

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