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Quotes by Burnett, Leo

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Leo Burnett (October 21, 1891 - June 7, 1971) was an advertising executive famous for creating such icons as the Jolly Green Giant, the Marlboro Man, the Pillsbury Doughboy and Tony the Tiger. Born in St. Johns, Michigan, he studied journalism at the University of Michigan.

If you are writing about baloney, don't try and make it Cornish hen, because that's the worst kind of baloney there is. Just make it darn good baloney.

- Burnett, Leo

I've learned any fool can write a bad ad, but it takes a real genius to keep his hands off a good one.

- Burnett, Leo

Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.

- Burnett, Leo

When you reach for the stars, you may not quite get one, but you won't come up with a handful of mud either.

- Burnett, Leo

To swear off making mistakes is very easy. All you have to do is to swear off having ideas.

- Burnett, Leo

What helps people, helps business.

- Burnett, Leo



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