

**The Ultimate
Idea-Inducing,
Creativity-Enhancing,
Sample Headline Collection**

Over 600 Samples Of Published Headlines Inside

**Compiled by Robert D. Boduch
1999**

The Ultimate Idea-Inducing, Creativity-Enhancing, Sample Headline Collection

Jerry Fisher

The Three Little-Known Secrets To Bring Out Your Natural Beauty.

How To Make Your Stomach Flat And Hard In 30 Days!

How Would You Spend An Extra \$200,00, Starting Tomorrow?

Enjoy The Temptingest, Tastiest Tacos In Town!

A Good Reason Not To Settle For A 10% Return.

How To Remove Carpet Stains In 10 Minutes.

Finally, People & Pet-Friendly Solutions To Pest Control.

Slip This Into Your Checkbook And Watch Your Debts Disappear!

Police Officers Give Our Donuts A Thumbs Up, And So Will You!

Truckers Favorite Fuel!

“The Best New Way I’ve Seen To Reach Your Fitness Goals!”

Yes You Can Have A Healthy Body... Even If You Don’t Like Exercise!

“Deathly” Door Stop. It’s Deafening Alarm Scares Intruders To Death.

Revealed... A 20-Year Old Secret To Lowering Your Insurance Premiums.

“Whew!”

Announcing The Chocolate Pie Diet.

“Heelp!”

Is Keeping Your Family Safe Worth 54 Cents A Day?

Now YOU Can Skip Any Trade Show And Still Get An Armload Of The Best Exhibitor Handouts.

Worried That Home Inspection Could Be A Deal Buster?

How To Nail Down A 20% Return On How To Nail Down A 20% Return On Your Investment. (nail attached)

Sit Down, Have A Cup Of Coffee On Us, And Learn Why You Can Profit From Stocking Jensen's Molly Bolts. (coffee attached)

Maintenance Problems Giving You A Headache? (Aspirin attached)

You Could Use The First As A Cheaper Substitute For The Second, But Could You Trust It? (gumball and ball bearing attached)

Your Computer May Be Protected From VIRUSES, but... Are You Aware Of Deadly Computer Allergies?

Oh No, Not Again!

Are YOU Tired Of Living Paycheck To Paycheck?

Treat Yourself To A Maui Adventure You Have To Stay Home For.

I'll Write Your Collection Letters. Your Complaint Letters. Even Letters To Your Congressman. And Get The Results YOU Want!

"Makes Life So Much Easier!"

What's That Little Box On The Wall? It's A Payroll System So Simple You Do Absolutely Nothing!

When People Drive Up To 616... Impress Them With A Freshly Painted Home That's Now More Beautiful Than Ever!

Call For A Free Checkup At The Truck Doctor

Why Lug Your Clothes To The Dry Cleaner When The Dry Cleaner Will Come To You?

Weight Loss Hit A Plateau? Depressed By Constant Backslides? Not Losing In The Right Places? Experience A Fitness Breakthrough With Your Own Personal Trainer!

We Are Handing Out Hundreds Of Dollars A Day!

True, The Safest Way To Double Your Money Is To Fold It Over Once and Stick It In Your Pocket. But PineCrest Investment Properties May Be The Second Safest Way.

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To The Bride And Groom: You'll Soon Be Making Beautiful Music Together At Your June Wedding. Can We Provide The Accompaniment?

You Will Overpay For Your Next Car.... Unless You Heed This Book By An Ex-Car Salesman.

Lose Up To 30 Pounds On Strawberry Shortcake.

Meet The Great Grandmother You Never Knew.

No Horoscopes. No Fashion Tips. No Perfume Strips. Just Smart, Clear Financial Advice For The Independent Woman.

It's 3A.M. And You Don't Know What To Do. Start Parenthood Off Right With A 2-Hour Newborn Care Consultation In Your Home. It Will Make Things Go A Lot Easier.

What Four-Letter Word Do You Use When You Have To Write A Check For Your High Healthcare Premium?

3 Little-Known Secrets To Bring Out Your Natural Beauty.
How To Make Your Stomach Flat And Hard In 30 Days.

How Would You Spend An Extra \$200,000 Starting Tomorrow?

Is Your Home Safe Against Burglary? Take This Test To Find Out.

Suppose This Happened To Your Car.

Trim 21% Off Your Auto Insurance Premium.

Enjoy The Temptingest, Tastiest Tacos In Town!

Lose Weight On A Full Stomach.

A Good Reason Not To Settle For A 10% Return.

How To Remove Carpet Stains In 10 Minutes.

Take One Day To Learn How To Read Men's Minds.

"I Gave Up Social Work To Rid The World Of Dustballs." Let A Former Social Worker Use Her Unique Skills And Dedicated Staff To Maintain Your Home Or Office.

"With All Their Extra Advantages, It Doesn't Surprise Me They Have An 80% Repeat Customer Rate."

Did You Know There's Finally A Way To Reduce The Bidding-Out Process Down To One Phone Call?

There are 10 Major mistakes men make with women, and 10 that women make with men—but on both lists the number-one blunder is the same.

Electric Razors may Heighten Your Leukemia Risk, According To A Scary New Study—But They Aren't The Only Electrical Appliances That may Cause Cancer.

Automatic Teller Machines Can Be Magnets For Crime—But You Can Stay Safe If You Follow Some Tips From An Expert

How Will You Look After Cosmetic Surgery? Get A Revealing Preview In This Complimentary Video From People Who've Already "Been There".

Turn Every Dollar Of Debt Into \$11.83 Of Wealth. Here's How: Attend One Powerful Seminar That Shows You How To Be Debt-Free In About Five Years, No Matter What Your Circumstances... While Also Building A \$1 Million+ Retirement Nest Egg.

Is Car Bargaining Worse Than A Root Canal?

Call Two Doctors Who Really Care About Your Feet. (Yellow Pages Ad)

You Honestly Tried To Quit... But Just Couldn't! Don't Worry. You're Not Alone.

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Where Picky Limousine Services Come To Look Their Parade-Best.

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Dan Kennedy

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How To Literally Write Any Size Paycheck You Like, As Often As You Like

Here Are The Exact Ingredients For A Direct Mail Moneymaking System of Your Own

19 Secrets Of Exceptional Results Selling

I've Got A Million-Dollar Idea—Now What?

How To Turn Your Ideas Into A Fortune

How To print All The Money You Want—Legally!

The One-Page Typewritten Letter That Brought In 7 Million Orders And Built an Empire

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How An Unemployed Autoworker Invented A Revolutionary Approach To Advertising In His Garage

Create Your Own Million-Dollar Product From Scratch

How To Make Enormous Amounts Of Money Packaging & Marketing Information

How To Sneak In And Hear All The Information Marketing & Direct Marketing Super-Experts – Cheap!

How To Build A Multimillion-Dollar Business Without Spending Even A Penny On Advertising

Advise And Profit – How to Create Exceptional Income As A Consultant

Can We Talk? How To Make \$20,000 An Hour Without A Gun!

I Know 97 Specific “Tricks” To Creating Ads That Reach Out And Suck Money Right Out Of Peoples’ Wallets Like An Out-Of-Control Vacuum Cleaner ‘Monster’—How Many Of My Tricks Would You Like To Know?

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Gary Halbert

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The Amazing Direct Mail Secret Of A Desperate Nerd From Ohio!

How To Get A Product To Sell If You Don’t Have One Already And How To Get It For Nothing!

How To get As Much Money As You Need To “Roll Out” Your Project And Get It Without Borrowing!

An Amazing Secret That Can Make Your Newspaper Advertising 750% More Profitable!

How To Get The Exact Name And Address Of Every Man, Woman And Child Who Is Ever Likely To Become One Of Your Customers!

What To Write On A Simple Postcard Mailing That Will Make People Flood Into Your Business

How To Mail Up To 100,000 Letters Per Week At No Cost Whatsoever! (not even postage)

How To Make Your Ad In The Yellow Pages Pull In 400% More Business Than It Does Now—At No Extra Charge!

How To Use Cheap Little Classified Ads To Make As Much As \$10,000 Per Day!

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How To Reap Unbelievable Profits As The Dow Jones Soars To Over 4000 In The Next 18 Months, And Then Crashes Like A Lead Balloon!

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Eugene Schwartz

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How To Rub Your Stomach Away

Full Grown Trees—One Foot Tall

Why Do Chinese Women Have Such An Impossibly Low Rate Of Breast Cancer?

How To Get The Guts Of 300 Business Magazines In 30 Minutes

Now A Tranquilizer Pill Without A Doctor's Prescription! Released To You For The First Time!

Give Me One Evening And I'll Give You A Push-Button Memory

She Fled The Hospital When The Doctor Said "Cut Open Here"

Can You Make Onions Into Medicine That Rids You Of A Dripping Cold?

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Carl Galletti

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How You Can Make \$87,000 A Year As A Successful Magazine Writer! (Steve Manning)

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The Secrets Of Successful Advertising By Mail

The Shocking Truth About Becoming A Millionaire

No-Nonsense Advice About Making Money In Your Own Business

"How To Make Big Money Writing and Selling Booklets in the next 30 Days" Steve Manning

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New Breakthrough "KILLER LETTERS" and "POWER ADS" Package Teaches You—The Shocking Truth About Advertising And Marketing—Revealed In Lost Manuscripts From The 1920's—and Why Many "Marketing Wizards" Are Sucking Your Life Dry By Selling Hope Rather Than Help (Joe Vitale)

50 Idiot-Proof Ways To Make Money On The Internet!

Think and Grow Rich this year and for the rest of your life! (Guthy Renker)

Question: What's The Key Secret To Increasing Your Profits By As Much as 917%? If you don't know, read on. You'll find out what it really takes to pull more sales and profits from every as or sales letter you ever use.

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Isn't it time you came back to the Future?

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How To Accomplish Anything You Want In Life

Starting off with \$56,000 in debts... A Young Divorced Mother Tells How She Became A Millionaire In Only 34 Months. Here she explains how you can also start earning enough money—easily—working at home, to retire as a millionaire within 5 to 10 years.

You Can Start With Less Than \$100 and Make Lots Of Money With Classified Ads! I Did, and I'll Teach You How! (Melvin Powers)

Do you have what it takes to succeed at your own business? This free book will help you find out. YOURS FREE! Starting Your Own Business... 12 Steps To Success. (Hume Publishing)

To become financially independent, it helps to BE YOUR OWN BOSS

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How To Get A FREE One Year Subscription To The Online Marketing Newsletter And \$1,177.00 Worth Of FREE Gifts”

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SPECIAL PREFERRED CUSTOMER OFFER INSIDE! Dr. Napoleon Hill, the world's greatest authority on success, has a never-before-released video message for you! PLUS—a FREE stereo cassette player worth \$29.95! (Guthy Renker)

The Keys To Success Are In Your Hands.

You Are about to experience music as you never have before.

MERILL LYNCH CANADA INC. AJAX BRANCH, LOCATED IN THE AJAX DURHAM CENTRE. RECEIVE A COMPLIMENTARY RRSP/RRIF INFORMATION KIT

A Marketing Strategy That Offers Unlimited Opportunity To Expand Your Business...
DIRECT MARKETING Fall Program Date: Nov 25-26/98

EXTRA SAVINGS! Longer payment terms—reduced deposit

If you have the winning entry and return it in time, we'll say... GREAT NEWS ROBERT BODUCH, YOUR TEN MILLION DOLLAR PAYMENTS ARE AUTHORIZED TO BEGIN!

WANT TO GET AHEAD IN BUSINESS?

Thinking About Starting Your Own Business...?

The day the company president called his own office is one day no one will ever forget!!!

Bring the world into your home—or your office—with a National Geographic globe!

Computer Courses And Access Database Setup

Here are three good reasons to visit Davidson Chrysler Dodge with your 1997 Dakota.

Get the latest on Windows troubleshooting and performance-enhancing tips, tricks and techniques

Unleash The Power Of Direct Mail With Internationally Renowned Marketing Guru Ray Jutkins

Why is it that the best new things look a lot like our favourite old things?

Have You Seen The New TVO?

The World's First Personal Postage System. Never Run Out Of Stamps Again!

Free 60-Day Introductory Trial Of revolutionary New "Personal Post Office"

Firm and Revitalize Your Skin, with AND Revitalizing Resource.

VITA-MIX Announces "Instant Health" At the flip of Switch! Now it's yours to use in your home for 30 days!

Treat Yourself to "Instant Good Health" for the next 30 days!

DAY-TIMER (day-ti-mer) n. (est.1947)

1: time-saving device to organize, coordinate, and schedule your professional and/or personal life. 2: (slang) portable desk or bible. 3: authoritative guidebook to success. 4: ingeniously crafted appointment/meeting register. 5: causes absolute dependence in user; My life's in there; I can't live without it!"

How To Organize Your Life & Get Rid Of Clutter

How To De-Junk Your Life! Keys to taking control, getting organized, and getting it all done.

How To Design Attention-Grabbing Brochures, Catalogues, Ads, Newsletters and Reports

Troubleshooting & Maintaining PC's for IBM's and Compatibles. Get the tools techniques and shortcuts you need to keep your PC's up and operating at peak performance.

How To Supervise People. A Powerful Program That Will Launch You to Peak Performance in Motivating, Managing, & Taking Charge Of Projects & People.

How To Manage Conflict, Anger & Emotion Control, Confidence and Composure in even the most highly-charged situations.

Project Management Guaranteed to help you complete your projects on time, on budget, and on target.

How To Deliver Exceptional Customer Service. A dynamic seminar that's a must-attend for everyone who communicates with customers.

Business Writing For Results! Make your words sizzle with the clarity, impact, and power that get results.

Conquer the "information age" with the most powerful weapon ever discovered for reading, comprehending, and remembering any kind of written material,

How To Make Presentations With Confidence & Power. This seminar will teach you innovative tips, techniques, and strategies that empower you to stand up and speak with confidence and power.

How To Recruit, Interview & Hire the Right Person. A Step-By-Step System for Selecting the Best Person for Every Job

How To Manage Stress, Reduce Anxiety & Stay Cool Under Pressure

How To Manage Multiple Projects, Meet Deadlines & Achieve Objectives

How To Get Things Done. Take Control Of Your Time, Tasks & Priorities, and Accomplish More than You Ever Thought Possible!

Powerful Listening Skills. Hear More of What People Are Saying and Retain More Information Than You Ever Thought Possible

How To Speak Without Fear. Overcome Fear and Control Nervousness Anytime You Speak in Front of Others

How To Design Successful Newsletters, Brochures, Reports, And Ads That People Will Notice And Want To Read!

How To Understand, Access And Use The Internet

How To Design Eye-Catching Brochures, Newsletters, Ads, Reports (and everything else you want people to read)

The Finest materials and tailoring make these the best cotton pants money can buy.

Unlike other premium jeans, you're not paying extra for our name.

From the first time you touch it to the fiftieth time you wash it, you'll know it's a better fleece.

The world's most flexible clothing system for the world's most changeable climate.

Our shoes are crafted of superior leather for greater comfort, breath-ability and durable looks.

So rugged its working life is sometimes measured in decades instead of years.

If you have and return the grand prize winning entry and correctly answer a skill-testing question, we will be pleased to announce that THE RESULTS ARE NOW IN: KELLY ANN BODUCH HAS WON ONE OF OUR TWO \$1,666,675.00 PRIZES!

BUILD IT CHEAPER. BUILD IT BETTER. BUILD IT YOURSELF.

REPAIR IT. REMODEL IT. RENOVATE IT. JUST DON'T PAY SOMEONE ELSE TO DO IT!

FIRE YOUR CONTRACTOR! Save big bucks and get great, professional-looking results when you do it your self with HOME REPAIR AND IMPROVEMENT from Time-Life

Books. Start cutting your home repair costs right now—save \$9.00 on your first book with our special D.I.Y. discount!

CREATIVE EVERYDAY COOKING. Quick, Easy...Delicious!

For You: A \$24.98 “Thank YOU” Present. A Guaranteed Chance To Win \$1,000,000.00 in the final stage of our \$1,375,000.00 Sweepstakes!

MIRACLE MEDICINES You Can Make For Yourself In Just Minutes!

MILLIONS HAVE BEEN CURED By These Miracle natural Healers! Now They Are Available To You To Use Instantly In Your Own Home, Without Sending A Penny.

Doctors Astounded By The Power Of These Miracle Self-Healers! (Prevention)

30 Days To A Low Fat Life!

Where ordinary medicine fails, these Miracle Natural Healers can work for you! (Prevention)

How To Heal Your Body’s Ills BEFORE YOU Need A Doctor! (Prevention)

1,495 New Ways To Heal Yourself Now! (Prevention)

What’s your body Trying to tell you about your health right now? Take a 21-day look FREE! (Prevention)

The world’s top doctors tell you how to heal your ills YOURSELF! (Prevention)

Which of these NAGGING SYMPTOMS Would You Like To Correct Right Away? How To De-Code Your Body’s Secret “Messages!” (Prevention)

When It’s OK To Be Your Own Doctor! (Prevention)

Enjoy Peace Of Mind—And Better Health! (Prevention)

Astounding New Cholesterol Secrets That Stop Heart Disease In Its Tracks!

6 Reasons Why 98% Of Diets Fail... And How The VITA-MIX Lifestyle Helps You Lose Weight And Reduce The Risk Of Cancer And Heart Disease

Robert Boduch Triumphs Once Again! Smart Pickering resident will get a FREE FP ATTACHE plus TWO WEEKS FREE by starting daily delivery now at a 37% savings! (Financial Post)

How To Spend The Most Important Weekend Of Your Life With Tony Robbins As Your “Personal” Success Coach

IMPORTANT If you’re retired or are at the point of retiring, you’re entitled to certain privileges. Do you know what they are?

Unfold the enclosed poster and tell me... How can they resist a boss who has a HERMAN sense of humor?

Your capacity to achieve, to have the life you want to have, to be the person you want to be has recently been increased tenfold, because now there is a true technology of self-mastery.

Break habits, erase life long patterns, achieve peak performance in almost everything you undertake with an astounding new technology of self mastery. Unlimited Power.

Why Doctors Of The Future Will Prescribe Whole Foods As Medicines. (Rodale Press)

Which Of These 4 Ways To Better Health Will You Choose? (Rodale Press)

Whole Foods—Not Pills—Will Help You Look Better, Feel Better, Be Happier and Live Longer! (Rodale Press)

How To Become A Better Communicator

Save \$100... \$500... \$1,000 and have the satisfaction of doing it all yourself!

Enroll Now! Try An NRI Course For 60 Days In Your Spare Time

Shortcuts To Creating & Maintaining Organized Files & Records

SUCCESSFUL STRATEGIC ALLIANCES: Learn How To Pool Your Resources And Share Your Risks And Costs

Are You Still Wasting Money On “Image” And “Professional Marketing”, With Little Or No Response?

How To Grow A Business

Now That You’re Working Form Home, Does Your House Still Work?

You Are Invited To Join Our GRAND OPENING! Sneak Preview For Our Local Customers Only. Shop Early And Save And Additional 10% on White Sale Prices!

Why Would I Show You The Closely Guarded Secrets To Building Serious Wealth Your Banker Would Prefer You Never Knew? It's My Job, That's Why! Read My Message To Find Out More!

A completely different approach to "Financial Planning" allowed me to create serious wealth incredibly easily, and I'm convinced anybody can copy my methods—once they understand them. (Jeff Paul)

Could you use a stream of new clients that have all called you? (Jeff Paul)

Financial Professional Gets 262 Calls From One Ad In His Local Paper! (Jeff Paul)

FREE HOME ALARM FROM ALARM FORCE

MILLION DOLLAR SECRETS: ONLY \$19.97

Of all the decisions you'll face when buying or selling a home, there is none more important than the person you choose to represent you. Choose carefully.

If you're serious about selling, sign up with a professional.

Book your 1999 ABC Lawncare program now. Receive a free fall fertilizer and weed control for 1998

Now You Can Do More Than Merely Dream About Success

Let Your Dog Celebrate His Own Canada Day!

To Us You're As Good As GOLD! Presenting A Rare 2 for 1 Opportunity...

Plan Ahead For A Splash Of Colour All Summer Long! Super Special Seed Geraniums Only 98 Cents

This Holiday, Give A Friend The Biggest Gift Of All... The Chance To Achieve Greater Success.

You and I have the same goals. We both want to sell your home for the highest price in the shortest time possible with the best terms. We also want to accomplish this with the least inconvenience. Call me and let's talk! (John McCarten)

We're out to paint a smile on your face. Here's how we'll keep you smiling: Great price. Personalized Service. Quality Paint. Guaranteed. Call Now For A Free Estimate. (College Pro)

3 Great Reasons To Open At Once: LEGENDARY STORE, LEGENDARY PRICES, LEGENDARY SALE. (The Brick)

Best-Kept Secret In MLM Revealed!

Discover The Magazine For Business Leaders Of The 90's...

I can design a marketing program that will sell your home—even in these times of tough competition. For more information, give me a call.

The Cookbook Store's 10th Anniversary. 10% Off Thank You Coupon.

The Real True Secret To Success In Network Marketing.

ANNOUNCING: The Weight Loss/ Management Scientific Breakthrough Of The Century!

Lose Weight Without Going Hungry While Eating The Starchy Foods YOU Want!

Get Up To 2,000 Bonus Points This Summer Just By Using Your Card For Everyday Purchases.

Business and Management Books... Examine Any Book Free For 15 Days

The Art Of Negotiating Guarantees To Make You A Better Negotiator

Learn how to get better results with every exchange at: How To Communicate With Confidence, Clarity & Credibility

Thinking Outside The Box... How To Teach Yourself and Others to Find Innovative, New Answers and Make Better Decisions

How To Set And Achieve Goals

24 Techniques For Closing The Sale

How To Make A Lot Of Money With Electronic Marketing, Simply By Tinkering With Your Computer

12 Proven Steps To Making Money On The Internet

Tiny Ads That Can Make You Rich!

Ad-Agency Expert Reveals Powerful Secrets Of Creating Killer Ads & Explosive Sales Letters That Help You IN Bushels Of Cash-Filled Orders!

How To make Your E-Mail Ads Pull Like Crazy... And Finally Make Money Online!

Presenting a GOLD MASTERCARD with unparalleled benefits and 24-Hour service. Plus a low introductory 6.9% APR on CASH ADVANCE CHEQUES and BALANCE TRANSFERS. Simply Call 1-800-416-6345

PLEASE DON'T THROW AWAY \$2,000* First time ever in Ontario* This \$2,000 Millionaire's Retreat could be yours for FREE...

Do YOU Feel Frustrated With The Money You've Been Making?

HOW TO MASTER THE ART AND SCIENCE OF WRITING KILLER ADS AND SALES LETTERS!

From best direct Marketing...

Do you close the bathroom door even when you're the only one home?

Yours For Only \$2 – The Best in Reading Pleasure for the next Twelve Months!
(Reader's Digest)

An ancient poet said: "If thou hast two pennies, spend one for bread. With the other, buy hyacinths for thy soul." (Reader's Digest)

Will There Be BOOM and More INFLATION Ahead? (Kiplinger Letter)

FREE happy buttons enclosed with an enduring Christmas idea for your favorite youngster. (Highlights For Children Magazine)

This is an ordinary pair of shoes. They could belong to anybody- But.. SUPPOSE THEY WERE YOURS? .. Empty shoes—you no longer here. Who would pay the bills that always arise when someone departs this world? Would those you leave behind have the money to do it? Or would they have to scrimp and save—and do without things they need- for month, perhaps even years, after you have gone, just to get these bills paid off? (Old American Insurance Company)

A COPY OF GAMES MAGAZINE HAS BEEN RESERVED IN YOUR NAME.

15 rivers to cross... and only 7 bridges! Here's how we were able to bring you.. The GRANADA! In spite of bandits, jaguars, baby dinosaurs and high water... at a price that will make a happy bandit out of YOU!

Your faith can move mountains... Start with this one please. (American Bible Society)

“It is unworthy of excellent men to lose hours like slaves in the labor of calculation.”
Gottfried Wilhelm Leibniz (1646- 1716) (Hewlett Packard)

Now you can have your own personal “computer”! Introducing: The Hp-65 – The first and only fully-programmable pocket calculator that you can use to solve extremely complex, lengthy or repetitive problems in seconds—anywhere... anytime!

Do your Panty Hose make you feel pretty? Do they fit perfectly and wear and wear?
(National Wholesale)

From one woman to another... Here’s one Fact of Life your mother probably never told you! (Bankers Life & Casualty)

I’m repeating this offer to you one last time. Please read the enclosed note from Mr. Calvin... there’s a good reason. (Calhoun’s Collector Society)

FOR STEAK LOVERS ONLY... USE THE ENCLOSED CHECK IN YOUR NAME -- in the amount of \$23.00 to get more than a 43% discount on your first box of succulent Omaha Steaks. Treat yourself to the world’s most tender beef, guaranteed to please you... at attractive, introductory savings. So please read this letter right now. If you love good steaks, you’ll find my story interesting—and my offer very tempting! (Omaha Steaks)

Have you heard of the miracle grapefruit? I am going to send you a package of them so you can enjoy them for Christmas and the Holidays. That’s right. I’m going to send you a package (with all charges prepaid) of 16 to 20 of these “miracle” grapefruit. In fact your fruit is ripening right now. These grapefruit are most unusual Not one man in a thousand has ever tasted one. They are so naturally sweet they don’t need any sugar. Each weighs a pound or more. (Frank Lewis)

How many of these common gardening mistakes are causing you to work harder than you really have to? (Organic Gardening)

Can you spot the five gardening mistakes here that make you work more and enjoy your garden less? (Organic Gardening)

You are cordially invited to receive a free Executive Portfolio with your name stamped in gold prepared by the editors of Business Week

Damn! (Business Week)

Enjoy food and drink? Enjoy discovery? Want to sample new dishes, new cuisine? Want to add more life, more style, to your lifestyle? Here’s the token that can help you. Send it back by return mail and you’ll get free—no cost, obligation or commitment—the current issue of a new magazine that’s dedicated to the innovative you. (Bon Appetit)

Before We Tell The World, We Want To Tell YOU! (Publishers Clearing House)

Trout Spoken Here. Also Bass. Salmon. And Bonefish. Crazy For Fly-Fishing? Send For Your Complimentary Issue Of Fly Fisherman—The Best Therapy For Victims Of The “Incurable Madness” Described Below. (Fly Fisherman Magazine)

If you want to live better... Don't mind hard work... Like to pay your own way... Let me ship you VOL. 1 of the exciting Popular Mechanics Do-It-Yourself Encyclopedia. And I want you to keep it. FREE! (Popular Mechanics)

Good Housekeeping saves you money with this great special offer... 14 Months For Only \$2.97... 33 Ways To Save Time And Money...

THERE HAS NEVER BEEN A BETTER TIME TO TRADE IN YOUR OLDER TYPEWRITER... FOR A NEW HIGH PERFORMANCE IBM TYPEWRITER

INTRODUCING THE PLAIN PAPER COPIER THAT'S SO LOW IN PRICE, YOU CAN'T AFFORD NOT TO OWN IT! (Xerox)

If your lawyer always remembers YOU are the employer and.
Returns all calls promptly
Meets promised deadlines
Thoroughly understands your business
Willingly researches your odd ball questions
Writes simplified contracts that fully protect you
And never “surprises” you with an unexpected bill...

THEN PLEASE STOP READING HERE. (Ingham Hall, Ltd.)

There Are 9 Reasons... why you should mail the enclosed card to find out how you can replace your present telex equipment and enjoy greater speed, efficiency... and quiet! ... and it won't cost you one penny more than you are now paying! (Trans-Lux)

Dad told me, “Joe, always give the customers a little more than they pay for.” (Ace Pecan Company)

How long has it been since you took a good, hard look at the tools your salesmen are using? (R. R. Donnelly & Sons)

We'd like to send you a FREE portfolio filled with ideas on how you can increase the value of your promotional material. (R. R. Donnelly)

We can't make your property taxes go away... but we can help you avoid the nasty October surprise. (Community Federal Savings)

WHOEVER SAID THERE'S NO SUCH THING AS A FREE LUNCH DIDN'T KNOW ABOUT THIS LETTER. (The Alley Deli)

Since you're off to a flying start, ... why not start off flying smart? (AOPA)

Just suppose... that five years ago you had bought some well-located land. Think how different your life could be today...! (Robert Bartlett Realty)

DID I LOSE A LETTER FROM YOU? (The Presidential Card)

How would you rate a general... who rushed into battle without a plan? A general who squandered blood, sweat and tears without a blueprint? (Bache Financial Planning)

Wet Bed?

Lose Weight and keep it off! Discover the fastest way!

This special 3-volume gift set is YOURS FREE just for ordering Newsweek. But you must act now.

We've revolutionized our 138-year-old magazine for you. If you haven't seen the exciting new Harper's Magazine, let us send you a complimentary copy.

Heads up, gardeners! Here's a sharp trick that will get you four times more broccoli from every one of your plants. Look inside... for free garden tips!

Share the excitement of creative living. Now for just \$1 an issue.

We've doubled the value, and left the price alone. A limited time opportunity.

You get two magazines for the price of one!

May I send you twelve issues of SCIENCE NEWS, America's only weekly science report, for just \$1.00? They're yours without any further cost or the least commitment.

Should you be reading the most influential periodical in print? (You can try it now—at just half the regular price--- with your satisfaction guaranteed!)

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Welcome To Lear's... a Magazine devoted to you with love, intelligence, curiosity and a healthy sense of humor!

We guarantee you'll sew your next project faster and better, or we'll refund your money.

You are invited to take 3 Classical Compact Discs or Cassettes for only \$1* ... with no obligation to buy another album again!

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See For Yourself how in examination after examination DOCTORS PROVE The amazing Healing Power Of These Natural Home Remedies

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We make meeting quality single people easier. You won't waste time on blind dates or meet the wrong types with our exclusive video viewing approach.

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A Private Message To A Very Special Person.

Unlike Any Steak You've Ever Tasted.

CONGRATULATIONS! You May Already Have Won Our Sweepstakes Grand Prize. What Is It? Here's A Clue: It's Something 98 Out Of 100 People Wouldn't Even Want. And YOU May Have Won It? Yes!

Slash Your Business Reading Time! Finally—An Ingenious, positively ruthless new solution to the chronic complaint "There's just too much to read!" See Inside.

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Helping YOU Keep Strategies focused, creative efforts meaningful, and Products Moving Each And Every Week Of The Year.

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SEE FOR YOURSELF HOW BOTTOM LINE/PERSONAL MAKES YOU EVEN
SHREWER & HAPPIER & HEALTHIER & RICHER

The Inside Report For People Who Want To Be Experts On Everything

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Reading Bottom Line's Inside Information Is The Next Best Thing To Having A Relative
In The IRS

What Credit Card Companies Don't Tell You.

Want To Be Financially Independent? It Takes Only 2 Things—And Neither One Of
Them Is Money.

Anyone can learn how to make a million dollars. But not everyone is millionaire
material... Do YOU Have What It Takes To Become A Millionaire?

If you have what it takes to be a millionaire—here's your chance to see if we have what it
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Presenting Today's "Bible" For Small Business Owners. Get Acquainted With It Entirely
Without Risk or Obligation To Continue.

If You Think A 12% Annual Return On Your Money Is Good, Here's How To Set Your
Sights On 100% Or More.

Guaranteed To Change Your Life Regardless Of Your Age... Guaranteed To Help YOU
Achieve Stunning Success And Happiness IN All Your Relationships... Guaranteed To
Help You Create Wealth Beyond Your Current Expectations. For A Free 300Day
Audition, Affix Your Address Label To The Form Below.

Whether You Realize It Or Not, You Negotiate Every Day: In Your Business Life and
Your Personal Life. Since You Must Negotiate, Why not Be Good At It? It Can Make A
Big Difference.

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The Enclosed Certificate Is Made Out In Your Name And Is Non-Transferable. It Entitles
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Who Else Wants Amazing Success, Choice and Power With Women, Without The Hassle, Stress And Expense of "Dating"??

The Most Powerful Wealth Secret In History (Dan Lee Dimke)

How To Make A Million Dollars In The Stock Market (Ted Warren Corp.)

The World's Most Powerful Money Manual And Course (Ken Roberts)

9 Secret Ways To Save Big Money On Taxes! (Jeff Paul)

"The Absolute Easiest Way To Make An Extra \$10,000 A Month—In Less Than 30 Minutes A Day" (British American)

20 Top Running Tips (Runners World)

How To Rob Banks. It's Fun, It's Easy to Learn, You Don't Need Much Capital, and You Can Now Do It in the Comfort and Safety of Your Own Home. (British American)

No More Drugs... No More Surgery... No More Disease! An overview of today's safest, most powerful NATURAL REMEDIES from top MD's and Alternative Healers. Let Them Help You... (Prevention)

The Doctor's Guide To Natural Remedies And Folk Cures (Prevention)

Kiss 20 Pounds Good-Bye! Simple Secrets To A Trimmer Tummy, Thinner Thighs And A Firmer Fanny! (Prevention)

Give Me Two Minutes... And I'll Give You The Secret To Huge Profit Without Investment

How To Make An Ordinary Business Into An Extra-Ordinary Money Machine!

101 Secrets To A Six-Figure Income. How To Get More Clients In A Month Than You Now Get In All Year

How Many Times Have You Been Stuck In Traffic And Wished You Had Something Of Value To Listen To?

Turn Your Marketing Efforts Into A Personal Fortune!

How I Made A Fortune With A "Fool Idea"

The Secret Of Making People Like You

Are You Ever Tongue-Tied At A Party?

How To Win Friends And Influence People

How I Improved My Memory In One Evening

Discover The Fortune That Lies Hidden In Your Salary

The Last 2 Hours Are the Longest – And Those Are The 2 Hours You Save

Why Some People Almost Always Make Money In The Stock Market

Who Else Wants A Screen Star Figure?

Why Some Foods “Explode” In Your Stomach

Do You Make These Mistakes In English?

Thousands Have This Priceless Gift – But never Discover It!

How A “Fool Stunt” Made Me A Star Salesman

Guaranteed To Go Through Ice, Mud Or Snow—Or We Pay The Tow!

How A New Kind Of Clay Improved My Complexion In 30 Minutes

Profits That Lie Hidden In Your Farm

Is The Life Of A Child Worth \$1 To You?

Do YOU Have Any Of These Ten Embarrassing Things?

Six Types Of Investors—Which Group Are YOU In?

Today... Add \$10,000 To Your Estate—For The Price Of A New Hat

To People Who Want To Write—But Can’t Get Started

They Laughed When I Sat Down At The Piano—But When I Started To Play!

Pierced By 301 Nails... Retains Full Air Pressure

No More Back-Breaking Chores For ME—Yet Ours Is Now The Showplace Of The Neighborhood!

Little Leaks That Keep Men Poor

To Men Who Want To Quit Work Someday

How Much Is “Worker Tension Costing Your Company?”

BUY NO DESK... Until You’ve Seen The Sensation Of The Business Show

“I Lost My Bulges... And Saved Money Too”

How To Plan Your House To Suit Yourself

Right And Wrong Farming Methods—And Little Pointers That Will Increase Your Profits

New Cake-Improver Gets You Compliments Galore!

IMAGINE ME... Holding An Audience Spellbound For 30 Minutes!

Did You Ever See A “Telegram” From Your Heart?

It’s A Shame For YOU To Not Make Good Money—When These Men Do It So Easily

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For The Woman Who Is Older Than She Looks

Check The Kind Of Body YOU Want

Here’s A Quick Way To Break Up A Cold

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What Everybody Ought To Know... About This Stock And Bond Business

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Greatest Gold-Mine Of Easy “Things To Make” Ever Crammed Into One Big Book

Look At All Three! But Don't Buy Any Low-Priced Car Until You've Driven The New Plymouth With Floating Power."

At 60 Miles Per Hour The Loudest Noise In This New Rolls Royce Comes From The Electric Clock (David Ogilvy)

Why The Beer From Here Is Better Than The Beer From There.

Teeth Aren't White Until They Gleem. (Leo Burnett)

You Don't Have To Be Jewish To Love Levy's Real Jewish Rye (Bill Bernbach)

Avis Is Only No. 2 In Rent-A-Cars. So Why Go With Us?

On December 11th, Giant Lobsters Will Invade Downers Grove.

Campbell's Chunky Soup. It Takes Care Of The Meanest Appetites.

2 Reasons Why Avis Is Still Number 2. (Hertz)

While Some Cars Could Make It To The Next Decade, Statistics Show Volvos Could Make It To The Next Century.

They Laughed When I Sat Down at The Piano. They Stopped When I Picked It Up. (Gold's Gym)

Now That There's A Computer You Can Actually Use, Here's How You Can Actually Use It. (Apple)

Who Says You're Over The Hill At 55? (Nike)

"My Chickens Eat Better Than You Do" (Frank Perdue)

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Make An Unforgettable Entrance and 15 More Ways To Focus Everyone's Attention on YOU

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43 Tips For Smooth, Sexy Skin

The At-Home Workout You Won't Want To Quit

Sexy Hair In Minutes

How To Tease Him Mercilessly, Seduce Him Slowly, And Then Rock His World In Ways He's Only Dreamed About!

The Best Chocolate Cake You Ever Ate

Cancer In The Family? How To Outsmart Your Genes

12 Symptoms You Must Not Ignore

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His Secret Sexual Hot Spots—9 Sizzling Places Men Love You To Touch

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