

Joy A. Burke
'BOSE'

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SPEC AD

HEADLINE:

The More You Hear the Better it Sounds

SUBHEAD:

New Bose Wave Music System III

COPY:

You've heard a lot about the acclaimed Wave music system. Now hear the new Wave music system III for yourself. Call us today for a 30-day, risk-free trial that will let you test the sound and features in your own home. Play your favorite CDs, and hear how instruments fill the room with depths and tonal subtleties. Use the slim remote to easily play your favorite radio stations – the upgraded FM/AM tuner has better reception and new radio text for song and station information. Or touch the top of the system to turn it on and off, or snooze the alarm. When you call, ask about making 12 easy payments, with no interest charges from Bose. And if you order now, you'll even receive our IE2 audio headphones free – a \$99 value. They set a new audio standard that conventional earbuds can't match. Like the Wave music system, they're from Bose, the most respected name in sound.

172 words

Original Ad

HEADLINE:

The More You Hear the Better it Sounds

SUBHEAD:

COPY:

Treat yourself to a 30 day free trial of sound as you've never heard it before. The acclaimed Bose Wave Music System III turns every CD into a recorded masterpiece, the news commentary into a live interview and every radio station an in-concert experience. Enjoy the increased reception of the AM/FM tuner and the new radio text displaying song and station information – you will never again guess who's playing. Use the sleek remote to transition between your favorite CDs and stations or start your morning on the right foot. Better yet, take advantage of the alarm feature to wake up to the clear sound of your favorite song or station-leaving time to snooze of course. Now is your chance to listen in luxury, and with 12 interest-free payments from Bose, there's no better time. And when you buy now you'll receive our IE2 audio headphones – a \$99 value. They continue the Bose audio standard and are unmatched by any other earbud. Like the Wave music system, they're from Bose, the most respected name in sound.

183 words

Revised Ad