



**The Ultimate
Idea-Inducing,
Creativity-Enhancing,
SAMPLE
HEADLINE
COLLECTION**

**Over 600 Examples Of Published Headlines
Including Some Of The Best Headlines
Ever Written!**

compiled by Robert D. Boduch

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Idea-Inducing,
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**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.

“Heeelp!”

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 Hand-outs.

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 Compu-
ter 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.

If For You, Dieting Is Just Another Thing That Improves Your Appetite, Maybe It's Time You
Discovered WateOff.

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Solve All Your Money Problems. FREE BOOK

Learn To Type In Six Short Hours: Learn The Basics In Two Easy Sessions

Toxic People: 10 Ways To Handle People Who Make Your Life Miserable.

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 3 AM 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.

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.

"It's The First Time In Over 30 Years That I Realize I Can Stop Smoking. This Program Is Excellent!" *Mary F., Ex-smoker*

Had A Hunch Vending Was Lucrative? You're Right!

Is It A Sin For You To Want More Basketry Profits? Sell Our Patterns And You'll Sell More Supplies.

The Job We Did For Grunman Aircraft Really Flew. Can We Pilot One For You?

Nortel Phoned For Our Special Skills. Can We Answer The Call For YOU?

Ready For The Adventure Of Being A NANNY? Take This Quick Quiz To Decide.

Police Say “Buy It” Identigrave Auto Theft Protection, Just \$39.95

Car Thieves Hate Us. Identigrave Auto Theft Protection, Just \$39.95

We Use Only MagicGreen Fertilizer, The Same Compound Used To Keep The Lawns Of The White House Lush And Beautiful.

More Than 70 Percent Of Our Clients Are Systems Analysts Whose Jobs Demand Fast Solutions And Quick Turnaround.

The Place Where Truckers Come To Get Washed For The Long Haul.

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

Where Professional Landscapers, Gardeners And Decorators Stop First.

Always-Fresh Donuts—The Favorite Of Police Officers, Cabbies And All-Night Truckers.

Dan Kennedy

How To Solve All Your Advertising, Marketing And Sales Problems, Fast & Forever

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

How To Get Promotional & Close-Out Merchandise At Unbelievable Discounts

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?

Free: Become An Unstoppable Negotiator And Get What You Want, When You Want It, The Way You Want It, From Just About Anybody.

Gary Halbert

How To Make Maximum Money In Minimum Time!

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!

How You Can Profit From The Coming Stock Market Crash And Financial Blood-bath That Is Going To Be Caused By Cash-Rich Drug Dealers And Other Criminal Scum!

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!

How To Make Enormous Cash Profits In The Inevitable Mob-Caused Explosion In Gold Coins!

Anthony Blake

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Eugene Schwartz

Super Potency At Any Age

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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"If you qualify, You Could Be On Your Way To More Riches And Success Than You Ever Dreamed Possible..."

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How To Triple Your Income By Doubling Your Energy (Michael Litman)

What's The Key Secret To Increasing Your Income by 917%?

If you don't know, read on. You'll find out what it really takes to pull more sales and profits from every ad or sales letter you ever use.

Solve All Your Money Problems Forever! (With absolutely no work whatsoever)

If you're really serious about making a fortune in mail order, here's “How To Make \$1,062,693 Selling Information By Mail!” GUARANTEED... Or your money back! (Don Massey)

HOW EASY “INSTANT MAIL ORDER” LETS YOU QUICKLY ESCAPE THE PAYDAY-TOPAYDAY RAT RACE (Brooks Owen)

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

In One short And Very Powerful Evening You'll... “Discover The Single Most Important Secret Millionaire Raymond Aaron Has Used To Create Massive Results” Both In Business And Real Estate!

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“21 Secret Power Tools that will Build Your Business, Free Up Your Time and Put More Money in Your Pocket... NOW!” (Paul Galloway)

Learn To Make Money Like A Millionaire!

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

Ex Marketing Director Of International Publishing Firm REVEALS Priceless “Trade Secrets” That Have Been Kept Under Wraps For Years!

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.

URGENT INFORMATION: Anthony Robbins personally invites you to attend his premiere program Date With Destiny—the only time scheduled in Canada

A surprising new discovery for those who’ve always suspected they had the “right stuff” to succeed in their own businesses... but who haven’t yet quite got going

If you own a business, pray your competition doesn’t learn this man’s secrets... Winning At Business May Not Be Your Idea Of Fun, But...

Free Video Tapes Reveal 11-New Ways To Make Huge Amounts Of Cash... Even During a Recession!

The following information is secret, privileged, confidential, covert, sub rosa... in other words... CLASSIFIED! But we’re willing to let you in on it!

Do You Feel Frustrated With The Money You've Been Making? If you do, then there is only one way to stop the pain: GET LOTS AND LOTS OF NEW CLIENTS!

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

Do Fears Hold You Back? (Nightingale Conant)

Some people are born leaders. But nobody is a born manager. Even if it's your destiny to be your own boss, it's best to learn modern management methods before you... kiss your job goodbye! (Hume Publishing)

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

"I Paid This Marketing Genius \$600,000 in One Year Alone, Because He Made Me \$2,000,000." "Now You Can Hire Him for Less than 1/10th of One Percent of the Amount I Paid Him." (Jay Abraham)

Maximum Profit Direct Marketing! How To Win Tons Of New Customer, Get Them To Buy More Often, Increase The Dollar Amount Of Every Sale, And Double Your Profits In record Time!

How I Was Able To Earn A Guaranteed \$8,000 Per Month In Only 2 Days—And How You Can Do The Same.

*5 Billion Dollars. "It's no accident. In 2 days, I can teach you how to get your fair share of this huge opportunity." (Robert Allen)

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How To Increase Your Profits In Any Economic Climate

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

IS YOUR FUTURE WORTH TEN BUCKS? (Gordon Alexander)

Discover How You Can Profit From Home-Made Manual Publishing—It Brings Me Well Over \$1,000 A Week For Just a Few Hours Of My Spare Time, Without Debt—Or Up-front Cash! THOUSANDS HAVE BOUGHT MY PRODUCTS OVER THE PAST 3 YEARS. NOW—FOR THE FIRST TIME... YOU CAN OBTAIN MY SUCCESS FORMULA. Mail-Order Publishing Secrets Revealed! WARNING: Do not look at any other mail order publishing system until you read this... (Ken Silver)

“Now You Can Easily Double Your Profits by Learning the Jealously-Guarded Marketing Secrets of the Richest Service Companies in the Country... and I Guarantee Results!” Plus, If You Act Now, You’ll also Get Valuable Free Bonuses Worth Over \$975... (Joe Hammer)

12 Weeks To Freedom. Make \$5,000 Within The Next 3 Months— and Never Look Back. Learn How You Can Earn \$5,000 In The Next 12 Weeks, and then make \$1,000 or \$2,000 or even \$3,000 or More! IN CASH every week for the rest of your life. (Gordon Alexander)

Deeply in debt and worried about survival, I discovered... “The Secret To Becoming A Millionaire Is Simply Using The Right Words!” (Ted Nicholas)

“Whether Your Business Is Online Or Offline, You Can Now Find Out How Much Your Business Is WORTH, Quickly And Easily, From The Privacy Of Your Home Or Office!” (Michael Ross)

“Tips and techniques to help you increase your on-line income by thousands of dollars!” (Monique Harris)

“How To Get All The Hot Leads And Customers You’ll Ever Need For Your Business... 100% Guaranteed! (Brian Keith Voiles)

How To Unleash The Healing Power Of Your Mind For Perfect Health & Total Well-Being

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Ever want to clone your best customer with a snap of your fingers?

BUSY? ...WANT IDEAS THAT WORK? Invest 20 minutes per month in your career. You'll get more than 100 communication tips and techniques—ideas that will help you—and your staff. You'll get more done, faster, with less effort and resistance. Guaranteed or your money back..

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“A very special opportunity is waiting... AND IT HAS YOUR NAME ON IT.”

How to stop the competition from eating your lunch!

Now You Can Do More Than Merely Dream About Success.

What Will Your Life Be Like In Five Years? (Anthony Robbins)

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.

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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!

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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!

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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.

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24 Techniques For Closing The Sale

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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 GRANA-NADA! 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 red 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)

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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)

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"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)

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

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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

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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

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Six Types Of Investors—Which Group Are YOU In?

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

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Little Leaks That Keep Men Poor

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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”

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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)

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

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12 Symptoms You Must Not Ignore

Cozy. Warm. Inviting. Decorate To Soothe Your Senses

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

100% Uncensored Sex Survey. 3,500 Guys Confess Their Rauchiest Romps, Most Mortifying Moments, And Biggest In-The-Sack Freak Outs.

One Night To Win Him Over—How To Be The First Date He'll Call Again... And Again