy, natural state of man  
**179.** Best man - the one who doesn't get the bride  
**180.** A woman with horse sense never becomes a nag  
**181.** Naps while driving prevent old age  
**182.** The man of acute feeling: a pickpocket  
**183.** You will seldom offend a person by returning a smile  
**184.** Some little shavers grow up to be barbers  
**185.** Hairbrush makes dumb smart  
**186.** Sow an act, and reap a habit  
**187.** Know misfortune, hasten to help unfortunate  
**188.** He who loses little soon tells it  
**189.** Strong men criticize themselves  
**190.** Fancy requires much, necessity but little

**191.** AMERICA you're still the GREATEST  
**192.** Oh, give us the man who sings at his work  
**193.** The Golden Age is before us and not behind us  
**194.** We need more FLAG WEVERS less Flag burners  
**195.** If you have plans for tomorrow, be careful today  
**196.** One must be poor to know the luxury of living  
**197.** The heart is an organ, keep it in tune  
**198.** Tact is what you thought but didn't say  
**199.** How wise are those who ask for advice  
**200.** The owl asks who, the stork knows who  
**201.** Some bathing suits are more fitting than proper  
**202.** Genius, like humanity, rusts for want of use  
**203.** Old postmasters never die - they lose their zip  
**204.** Opportunity often comes to the man who's ready for it  
**205.** Honest error is to be pitied, not ridiculed  
**206.** We never climb higher than the ladder we select  
**207.** The best evidence of ability is accomplishment  
**208.** It costs little to say thanks and it pays big dividends  
**209.** Come in and trade your dollars for good quarters  
**210.** Death and taxes - you can't cheat either one  
**211.** Laughter is a tonic, try a dose  
**212.** Don't depart - check your heart  
**213.** Declare your Inn Dependence this July 4  
**214.** To buy happiness you must speed kindness  
**215.** Being a pal to your boy brings a lot of joy  
**216.** Kids won't roam if they're proud of home  
**217.** The best things for wife aren't free  
**218.** Please ignore message on other side  
**219.** Trouble is only opportunity in work clothes  
**220.** Bigamist: man with more than one worry  
**221.** Advice to bachelors - join me March of Dames  
**222.** If you have to, take your own life, not others

**223.** To hit a woman's heart is to aim kneeling  
**224.** Be sure 2 your teeth R they'll be false 2 you  
**225.** You see better thru a clear conscience  
**226.** Though fuel's *low* man reports no axes sold  
**227.** George Washington would have slept here  
**228.** Worry, hard work and rest are the friends of man  
**229.** Don't overlook the obvious  
**230.** Greater learning means greater earning  
**231.** The wife you save may be your own  
**232.** Even the best family tree has its sap  
**233.** Problems loom large when men don't  
**234.** Anyone can hold the helm when the sea is calm  
**235.** Don't lose your head, you only have one  
**236.** Gamblers we need you for a full house  
**237.** We are now living in the age of chiselry  
**238.** No danger of snow next 24 hours  
**239.** Do your best today, you'll do better tomorrow  
**240.** He who first gets mad, is almost always wrong  
**241.** Only failure can be obtained without effort  
**242.** Time tells on a man - especially a good time  
**243.** The elevator to success is broken - take the stairs  
**244.** A helping hand is at the end of your arm  
**245.** Alimony: a one man war debt  
**246.** A band of hope - the wedding ring  
**247.** Everybody welcome except some guy named Sue  
**248.** The new look is kind - to men who are blind  
**249.** No dust affects the eyes as much as gold dust  
**250.** To make a speech; get up, speak up and shut up  
**251.** The loudest squeals come from the biggest hogs  
**252.** Talent is a flame. Genius is a fire  
**253.** A penny saved is a penny taxed  
**254.** Your future lies behind you - plan it well

**255.** It is the people - not marriage - that fails  
**256.** Careless words make friends care less  
**257.** Definition of hobo: a roads scholar  
**258.** Famous last words: I should have, but didn't  
**259.** In learning baby care - start at the bottom  
**260.** Man wrapped in self makes very small package  
**261.** Halitosis is better than no breath at all  
**262.** Donating a piece of your mind is not charity  
**263.** Wolf: guy who knows all the ankles  
**264.** It is better to smoke here than hereafter  
**265.** In life, make your mark, but leave no stain  
**266.** Count your blessings, then your mistakes  
**267.** The trouble with the world today is people  
**268.** Temper is a valuable possession so don't lose it  
**269.** Aw! Come on - smile  
**270.** Never promise more than you can perform  
**271.** Generally speaking, women are generally speaking  
**272.** Many a man lives by the sweat of his Frau  
**273.** Psychiatrist: a mind sweeper  
**274.** Slice your baloney, quit spreading it  
**275.** A live wire is not down long  
**276.** A dollar saved is a quarter earned  
**277.** Happiness multiplies when divided with others  
**278.** Rigid economy is a dead Scotchman  
**279.** Parenthood: to have and to mold  
**280.** Be alive on the 5th; no 5th on the 4th  
**281.** People who live in glass houses shouldn't  
**282.** Talk with your neighbors, not about them  
**284.** Square people, not miles, make a nation great  
**285.** Throwing mud at a good man dirties your own hands  
**286.** If you want a good neighbor, be one  
**287.** If you can't win, make the one ahead break records

**288.** Bridge of time: from Adam to Atom  
**289.** Don't be as dumb as you think your folks are  
**290.** Character is much easier kept than recovered  
**291.** Friends are priceless, don't sell them short  
**292.** Buy now we need your money  
**293.** Gold diggers are human "gimmie" pigs  
**294.** The truth doesn't hurt unless it ought to  
**295.** For a head start tomorrow - start now  
**296.** A good memory ignores the long skirt  
**297.** Caution: Your health may be impaired here  
**298.** Communism: "No food" for thought  
**299.** Long skirts pick up dust and very few men  
**300.** Alimony: the high cost of leaving  
**301.** Let the man under your hat give you a start  
**302.** It's usually up-hill work that lands on top  
**303.** Communist: a capitalist without capital  
**304.** One woman's poise is another woman's poison  
**305.** Women can't be trusted too far - or men too near  
**306.** History records but one indispensable man - Adam  
**307.** A flea knows all his children will go to the dogs  
**308.** She's magnetic - all her clothes are charged  
**309.** Man: the only creature that lies standing up  
**310.** Can we twist? Sure, off comes your arm  
**311.** Crime pays: with impounded interest  
**312.** Women of yesterday were the weaker sex  
**313.** A hero is one who holds on 5 minutes longer  
**314.** Come in: we'll give you the business  
**315.** The stork kids the whole world  
**316.** There are too many deals with no ideals  
**317.** A man's job is his best friend  
**318.** Do you have troubles?  
**319.** Those who look ahead show they have one

**320.** Politics is the most promising career  
**321.** At the expense of memory, let wit shine thru  
**322.** When on top hold fast, false success won't last  
**323.** Only hens bear dividends by sitting around  
**324.** He who lives by his wits is only half alive  
**325.** If you itch for something, scratch for it  
**326.** All work - no play - makes Jack a rich man  
**327.** It takes two people to make one person angry  
**328.** Only the President has the chance to advance  
**329.** A girl is never too full to have bride ideas  
**330.** The bigger his head, the easier to fill his shoes  
**331.** Don't just gripe: vote  
**332.** A convict is a felon who needs a friend  
**333.** Young men work their dads thru college  
**334.** Clothes make the man - if the girl wears them  
**335.** Memory is the thing we forget with  
**336.** Don't cry louder, try harder  
**337.** We need more wise men and less wise guys  
**338.** Talk is cheap unless you hire a lawyer  
**339.** Do right - fear no man Don't write - fear no woman  
**340.** Drive safely, don't leave a rich widow behind  
**341.** Don't just sit there, nag your husband  
**342.** Some could say what they think and still keep quiet  
**343.** Don't brood - you're a man, not a hen  
**344.** A slap on the back is worth two on the face  
**345.** A halo falling a few inches may become a noose  
**346.** EZ terms: we also accept cash  
**347.** Teen age - when girls powder and boys puff  
**348.** A friend in need is usually avoided  
**349.** Easy terms: just 500% interest  
**350.** For success sure, take a load of hard work  
**351.** A heal never toes the mark

**352.** Oft-times, TRUTH is what LIES concealed  
**353.** Strangers are friends you haven't met  
**354.** Chaperons are now the vanishing Americans  
**355.** Even a stopped clock is right twice a day  
**356.** A pink elephant is a beast of bourbon  
**357.** Be wiser than others, but do not tell them so  
**358.** Easy terms: Leave arm for down payment  
**359.** Time is treasure - spend it wisely  
**360.** If you borrow trouble no one wants it back  
**361.** Beware of blonds - they may turn you on  
**362.** Free! Free! Not a thing  
**363.** There's no inflation in the price of success  
**364.** Nothing is opened by mistake more than the mouth  
**365.** Nothing ruins the truth like stretching it  
**366.** We need some winter to appreciate spring  
**367.** Minor operation - one performed on somebody else  
**368.** It's an ill wind that shows no pretty knees  
**369.** Diplomacy is the art of giving others your way  
**370.** Some men are always dame dreaming  
**371.** 14 more pocket pickin' days till Xmas  
**372.** Silence is a true friend who never betrays  
**373.** Spring is iust around the tax blank  
**374.** We seldom regret words we do not speak  
**375.** Example is better than talk  
**378.** Man who sits on tack, is better off  
**379.** You cannot use your friends and have them too  
**380.** Anyone can start - thoroughbreds finish  
**381.** Good connections make a live wire  
**382.** God gave eloquence to some, brains to others  
**383.** Experience is knowledge acquired too late  
**384.** Success is a play - keep rehearsing  
**385.** A smile is never a gift, but an even exchange

**386.** Children should be supervised, not snooperized  
**387.** Woodpeckers gain success by head work  
**388.** He who hesitates is bossed  
**389.** Glamour girl: a sigh to be held  
**390.** A husband is just a domesticated wolf  
**391.** A girl can be very sweet when she wants  
**392.** Success depends on backbone, not wishbone  
**393.** If youth but knew- if age could do  
**394.** It 's well to be in the groove, not a rut  
**395.** A chip on the shoulder is the worst kind of epaulet  
**396.** Obesity: a surplus gone to waist  
**397.** Few wolves can afford sheep's clothing  
**398.** Men: what women argue about  
**399.** A pound of pluck is worth a ton of luck  
**400.** Sometimes gay blades get pretty dull  
**401.** Matrons are old girls painted over  
**402.** Bad weather always looks worse through a window  
**403.** A fault confessed is half redressed  
**404.** An empty barrel makes most noise  
**405.** You can climb high and still stay on the level  
**406.** Flattery is soft soap, soft soap is 90% lye  
**407.** What isn't tried won't work  
**408.** Man who loves self has no rivals  
**409.** Woman who talks volumes is always on shelf  
**410.** No man gets lost on a straight road  
**411.** Man has his will - but woman has her way  
**412.** Intuition is reason in a hurry  
**413.** Failure is the path of least persistence  
**414.** A widow and her money are soon married  
**415.** Common sense is very uncommon  
**416.** Mistakes often lead to discoveries  
**417.** A lost boy is a waif from home

**418.** Laughter, like epidemic, forms easier in crowds  
**419.** Use your privilege to help the underprivileged  
**420.** Great minds discuss ideas, small ones, people  
**421.** It's easier to thumb rides on the road to ruin  
**422.** Women will go to any length for a new look  
**423.** Don't be a crank, be a self-starter  
**424.** Peace flourishes when reason rules  
**425.** Sewing circles darn more husbands than socks  
**426.** A leader has initiative, a follower is a tool  
**427.** Marriage broadens a man; it also flattens him  
**428.** Beauty is the best substitute for brains  
**429.** People in apartments have no room to complain  
**430.** What you are to be, you are now becoming  
**431.** Worry is the product of indecision  
**432.** Don't make excuses - make good  
**433.** Character is what we are in the dark  
**434.** It's the shallow brook that babbles  
**435.** Engagement is a lull before the storm  
**436.** It's better to build boys than to mend men  
**437.** Clothes spending encouraged  
**438.** Both knight and knave - doth save and rave  
**439.** Customers: For whom our belles toil  
**440.** Our customers have new-roses  
**441.** Youth without car: step son  
**442.** Got a fishing problem? Let us tackle it  
**443.** If we don't have it, you don't need it  
**444.** Look chic, ladies - be part of the seen-ery  
**445.** Have pun - will haggle  
**446.** In-come good; out-come better  
**447.** Spring is nature's way of saying, "Let's party!"  
**448.** Clothes horse corral  
**449.** Guilty of high price nixing

450. In the race for quality, there is no finish line  
451. We do it - So you won't rue it  
452. Energetic Service - Listless prices  
453. Stick your nose in our business anytime  
454. Sensible customers are raving at our saving  
455. Land at down-to-earth prices  
456. Grand opening clearance sale  
457. Closing out sale - Leased our loss  
458. Them that has - Got it here  
459. Got lots for not gots  
460. Our customers aren't behind the wait ball  
461. You can't tie us for making both ends meet  
462. If you are knot making both ends meet try us  
463. Your funny bone is at your wit's end  
464. We're one big family so shut up  
465. Duet sale - One for fee, one for free  
466. Leery of the lorry - Trade before you're sorry  
467. Sail price on boats  
468. Footographer  
469. Behold: The merchant of pennies  
470. A buyer a day - Keeps the banker away  
471. Diet: A plan for putting off tomorrow what you put on today  
472. Teed off on your drive - Putt in here  
473. Have you had it up to here? Try us  
474. Lost your temper? Look for it here  
475. Are you tied up? If knot, stop in  
476. Come as you are - Not as you aren't  
477. Don't look back - They're gaining  
478. We invite you to take advantage of us  
479. Monthly sale - One week off  
480. Use horse-sense on neigh-bores  
481. We watch our P's and Q's - Price and Quality  
482. Non-members only served - Unjoin now  
483. When our shoes stick out tongue, you say Ah!  
484. Northbound horses gee, southbound haw  
485. On the road do man delay  
486. Yours to have and to hold - Till debt us do part  
487. For what is profit without honor  
488. If we join together, we can lick trading stamps  
489. Rare gains in bar-gains  
490. Our sales talk is a gentle trade wind  
491. No business, as usual, during alterations  
492. Parking meters: Snitching posts  
493. Baby sitter for nickel nursers  
494. Wise buys pricewise, guys  
495. We just want to start a flame in your hearth  
496. Scotch whiskey: Foreign ade  
497. Hidden treasures here - We kidd you not  
498. Sale on! Sale on! Oh, salesman ship  
499. Prices for the low-calorie salary  
500. We challenge others to a price-fight  
501. Heavyweight champion price-fighter here  
502. The surest way to be late is to have plenty of time  
503. Obey your sense of smell - That's an odor  
504. Recommended by everyone  
505. Frail or male - Hail our sale  
506. Don't buy, beg or borrow - Rent it  
507. Remember the past with a present  
508. Quarter - still only \$.25  
509. Values for millionaires with little money  
510. Brother, can you spare a rhyme  
511. Ask the man who roams one (Trailers)  
512. Neither a borrower nor a lender be Rent it  
513. Hi fi - lo boy

**514.** Sale, sell, sold - Our tale is told  
**515.** Don't miss - take your business to others  
**516.** Our business makes prophets  
**517.** Our lumber is really stacked  
**518.** Business is good! You can make it gooder  
**519.** Whine and dine your dog on our pet selection  
**520.** Help! Being held by creditors  
**521.** Gay dogs whine and dine their pets here  
**522.** Counterfeit money: Unlucky bucks  
**523.** There is no freeway - It all costs  
**524.** A smile increases your face value  
**525.** Government price supports abandoned here  
**526.** Outlawed prices (Use rear door - Ask for Joe)  
**527.** Our customers are wise - Don't be other-wise  
**528.** We reserve the right to sell to anyone  
**529.** If you're not buying here, you're not trying  
**530.** Let us cast a sell over you  
**531.** Weakly sale - Punny prices  
**532.** Bring in cleaning before clothing time  
**533.** The wizard of Ah's  
**534.** Aristocratic - at peasant prices  
**535.** Real Estate: Ground to order  
**536.** Our lots are dirt cheap  
**537.** You can't take it with you - Let us try  
**538.** In a hurry? Watch our flurry  
**539.** Anything others can do, we can do better  
**540.** Subsidize our merchandise  
**541.** If your ship doesn't come in, swim out to it!  
**542.** Buy this business - Piece by piece  
**543.** Company invited - Proprietor lonesome  
**544.** Business, not as usual  
**545.** Depressed store seeking relief

**546.** Low overhead (Ceiling sagged)  
**547.** Foreign aid welcomes  
**548.** Grand opening - Happy at closing: 9 to 6  
**549.** Closing out sale - Re-opening every AM  
**550.** Lost our lease (Misplaced it)  
**551.** Slight fee for merchandise - All else free  
**552.** Foundling homes seeking loving owners  
**553.** Invisible shield for sale - If found  
**554.** Thought: Aught can be bought for naught  
**555.** Get an invisible shield to protect your mirage  
**556.** Prices murdered - Jurors wanted  
**557.** Bargains galore - Inside the door  
**558.** Selling 100% down - No low payments  
**559.** Greenbacks accepted in lieu of credit cards  
**560.** Hands up! This is a steal  
**561.** Open from yawn to night, daily  
**562.** I yawn at dawn, I'm brusque at dusk - Shop early  
**563.** Need lumber? Let's hold a board meeting  
**564.** Prices born here - Raised elsewhere  
**565.** Wide selection - Narrow mark-up  
**566.** The sign is mine - The verse is yours  
**567.** Customers wanted - Experience required  
**568.** Prices plummeted - Back to earth  
**569.** Down-to-earth prices - Owner in orbit  
**570.** High prices born elsewhere - died here  
**571.** Try our \_\_\_\_\_ for sighs  
**572.** You wrest a living - not rest it  
**573.** Our creed: Deeds to fit your needs  
**574.** Fugitives from high prices granted sanctuary  
**575.** Parking for longhairs only (Barber shop)  
**576.** You So and So - You reap a heap  
**577.** Low rent district- Slum clearance site

- 578. Buyers Club (Made of ash)
- 579. Halt! Who goes there? Foe or friend of me?
- 580. If you can't smile, stop
- 581. Free courtesy - Every customer a winner
- 582. We spare no expense to save you money
- 583. Our lot buyers are getting in on the ground floor
- 584. Don't just drive there - Go by / Buy something
- 585. Price countdown in progress
- 586. Low price economy Not high price astronomy
- 587. Whether forecast: If not sunny, it may be cloudy
- 588. You don't have to knock on wood when buying here
- 589. Friends come and go, but enemies accumulate
- 590. Buy here today Don't be gone to Borrow
- 591. We make them like they hardly are any more
- 592. Revolving cash payment plan available
- 593. The less it costs - the more it pays
- 594. Buy now- Save later
- 595. This is the end - Of your search
- 596. Try us for a moving experience
- 597. The most for the leased
- 598. Price war - enlist here
- 599. Don't just try to get buy
- 600. Like to float a boat loan?
- 601. The chief cause of divorce is marriage

## **AUTOMOTIVE**

- 602. Big wheels can be unbalanced
- 603. Charge in and charge it
- 604. Don't have a blow out tonight
- 605. Do you wobble past 40?

- 606. Did you enjoy your blow out last night?
- 607. Exchange Xmas tires today
- 608. Get your spring brake job here
- 609. Good Bye chains - hello sno tires
- 610. Is your Lizzy ready for a change?
- 611. If tires squeal, see our deal
- 612. If you get a hole in one, see us
- 613. Invite us to your blow out
- 614. Long chance; short life
- 615. No skidding we have sno tires
- 616. No business like snow business
- 617. Our 30-30 guarantee: 30 min. or 30 miles
- 618. Tires are bald / St. Peter called
- 619. We fix flats; not tickets
- 620. Overhauls for motors with short pants
- 621. We have know-how - Not no-how
- 622. Hitching post for tired nags
- 623. Car cafe - Gasoline highballs
- 624. Food for finicky flivvers
- 625. We can fuel all the people
- 626. Free - Dehydrated ice
- 627. Abandoned autos available for adoption
- 628. Get a step-saving device: one of our cars
- 629. Feeling fuel-ish? Serious service here
- 630. If you can't stop, honk horn
- 631. M.D. (Doctor of Motors) diagnostician
- 632. Cars with jerks - Tune-ups here
- 633. Surgery for metallic violence
- 634. Car nix - We fix
- 635. Ability will never catch up with the demand for it
- 636. Consultations and treatment for tire baldness
- 637. Wee cater to small cars

**638.** Car body bent with age - New models here  
**639.** Motor parts, bits and pieces  
**640.** Car smoking more now? You enjoying it less?  
**641.** We fix the best and wreck the rest  
**642.** Space station (Ample Parking, that is)  
**643.** May we have the opportunity to tank you?  
**644.** In your Chevrolets - See us, it pays  
**645.** People with tact have less to retract  
**646.** Quick picks for Buick-niks  
**647.** Had a wrack in your Cadillac?  
**648.** Cadillac Bivouac  
**649.** Crash and Carry (Towing)  
**650.** Calling all cars - See our arresting display  
**651.** Custom lubrications by axle grease  
**652.** If you can't stop - Buy our brakes  
**653.** C.O.D.- Cars On Display  
**654.** Inner space agency (Tires and Tubes)  
**655.** Close out on 1925 Star magnetos  
**656.** Wheel estate - Travel trailers  
**657.** Cheerio! All you chaps in Austins and MG's  
**658.** Rust destroys the same metal that the hammer hardens  
**659.** A car's weakest part, the nut holding the wheel  
**660.** We can tire, shock and brake you  
**661.** Modern garage furnishings: new cars  
**662.** Foreign cars washed with imported water  
**663.** Motor running oil right?  
**664.** Oil's will that ends well  
**665.** Car no go? Ah, so - we know  
**666.** Avoid ticket for driving without car  
**667.** See our fender bender for that shoddy body  
**668.** We specialize in fillings - Auto dent-al work  
**669.** Our attendants are filling fine, tank you

**670.** In-patient clinic for old age cars  
**671.** We don't run our lot prices into the ground  
**672.** Tires turning blue? Give them air here  
**673.** Don't coddle that old model, young ones here  
**674.** 4-dr cars reduced to 2-dr for quick sale  
**675.** Blow your top? Replace gaskets here  
**676.** Does your beetle car bug you?  
**677.** To be truthful, our cars are youthful  
**678.** Hordes of Fords here  
**679.** Bevies of Chevies on display  
**680.** Far away is far away only if you don't go there  
**681.** Honest injun we have goooooood tires  
**682.** I dreamed I went riding on \_\_\_\_\_ tires  
**683.** Instant tires: Just add money  
**684.** Let us rig your tire program  
**685.** May we re-tire you in May?  
**686.** No slips with our sno grips  
**687.** Old tire men never die they just blow up  
**688.** Our school tires have class  
**689.** Our retirement plan will pay off  
**690.** Our tires are fit to be buyed  
**691.** Post mortems performed on dead motors  
**692.** Be modern - Get rid of that car crank  
**693.** Care to date one of our car models?  
**694.** Achtung! Volkswagens Willkommen  
**695.** Bon Jour! Renault owners, entre vous  
**696.** Tell us your fortune - we'll see you a car  
**697.** Our fill-osophy: Gas everything with wheels  
**698.** Car extra exhausted ? Gassy? No longer classy  
**699.** Techniques for leaks and squeaks  
**700.** Is your exhaust system go or gone  
**701.** Buy your wife a work car

## BAKERY

- 702. It's easy to steal from a cut loaf
- 703. Inflation is like dough - it rises and falls
- 704. Very drooly yours
- 705. Cakes 66¢ - Upside down cakes 99¢
- 706. Our Bread Slow-Baked by loafers
- 707. A toast to our upside-down cakes: Bottoms up
- 708. Our cookie baker is a cut-up
- 709. Knead some bread? Our bakers did
- 710. Our breads are bundles from leaven
- 711. Bakers and breads - Both fresh
- 712. Our shortcakes are berry good
- 713. Everything starts as somebody's daydream
- 714. Let's swap dough - Bread for bucks
- 715. Shortcake - Take it home and berry it
- 716. We never go off half-baked

## BANKS

- 717. Remember, someone is saving the money you spend
- 718. Today's nest egg is soon hatched
- 719. We are all deep in the heart of taxes
- 720. A good thing to be out of - out of debt
- 721. Some people are kept poor by pretending to be rich
- 722. What this country needs is a good 5¢ nickel
- 723. Who goeth a-borrowing goeth a-sorrowing
- 724. Marriage makes money go faster, not further
- 725. What grows bigger the more you contract it - debt
- 726. Creditors have better memories than debtors
- 727. Give your wife credit; cash is fine, too

- 728. Wealth isn't necessary but mighty convenient
- 729. Small change is quick silver in the pocket
- 730. He who marries for money earns it
- 731. Pay mistakes by check - saves explanation
- 732. Money Talks, but never gives itself away
- 733. Stormy weather specials for rainy day savers
- 734. Mid-town branch of the money tree
- 735. Money talks: Come in for short speech
- 736. Our motto: Let buy gones be bygone
- 737. Payroll checks accepts - Cash and Tarry
- 738. Tellers to sellers
- 739. Like to float a boat loan?
- 740. Cookie jars are for cookies
- 741. Don't sock it - bank with us
- 742. "Put it here pardner"
- 743. Open an account with any amount
- 744. Watch your long green grow here
- 745. Don't wait to accumulate
- 746. Money saved is money spurned

## BOWLING ALLEYS

- 747. You behind the weight ball? Try bowling
- 748. Bowlers: Can you spare a line
- 749. We welcome pin money spenders
- 750. Adult playhouse - Children too
- 751. Get off the streets and into our alley
- 752. Try our easy play plan
- 751. Come in and shoo the fat
- 754. Don't give up the shape
- 755. You'll have a ball if you bowl here

- 756. Our alleys are tried and true
- 757. Would you like to bowl us over?
- 758. Sanctioned bowl fights
- 759. Our customers are knocking on wood

## CHURCHES

- 760. Pray, believe and receive
- 761. Conceit is God's gift to the small minded man
- 762. Churches belong to you, attend one
- 763. We are not punished for our sins, but by them
- 764. Do unto others as though you were the others
- 765. Love thyself and many will hate thee
- 766. Church belles: Pastor's daughters
- 767. He who livest to live forever, never fears dying
- 768. They who forgive most, shall be most forgiven
- 769. Love gives itself, it is not bought
- 770. Nothing is or can be accidental with God
- 771. Go to church, just don't talk about it
- 772. Earth hath no sorrow that heaven cannot heal
- 773. God's mill grinds slow but sure
- 774. Got the blues? Fill a pew!
- 775. In Heaven an angel is nobody in particular
- 776. Lord give the world common sense - beginning with me
- 777. The family that prays together stays together
- 778. Don't send your child to church - go with him

## CLEANERS- LAUNDRY

- 779. Old clothes do fade and we just dye away
- 780. For suit, 'tis that we clean, and evermore
- 781. In as remnants, out as raiments

- 782. We are in pur-suit of your ad-dress
- 783. No charge for washing dirty Kleenex
- 784. I came! I saw! I laundered!
- 785. Confidential service on your dirty linen
- 786. We'll take the wrap for you and come clean
- 787. We renew white collar workers
- 788. Bring suit here if incompatable
- 789. Avoid de-pressing work- Bring it here
- 790. Iron curtain escape station
- 791. Your dress in distress?
- 792. Tried in? Dirt's out
- 793. As you rip, so shall we sew
- 794. Soiled clothers toiled here
- 795. Weave your clothes here if meshy
- 796. Bubble! Bubble! No toil or trouble
- 797. We hope to collar your shirt business
- 798. Turn glad rags into gay garments
- 799. Wrinkles de-creased - Press in-creased
- 800. Have you a new wrinkle? Let us im-press you
- 801. We're hanging around town
- 802. Open due to the press of business
- 803. Our pressers are all steamed up
- 804. Can we iron out your troubles?
- 805. Crazy over-wrought iron
- 806. Lead a clean sober life - Dry clean
- 807. Law suits pressed (And cleaned)
- 808. Our pur-suit is good cleaning
- 809. Clean clothes scepter
- 810. We welcome shirttail relations
- 811. We spin shirt tails
- 812. Bring in cleaning before clothing time
- 813. Let us say: We done did your duds

- 814. Now is the time to commit the grime
- 815. Let us be your press agent
- 816. Let's be clothes friends
- 817. Enter in - We'll clean you out
- 818. We clean everything but dirty looks
- 819. Give us your dirty looks
- 820. Grime doesn't pay
- 821. Satisfaction guaranteed or your dirt back
- 822. No rhyme nor reason for grime this season
- 823. We see your spots before our eyes
- 824. Rings are things home spotting brings
- 825. Let us help you lead a clean life
- 826. Cleaners for fussy folks
- 827. One call cleans all
- 828. Come clean with us - we will dye for you

## FLORISTS- NURSERIES

- 829. True friendship is a plant of slow growth
- 830. Give dandelions an inch and they'll take a yard
- 831. Rock bottom prices on stepping stones
- 832. Start from scratch with our lawn supplies
- 833. Shrubs \$\_\_\_\_\_ -Take it or leaf it
- 834. We're rooting for you
- 835. Inspect our Ivy league plants
- 836. Two-plant shoots available
- 837. Plant our seeds and jump back
- 838. Get re-leaf from high shrub prices
- 839. There's fungus among us - Spray now
- 840. Man is a tree you can judge by the bark
- 841. Flagstone \$\_\_\_\_\_ - This is a concrete offer

## FURNITURE

- 842. Have sale - Will retail
- 843. Taking inventory - Can we count you in
- 844. We're "Covering up" for our customers
- 845. Can do! Will go! Can't say no!
- 846. Let us cover up your tracks

## HARDWARE STORES

- 847. Our paints are just pigments of your imagination
- 848. Paint - bluey hues and other favorites
- 849. Our screens are a holey mesh
- 850. Retail sales on pails or nails
- 851. Septic tank cleaner: The wizard of ooze
- 852. We rent most everything but money
- 853. The leased you can do, is get our rates
- 854. Rent and rave - at what you save
- 855. Window shopping? Try a hardware store
- 856. Our hardwoods will floor you
- 857. Wood you like to raise the roof?
- 858. There's no tool like a new tool
- 859. Buy one of our ladders in four easy steps
- 860. If you don't need it, we have it
- 861. Need lumber? Let us hold a board meeting
- 862. Window glass - Reduced to clear
- 863. We give you a fair shake on shingles
- 864. Dew-it-yourself lawn sprinklers
- 865. To home it may concern
- 866. We stand behind every shower we install
- 867. We sell switches - Off and on
- 868. Roof all shook up? Reshake with our shingles

- 869. Spokesman for bicyclists
- 870. 51 % fewer cavities with spackle

## MOTELS

- 871. Prone positions available - apply within
- 872. Heir conditioned honeymoon suites
- 873. O.K. you win - We will put up or shut up
- 874. Why don't you come bed-y buy
- 875. Our beds will really get you down
- 876. Pets free - People slight fee
- 877. Little Boy Blue slept here
- 878. Our customers are full dozers
- 879. The Supreme Court
- 880. Refrain from strain - stop in
- 881. Highway full? Try our pool
- 882. Hello there! We've been waiting for you
- 883. The extras are standard
- 884. How 'bout a splash before you dash
- 885. Your comfort - our pleasure
- 886. Whoa Podnuh! Indians ahead - camp here
- 887. Hunters: Quit hunting - stop here
- 888. Prefer the best - be our guest
- 889. If your attention wanders - wander on inn
- 890. We have a pool - drop on in anytime
- 891. Let us furnish your dreamland
- 892. As a general rule - You'll be cool in our pool
- 893. Our pool is lonely without you
- 894. King-sized rooms - queenly comfort
- 895. We love kiddies - so does our pool
- 896. There are no shortcuts to any place worth going.

## RESTAURANTS

- 898. Dip and dine - Drive on refreshed
- 899. It's later than you think - stop here
- 900. Happiness is sharing our hospitality
- 901. Tried a dish of fried-ay fish?
- 902. Eat here to a fare-thee-well
- 903. The chew-chew express for chewsy people
- 904. Edifice of edibles for epicures
- 905. Phish and chips - Try a Phew
- 906. Got the shakes - will fill to spill
- 907. No cover charge on open-faced sandwiches
- 908. Come right in - sit right down We'll pamper you
- 909. We did not invent service - just perfected it
- 910. Our business makes prophets
- 911. Traffic sandwiches ahead - butter stop here
- 912. If you can't smile, stop as you go by
- 913. Treat your check to chick'n dinner \$ \_\_\_\_\_
- 914. Be fare with our mis-steaks
- 915. When you give orders, we "Chicken out"
- 916. Burger bank - transfusions urged
- 917. Pick a winner - Chick'n dinner \$ \_\_\_\_\_
- 918. How clean is my galley?
- 919. Good food - open ate days a week
- 920. How now browned cow? Onions or relish?
- 921. Franks for the memory
- 922. What foods these morsels be
- 923. Taste buds blooming here
- 924. Palates pleasantly pacified
- 925. Try our zero sandwich - it's nothing
- 926. Your host from toast to roast
- 927. If you drink and drive, don't end up on a bier

- 928. Sez Simon - Eat some pie, man
- 929. Watering hole for thirsty travelers
- 930. We satisfy wishes for food delicious without the dishes
- 931. Garden of Eatin - Special, Adam's apple
- 932. If you don't smell it ask for it
- 933. Haven for hunger
- 934. We have a diversity of culinary materpieces
- 935. We have a flame in our hearth for you
- 936. Spaghetti - noodle doodles
- 937. Getting thinner? Try our pie and chicken dinner
- 939. Stake yourself to one of our steaks
- 940. Happy holidays happen here
- 941. Try our seafood - just for the halibut
- 942. We serve the best second drink in the world
- 943. Wanted: Hungry people - Sunday buffet
- 944. We don't put our chicken in tubs
- 945. For the maxie appetites, try our mini snacks
- 946. Y Banquets
  - E Receptions
  - S Meetings
- 947. Help stamp out home cooking
- 948. Our diet lunches won't go to waist
- 949. Our cook gets a day off - does yours?
- 950. Holding a sales meeting? See our facilities
- 951. Hey Kids! Tell Daddy it's snack time
- 952. Get an early start - Tomorrow breakfast at 6
- 953. Relax with a short swim and tall drink

## **SAFETY**

- 954. When wine's in, wit's out
- 955. Fast drivers may ride behind a slow driver

- 956. Remember that "horseplay" is always a menace to safety
- 957. A throw rug, you know, can give you a throw
- 958. Where law ends, tyranny begins
- 959. Take care - policemen don't whistle because they're scared
- 960. Keep your head steady and your brakes ready
- 961. Drive carefully, death is so permanent
- 962. Road hogs are butchered daily
- 963. To see 90, avoid it on speedometers
- 964. The curves you watch should be in the road
- 965. To avoid that run-down feeling, obey stop signs
- 966. Pedestrians should be seen and not hurt
- 967. Accidents have no holidays, so be careful
- 968. Fall asleep at switch, O.K. at wheel, K.O.
- 969. If you insist on speeding, we won't stand in your way
- 970. Sleeping at wheel results in wake
- 971. Take five - Man alive, don't overdrive
- 972. If you mention safety, we'll belt you
- 973. Avoid accidents - Keep body and soul together
- 974. Live dangerously - Be wreckless
- 975. Men seldom cause crashes, when making wise passes
- 976. One who is always right may be left
- 977. Children should be seen - Not hurt
- 978. Good living is northguarding
- 979. Safety pays family dividends
- 980. Life is too short to take long chances
- 981. Try to relax, but try not to be lax
- 982. Don't be a fall guy. Watch your step
- 983. Makeshifts make accidents
- 984. Be goggle-wise - Protect your eyes
- 985. Safety has no quitting time
- 986. The factory cut-up too often is
- 987. The rule breaker is the accident maker

**988.** Make danger a stranger in your home

**989.** Plan for safety and you'll build for life

## **SHOPPING CENTERS**

**990.** Our goods are fit to be bought

**991.** Our shoes are fit to be tied

**992.** No sales made while your car is in motion

**993.** Haunting for bargains? Spooks welcome

**994.** This is where you come in

**995.** Video for Videots

**996.** Stereo is not for one-track minds

**997.** Clothes out sale

**998.** Brood properly shoes?

**999.** We half to announce 50% price cuts

**1000.** Window shopping isn't too pane-ful

**1001.** Everything on sale but our integrity

**1002.** Lots for tots, toys for boys, this is for misses

**1003.** Outer space: Overcrowded, clearance sale

**1004.** Shoe customers are our sole beneficiaries

**1005.** Come in and shoe the feet

**1006.** Eye it! Try it! Buy it!

**1007.** Last outpost on new frontier

**1008.** What do you like in the fifth?

**1009.** Kid-napping - children's haircuts

**1010.** Clotheslines are for the birds

**1011.** New goods for old greenbacks

**1012.** Compare our ware

**1013.** Are you aware of our unaware

**1014.** From here to maternity

**1015.** Come in and tie one on

**1016.** Clothed for the season

**1017.** Be sure your end justified the jeans

**1018.** Old furniture bought - Antiques sold

**1019.** Our shoes last - It's survival of the fittest

**1020.** It's our duty to save you booty

**1021.** Step on it - don't miss our carpet sale

**1022.** Ready to give you the shirts off our neck

**1023.** We perform feats in foot fit and fashions

**1024.** Brand X sold out - Try and zee

**1025.** Reasonable shoe repairs for customers not well-heeled

**1026.** We do not cater sole-ly to well-heeled customers

**1027.** House blouses for spouses

**1028.** 1/2 off on men's bathing suits (no tops)

**1029.** Shirt not hurt when expert exert

**1030.** Shoes and shoes - That's about the size of it

**1031.** Be seeing you. Buy and buy

## **SUPER MARKETS**

**1032.** Choice morsels for sharp tongues

**1033.** T.V. (Terrific Vittles) Dinners

**1034.** This is not a common market

**1035.** Compact caravan oasis - Nuts and dates gathers

**1036.** The finest food you ever thaw

**1037.** Too many cigarettes? Try our smoked tongue

**1038.** We loosen your appe-tight

**1039.** Dog food: Bow wow chow

**1040.** Without customers, store is a shell of a business

**1041.** Meat prices slashed to the bone

**1042.** Food your dog will bay, beg, or burrow

**1043.** Even if worse comes to wurst, we can remain good livers

**1044.** There's no place like home, come in, son

**1045.** Our prices are prizes - not sur-prices

## MISCELLANEOUS

- 1046. Seedy Service - oops, I mean speedy
- 1047. Six months to pay, 6 mos. if you don't
- 1048. Special - 100% down - no payments
- 1049. Try our out of sight guarantee
- 1050. Try our around the block guarantee
- 1051. Time wounds a lot of heels
- 1052. Try our easy cash plan
- 1053. This week's special: Free sales story
- 1054. We don't have one bargain: they all are
- 1055. We never make missteakes
- 1056. We take cash: No questions asked
- 1057. We smile as you pay
- 1058. We knead your dough
- 1059. Your dough is our bread
- 1060. Be patient with everyone, especially yourself
- 1061. Not the fastest horse can catch a word spoken in anger
- 1062. Problems are only opportunities with thorns
- 1063. You're never a loser until you quit trying
- 1064. Necessity is the mother of taking chances
- 1065. Deep faith eliminates fear
- 1066. You're never too old to grow up
- 1067. Nothing in fine print is every good news
- 1068. Many things are lost for want of asking
- 1069. Habits are first cobwebs, then cables
- 1070. Even a small star shines in the darkness
- 1071. If you want your dreams to come true, don't sleep
- 1072. Faults are thick where love is thin
- 1073. Too many captains may steer a boat up a mountainside
- 1074. The best substitute for experience is being sixteen
- 1075. Torture numbers end they'll confess to anything
- 1076. Laughter translates into any language