



# The Headline Bank

More than 150 of the World's Best Headlines!

- 1) The Secret of Making People Like You
- 2) A Little Mistake That Cost A Farmer \$3,000 A Year
- 3) Advice To Wives Whose Husbands Don't Save Money – By A Wife
- 4) How To Get Your Cooking Bragged About
- 5) Are You Ever Tongue-Tied At A Party?
- 6) How A New Discovery Made A Plain Girl Beautiful
- 7) The Most Important Bible News In 340 Years
- 8) Free! Our Latest Opinion On Any 3 Of 1,200 Widely Held Stocks
- 9) Who Else Wants A Screen Star Figure?
- 10) Do You Make These Mistakes In English?
- 11) At 60 Miles An Hour The Loudest Noise In This New Rolls-Royce Comes From The Electric Clock
- 12) Hands That Look Lovelier In 24 Hours – Or Your Money Back
- 13) You Can Laugh At Money Worries – If You Follow This Simple Plan
- 14) Why Some People Almost Always Make Money In The Stock Market
- 15) When Doctors 'Feel Rotten' This Is What They Do
- 16) It Seems Incredible That You Can Offer These Signed Original Etchings – For Only \$5 Each
- 17) Five Familiar Skin Troubles – Which Do You Want To Overcome?
- 18) Which of These \$2.50 to \$5 Best Sellers Do You Want – For Only \$1 Each?
- 19) Who Ever Heard Of A Woman Losing Weight – And Enjoying Delicious Meals At The Same Time?
- 20) How I Improved My Memory In One Evening
- 21) Discover the Fortune That Lies Hidden In Your Salary



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- 22) Doctors Prove Two Out Of Three Women Can Have More Beautiful Skin In 14 Days
- 23) How I Made A Fortune With A 'Fool Idea'
- 24) How Often Do You Hear Yourself Saying: 'No, I Haven't Read It: I've Been Meaning To!'
- 25) Thousands Have This Priceless Gift – But Never Discover It!
- 26) Whose Fault Is It When Children Disobey?
- 27) How A 'Fool Stunt' Made Me A Star Salesman
- 28) Do You Have These Symptoms Of Nerve Exhaustion?
- 29) A Challenge To Women Who Would Never Dream Of Serving Margarine
- 30) Do You Have A 'Worry' Stock?
- 31) How A New Kind Of Clay Improved My Complexion In 30 Minutes
- 32) 161 New Ways To A Man's Heart – In This Fascinating Book For Cooks
- 33) Profits That Lie Hidden In Your Farm
- 34) Is The Life Of A Child Worth \$1 To You?
- 35) Everywhere Women Are Raving About This Amazing New Shampoo!
- 36) Do You Do Any Of These Ten Embarrassing Things?
- 37) Six Types Of Investors – Which Group Are You In?
- 38) How To Take Out Stains... Use (Product Name) And Follow These Easy Directions
- 39) Today... Add \$10,000 To Your Estate – For The Price Of A New Hat
- 40) Does Your Child Ever Embarrass You?
- 41) The Biggest Problems You'll Have With Most Plumbers...And How Mr. Burrows Overcomes Them All.
- 42) How To Give Your Children Extra Iron – These Three Delicious Ways



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- 43) To People Who Want To Write – But Can't Get Started
- 44) Revolutionary New Kind Of Drain Opener Invented; Unclogs Drains In 1 Second
- 45) Our Employee Screening Test Is So Stringent That 71 % Of Applicants Flunk The First Time. And 54% Never Pass. (Guess Who You're Hiring When You Hire Temps From Our Competitors.)
- 46) Percentage Of CNE Candidates Who Certify Before The End Of The Program – Us: 96% Them: 21% (We're A Little Bit Higher.)
- 47) They Laughed When I Sat Down At The Piano – But When I Started To Play!
- 48) Is Dry Skin Making You Look Older Than You Should? Touch These 5 Spots And Find Out
- 49) Free To High School Teachers–\$6 To Others
- 50) Who Else Wants Lighter Cake – In Half The Mixing Time?
- 51) Companies Who Only Want Their Ruggedized Computer To Last 5 To 8 Months Should Buy Cheap, Low-End Systems. The Other 99% May Want To Consider Investing A Little Extra Money In DCI's Pro Server.
- 52) Pierced By 301 Nails... Retains Full Air Pressure
- 53) No More Back-Breaking Garden Chores For Me – Yet Ours Is Now The Show Place Of the Neighborhood
- 54) Do You Really Want The Lowest Bidding Temp Agency To Provide Employees For Your Million Dollar Project?
- 55) How Much Is 'Worker Tension' Costing Your Company?
- 56) To Men Who Want To Quit Work Someday
- 57) 1,172 Credit Union Specific Forms In Stock ALL The Time. Other Companies, Unexplainably, Have Zero.
- 58) Buy No Desk – Until You've Seen This Sensation Of The Business Show



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- 59) Crummy CD's: \$8.95. CD's You Actually Want: \$9.95. If You Like This Pricing Schedule, We Invite You To Shop Across The Street At CD Warehouse.
- 60) 'I Lost my Bulges... And Saved Money Too'
- 61) Why (Brand Name) Bulbs Give More Light This Year
- 62) Right And Wrong Farming Methods – And Little Pointers That Will Increase Your Profits
- 63) New Cake-Improver Gets You Compliments Galore!
- 64) Imagine Me.. Holding An Audience Spellbound For 30 Minutes!
- 65) How To Do Your Christmas Shopping In 5 Minutes
- 66) Protect Yourself From Being BURNED By IT Candidates Who Over-Represent Their Skill Level.
- 67) Now Any Auto Repair Job Can Be 'Duck Soup' For You
- 68) Can You Spot These 7 Common Decorating Sins?
- 69) It's A Shame For You Not To Make Good Money –When These Men Do It So Easily
- 70) You Never Saw Such Letters As Harry And I Got About Our Pears
- 71) Thousands Now Play Who Never Thought They Could
- 72) Great New Discovery Kills Kitchen Odors Quick!– Makes Indoor Air 'Country-Fresh'
- 73) Make This 1-Minute Test – Of An Amazing New Kind Of Shaving Cream
- 74) How A Strange Accident Saved Me From Baldness
- 75) Men Who 'Know It All' Are Not Invited To Read This Page
- 76) For the Woman Who Is Older Than She Looks
- 77) Pop Quiz: Is It Worth An Extra \$315 a Month To Put Your Out Of Town Executives In A Fully Furnished, Well-Equipped 1,250-Square Foot



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- Apartment Instead Of A Stripped-Down 230-Square Foot Sardine Can Of A Hotel Room?
- 78) Check The Kind Of Body You Want
  - 79) Play Guitar In 7 Days Or Your Money Back
  - 80) Here's A Quick Way To Break Up A Cold
  - 81) Nobody Should Be Allowed To Have Anything To Do With Advertising Until They've Read This Book At Least 7 Times
  - 82) Last Saturday We Were Robbed. Where The Hell Were The Police?
  - 83) If You Were Given \$200,000 To Spend, Isn't This The Kind Of (type of product) You Would Build?
  - 84) Last Friday...Was I Scared! My Boss Almost Fired Me!
  - 85) 76 Reasons Why It Would Have Paid You To Answer Our Ad A Few Months Ago
  - 86) After A Back Injury At Your Company, If You Take The Wrong Action In The First 45 Minutes You Could Have Dramatically Higher Costs, Significantly Longer Recovery Times, and Frustrations You Wouldn't Believe.
  - 87) Don't Let Athlete's Foot 'Lay You Up'
  - 88) Are They Be Promoted Right Over Your Head?
  - 89) This Horse Paid My Daughter's Way Through College
  - 90) A Wonderful Two Years' Trip At Full Pay – But Only Men With Imagination Can Take It
  - 91) What Everybody Ought To Know About This Stock And Bond Business
  - 92) Money-Saving Bargains From America's Oldest Diamond Discount House
  - 93) Former Barber Earns \$8,000 In Four Months As Real Estate Specialist
  - 94) Free Book – Tells You Twelve Secrets Of Better Lawn Care



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- 95) Greatest Gold-Mine of Easy 'Things To Make' Ever Crammed Into One Book
- 96) How To Get Your Children Stuck Into A Book Instead Of Glued To The Television
- 97) Now! Own Florida Land This Easy Way... \$10 Down And \$10 A Month
- 98) Take Any Three Of These Kitchen Appliances – For Only \$8.95 (Values Up To \$15.45)
- 99) A Hog Can Cross The Country Without Changing Trains – But You Can't!
- 100) One Place Setting Free For Every Three You Buy!
- 101) The Common Meat That Can Kill You If You Cook It In A Microwave
- 102) The 10 Habits That Keep People Poor And The 12 That Can Make You Rich
- 103) The #1 Most Common Goof In Buying A House
- 104) How To Avoid A Speeding Ticket Without Slowing Down
- 105) Own A Gold MasterCard? A Premier Visa? Not After You Read This, You Won't!
- 106) The Best Color To Paint Your House For Faster Sale
- 107) If Your Pharmacist Goofs, You Could Be Dead. How To Protect Yourself–Takes Just 3 Seconds
- 108) 7 Fast Ways To Stop A Headache...Without Drugs
- 109) The Only Honest Profession That Pays \$50,000 to \$100,000 To 3-Star Klutzes Who Can't Sell And Won't Wear A Suit
- 110) Major Diet Plans: Which Ones Actually Work...And Which Ones Are Guaranteed To Torture You, Cost A Fortune, And Leave You Fatter
- 111) The Average Hospital Bill Has \$600 In Phony Charges. Take These 10 Defensive Measures, And You'll Save Way More Than \$600
- 112) How \$25 A Month Could Save You Nearly \$60,000 On Your Home



- 113) Save \$115,000 On An Average Mortgage By Borrowing More Money...  
At A Worse Interest Rate!
- 114) Three Fairy Tales You'll Hear From Brokers... Even Honest Ones
- 115) How To Get Rid Of Your Wife... For 3 to 5 Days
- 116) The IRS Automatically Sends Out Millions Of Notices Demanding More  
Money Each Year. Not One Person In A Hundred Knows How To  
Answer Them. But You'll Know What To Say—Word For Word!
- 117) 16 Overlooked Deductions For Salaried Executives
- 118) The Most Common Tax Mistake (You're Probably Making It Now)
- 119) How To Make Your Safe Deposit Box In The Bank Invisible To The IRS,  
Creditors, The State, And Other Snoops
- 120) Mess Up Your Tax Return? Here's 4 Excuses That Work With The IRS...  
And 3 That Don't
- 121) The 13 Biggest Mistakes You Could Make As The Parent Of A Teen
- 122) The 4 Grim Facts Of Life About Lawsuits: Don't Go Into Business Until  
You Memorize Them
- 123) What To Do For Aging Parents: 4 Options That Beat The Socks Off A  
Nursing Home... Or Having Them Move In With You
- 124) A Dozen Dirty Tricks Of New Car Dealers. Some Are Totally  
Undetectable—Unless You Know What To Look For
- 125) Save Money By Knowing How Supermarkets Trick You Into Buying  
Higher Priced Items
- 126) Does Your Energy Go Downhill Around Midafternoon? 5 Ways To  
Cure The 1 to 4 p.m. Slump
- 127) Should You Take It Back To The Photo Shop? How To Tell If The  
Processor Is To Blame For Your Bad Snapshot
- 128) 5 Ways Even Good Lawyers Steal From Clients



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- 129) The Cost Of Producing Quality Corporate Videos Has Fallen By 64% Over The Last Five Years... But Most Video Production Companies Are Still Clinging To And Charging 1992 Prices
- 130) 92.4% Of All Brands Of Roofing Material Lose Their Warranty The Second The First Hailstone Falls
- 131) I Was Shocked And Embarrassed When I Found Out That Home Remodeling Was Labeled America's #1 Most Complained-About Industry
- 132) Doctors: Put An Easy \$341,450 In Your Pocket Every 12 Months... Without Doing Anything More Than You're Doing Right Now
- 133) Most Administrative Assistants Spend Over 4½ Hours A Day Doing One Thing. Do You Know What It Is? (Hint: It's Costing You About \$70,250 A Year)
- 134) Speed On The Internet: Two Questions That Other Providers Hope You'll Never Ask Them
- 135) How To Cram Eight Hours Of Classroom Computer Training Into One Easy 75-Minute Session...At Your Home Or Office
- 136) FREE Comprehensive Real Estate Property Survey Allows You To Compare & Price Out Every Single Possible Available Site... Without Talking To A Broker
- 137) I Have Created What I Consider To Be The Perfect, Designer-Friendly Flooring Showroom... Take 90 Seconds To See If You Agree
- 138) Out Of 537 Multi-Tenant Buildings Outside Of Downtown, Only SIX Have Immediate, Large-Block Leasing Capacity
- 139) Four Critical Characteristics To Demand From Your Skip Tracing Agency... Does Yours Do These?
- 140) Should An Experienced Traveler Like You Fly With A New Airline Like Us?
- 141) Never Accept A Real Estate Contract That Contains These 5 Words
- 142) New Golf Ball Banned From Tour—Flies Too Far
- 143) Innovative Wall Building System Makes Homes “Fly Off The Shelf”



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- 144) Become A Lunch-Money-Millionaire: Mathematical Proof That You Can Achieve A Net Worth Of \$1 Million By Investing As Little As \$5 A Day
- 145) If You're Renting A Home or Apartment With A Payment As Little As \$550, You Can Qualify For A Brand New Home In Just 6 to 18 Months
- 146) Announcing DFW's First Hands-On, Real Life, "Here's How You Do It", Make Money Now Internet Workshop
- 147) Make Sure Your Mover Complies With These 17 Points From The 1997 "Code Of Ethics & Competency For Movers"
- 148) New "Intranet" Connects Your Employees, Customers, Field Reps, Vendors, And Remote Locations... All As If They Were In Adjoining Offices
- 149) There's 2 Ways To Buy Your Corporate 'ID' Logo Apparel: From Screen Printing Shops, Or From Their Source... The Wholesaler
- 150) Six Closely Guarded Secrets Of The Diamond Industry... Revealed At Last
- 151) There's Two "Schools Of Thought" When Dealing With Employee Back Injuries: One Costs You Four Times As Much As The Other...For Inferior Results. Which Do You Prefer?
- 152) Four Quick Questions Will Reveal Any Chiropractor's Operating Philosophy. Ask Them, And Save Money
- 153) If You Have At Least \$10,000, You Absolutely Need A Swiss Bank Account
- 154) There Are 348 Hotels And Extended Stay Residences Within 20 Miles of DFW Airport Where Visiting Executives Could Stay For 2 to 52 Weeks...But Only One of Them Was Specifically Designed and Equipped To Cater To The Unique Needs Of Business People
- 155) Of Course You've Heard Of Laser Vision Correction. But Have You Heard Of AFFORDABLE Laser Vision Correction?
- 156) 8,448 Locations Can't Be Wrong: Dynamo Tables Make More Money
- 157) It Sounds Like Hype But It's True – Webshipper Saves A Bare Minimum Of 25% Off Of The Lowest Rate FedEx Offers – For FedEx Shipping



- 158) The Only Thing We've Left Off (Product) Is The Ridiculous Price
- 159) If You're Planning On Spending \$2,500 On A Diamond Engagement Ring, I'll Send You Home With Either A Ring Worth \$4,100, or \$1,000 Cash Still In Your Pocket
- 160) How Much Should You Pay For A Good Pair Of Binoculars?
- 161) You've Got The Ugliest Kids I've Ever Seen In My Life (That's What They'll Say If You Get Caught Using The Wrong Photographer)
- 162) If You Think Mutual Fund Investing Is A No-Brainer, You Quite Possibly ARE A No-Brainer
- 163) The Big Hairy Secret That Big-Name Brokerage Houses Don't Want You To Know About Their Mutual Fund Selection Process (Hint: They Don't Have A Process)
- 164) Here's What To Expect From A Facility Designed Specifically For Business Executives (You'd Be Lucky To Have It This Good Back Home.)
- 165) The Three Most Dangerous Words You Could Say To Your Doctor During Diagnosis: "You're The Expert."
- 166) Something You Probably Didn't Know About Rolex Watches.
- 167) Now Buy A Ford F-150 Pickup With The Payment Of A Ranger
- 168) What Never To Drink On An Airplane
- 169) What The Eye Surgeons Don't Want You To Know
- 170) Fly First Class For Only \$245 Per Ticket
- 171) How To Sell Your \$20 Tech Stocks For \$100 Per Share
- 172) Become Immune From Breast Cancer... Even If It Runs In Your Family
- 173) How To Leave Cash To Your Heirs And Guarantee They Don't Squander Your Legacy What Nobody Ever Tells You About X