

10 CARATS THICK PLATINUM
The Red Carpet Stainpiece

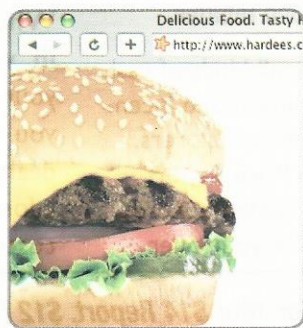
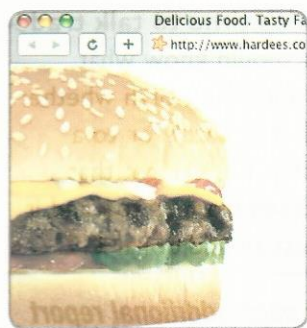
For version of the \$100,000 original. Only \$99

"Sparkle better" is what they'll whisper when they catch a glimpse of this newly "Beverly Hills" inspired treasure. You'll have a deep breath as their hearts melt like snowballs in Hell and are overcome with sheer [sic] jealousy."

EMERALD GREEN WITH ENVY

Turn emerald-green with envy

We're used to outrageous claims, but this ad, for a "perfect man-made diamond simulant," seemed a marquise cut above the rest. "Spoiled rotten is what they'll whisper when they catch a glimpse of this swanky Beverly Hills inspired treasure," the copy says. "They'll take a deep breath as their hearts melt like snowballs in Hell and are overcome with sheer [sic] jealousy."



Thick and thicker

Hardee's Little Thick Cheeseburger, left, and 1/4 Lb. Little Thickburger, right, sound alike, and both consist of a quarter-pound of Angus beef, cheese, ketchup, mustard, and pickles on a sesame seed bun. But Hardee's charges \$1.99 for the Little Thick Cheeseburger and \$2.39 for the 1/4 Lb. Little Thickburger. A close look at the ingredients list reveals the difference: You're paying extra for lettuce, tomato, mayo, and red onion instead of white onion.

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NO OTHER DISHWASHER CLEANS BETTER*
Saving leading brands.

Kenmore® 344-tp disp

Two questions*

* Do nonleading brands clean better? And do other leading brands clean just as well?

JETTING IS NOT THE SAME WITHOUT YOU

Let's go

Dear Mr. Soandso.

We haven't seen you in a year and the truth is, we miss you! We really wish you would jet out of town so we can spend some quality time together and:

Dear JetBlue Airways

This e-mail you sent a friend of ours? We don't think you miss him all that much. (JetBlue sent a follow-up 2 hours later, citing a technical issue with its database and asking forgiveness "for this error and any offense it may have caused.")

Disclosure Statement
BOARD OF BUSINESS COMPLIANCE
ANNUAL MINUTES DIVISION
(Shareholders and Directors)

IMPORTANT: READ NOTIFICATION BEFORE COMPLETING THIS FORM

REPLY BY: **NOW DUE**
ANNUAL FEE: \$125
CORPORATION NUMBER: **02642565**

NOTICE DATE: 07/03/2008
MAIL THIS FORM AND PAYMENT OF \$125 TO:
BOARD OF BUSINESS COMPLIANCE
P.O. BOX 9000 LOS ANGELES CA 90009-0001

THIS SERVICE HAS NOT BEEN APPROVED OR ENDORSED BY ANY GOVERNMENT AGENCY AND THIS OFFER IS NOT BEING MADE AS A SALUTATION FOR THE ORDER OF SERVICE, AND NOT A BILL, INVOICE OR STATEMENT DUE. NO CREDIT.

SIGNATURE OF OFFICER _____ TITLE _____ DATE _____

Businesses beware

A reader said it took him two or three tries to discover that this sheet, sent to businesses by the Board of Business Compliance, was not a demand for payment of \$125 to comply with a government rule. The Board has a rating of "F" on the Better Business Bureau's Web site, which means, "We strongly question the company's reliability."

NEW Kill fleas and ticks with this non-hazardous powder made with chrysanthemum flowers!

Rover? You OK?

The position of this pup led a North Carolina reader to wonder whether the product eliminated the dog along with its fleas.