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前言

恭喜你拥有了《539 档案》！这是一部真正的宝典，汇集了有史以来最经典的 539 篇广告文案，它是你必须收藏进“点子文档库”里的重量级文案素材。

这 539 篇经典文案，每篇在入选前，都必须满足五个条件：

1. 它必须有强力的标题（大卫·奥格威曾说“标题可以让你广告效果提升 500%！”）。在这里，你将得到数百个强有力的广告标题，略加修改，就可以应用到自己的广告中。）

2. 它必须引人注目，言简意赅，内容充实（因为为你销售产品的是文案，而不是愚蠢的照片，哗众取宠的口号，或华而不实的设计）。

3. 它必须是社论式风格（根据盖瑞·亥尔波特所言，这种风格“有时可以使反应率增加 2200%。”如何让反应迅速倍增？让我们看看撰稿专家们是怎么做的。）

4. 它必须销售的是优质的产品，或者是曾经非常有名的产品，或者是直至今天仍久盛不衰的产品（无需多言……很可能你家现在就拥有其中一款产品）。

5. 它必须是纸上的推销术（阿尔伯特·拉斯克尔，洛德-托马斯广告公司领导人，据说是广告界赚钱最多的人，就因为约翰·E·肯尼迪 1904 年曾经告诉他广告的实质是——纸上的推销术）。

你可以看到，经过 5 层过滤，筛选出的文案，不仅能迅速抓住人们的注意力，可读性强，还能确保这些文案是通过市场验证的，而且还杜绝了强势广告的推销，但又能促使顾客行动。

显而易见，这才是真正的经典。

《539 档案》有选自大品牌公司的经典文案，还有帮助中小企业

持续卖货的攻心文案。这些文案一共创造了数万亿美元的销售额。

来自大品牌公司，比如：

华尔街日报
大都会人寿保险公司
通用电气
雷诺士
宝洁
联合利华
象牙皂
家乐氏
美国运通
纽约证券交易所
桂格麦片
固特异轮胎
苏格信息公司
绿巨人公司
通用食品公司
理诺公司
贝尔通助听器公司
李施德林漱口水

还有很多.....来自其它不同行业，不同产品的有数百篇...

《539 档案》里的经典文案时间跨度从 1910——2015 年（大多数是 50 年前的经典）……他们没有掉进“形象广告的陷阱”，而是促使大众记住他们的名字，并购买他们的产品。

这些并不是过时的旧广告。用到如今的移动互联网传播上，效果会倍增！每篇文案的言辞都是实实在在，不夸大，不隐瞒欺骗，更加真实，但又能促进顾客采取行动的广告文案。

它们是有史以来最有威力的、创造了数万亿美元的 539 篇经典

文案。

这些经典文案出自：克劳德·霍普金斯，尤金·斯瓦茨，大卫·奥格威，马克斯韦尔·萨其姆，约翰·卡普尔斯，盖瑞·亥尔波特，乔·卡伯，本·苏瑞兹，约翰·卡尔顿，杰·亚伯拉罕，丹·肯尼迪，杰夫·保罗，约瑟夫·休格曼.....等等数百位世界顶尖撰稿人之手。（其中，盖瑞·亥尔波特撰写的经典广告文案就有 29 篇！！）

你要做的就是标注，改编，提取，复制，粘贴你需要的精彩广告，并把它们直接应用到你的销售中——迅速增加你的文案反应率，业绩提升 300%-2000%是完全有可能的事（这些经典文案 10 年，20 年后都不会过时）。

在这里，你可以看到顶尖文案撰稿人撰写的已经证明有说服力，让人无法抗拒的广告文案...

在这里，你可以看到已经成功销售数亿美元的产品与服务的广告文案...

在这里，你可以看到成功塑造了当今知名品牌的广告文案...

在这里，你可以看到为原本很小的公司带来成千上万的忠诚客户，最终使其成为大企业（其中一些已成为跨国企业）的广告文案...

在这里，你可以看到影响你购买厨房，浴室，卧室以及客厅用品的广告文案....

最终，你将得到...

一、99 篇减肥，健康&美容用品经典文案

二、17 篇家居用品经典文案

三、77 篇专业书籍经典文案

四、29 篇药品经典文案

五、13 篇服装经典文案

六、97 篇食品经典文案

七、55 篇汽车经典文案

八、53 篇信息产品及研讨会经典文案

九、42 篇保险经典文案

十、19 篇零售经典文案

十一、38 篇赢取奖品的经典文案

虽然行业有分类，但是你可以借用不同行业的广告文案手法，超越竞争对手，而不是一味的使用本行业的操作方式，造成同业同质化。

这些经典文案原本都是零散的文案，经过我们的用心归类（见精装版），行业细分，你读起来会更加方便，使用起来会更加便捷！

你只需……把这些广告文案略加修改，直接套用到你自己的产品或服务上即可。

它们能帮你创造出新的灵感，它们能帮你撰写出攻心的广告文案...它们能帮你节省数万，数十万，甚至数百万的广告费用...它们能让你的产品销量、利润滚滚而来，滚滚而来...

不仅如此，经常抄写这些经典文案，它们会烙印在你的大脑中，成为你的一部分，即使不看任何模板，文案范本，你都可以信手拈来，写出杀手级的文案。

注：每篇文案的后面都留有空白页，你可以记下你的笔记。本册是第二期，按照计划每 45 天出一期，共计 10 期，目前根据进度可能会提前完成。最后，你还会拥有一套行业细分的精装版，供你珍藏留念。

李炳池

微信: zixun8

2016 年 3 月 28 日

1、我是如何在一夜之间提高记忆力的

How I Improved My Memory In One Evening The Amazing Experience of Robert Heap

"Of course I shall tell you," said Robert Heap, of Birmingham.

"I remember distinctly — and I can remember correctly — John Waggoner, the sportsman who was introduced to me at the dinner of the Botic Club three years ago in October."

The assurance of this speaker — in the crowded auditor of the Hotel Terminus — compelled me to look at him.

He is Dr. Bruce Furst, the most famous memory expert in the world, and my friend Bob Clark. He will show you a lot more wonderful things than that."

And he did.

As we went into the banquet room, the host-master was introducing a long line of guests to Dr. Furst. I got in line, and when it came my turn, Dr. Furst asked, "What are your initials, Mr. Heap, your occupation, and telephone number?" Why he asked this I learned later, when he picked out from the crowd the sixty men he had met two hours before and called each by name without a mistake. What's more, he named each man's occupation and telephone number.

I won't tell you all the other amazing things this man did except to tell how he called back, without a mistake, long lists of numbers, playing cards, prices, newspaper articles, and anything else the guests gave him.

When I met Dr. Furst, he rather bewildered me over by saying:

"There is nothing miraculous about my remembering anything. I want to remember, whether it be names, faces, figures, facts, or circumstances I have read."

"You can do this at once, as I do. Anyone with an average mind can learn quickly to do exactly the same things."

"My own memory," continued Bruce Furst, "was originally very faulty. On meeting a man I would forget his name in thirty seconds, while now there are probably over ten thousand men and women in the world, many of whom I have met only once, whose names I can recall instantly on meeting them."

"That is alright for you, Dr. Furst," I interrupted, "you have spent years in Dr. Furst's school, haven't you?"

"Mr. Heap," he replied, "I can teach you the secret of a good memory in one evening. You are not a genius, because I have done it with thousands of pupils. In the first of twelve simple lessons, which I have prepared for home study, I show you the basic principle of my system, and you will find it just like playing a fascinating game. I will prove it to you."

He didn't have to. His course did. I got it the next day from his publisher.

When I tackled the first lesson, I suppose I was the most surprised man in the entire memory to find I had learned — in about one hour — how to remember a list of ten hundred words so that I could call them off forward and back, without a single mistake.

That lesson stuck. So did the others. I have learned I was so unprepared I



Introduced Dr. Furst's course in this country.

Read this comment from Mr. J. W. Sullivan of London, S.W.2.

"I have started your course and my memory has improved to a very high degree."

Mr. Sullivan is a barrister.

Dr. Bruce Furst's course is practical. I can rely on my memory now. I can recall the name of anyone I have met before. I can remember any figures I wish. I remember numbers with an almost automaticity. What's more my concentration has improved.

The "old fog" of forgetfulness has vanished. I used to be scared stiff of speaking — because I wasn't sure I could remember what I wanted to say. Now I am sure of myself, confident, and relaxed when I get on my feet at the club, at a dinner, or in a business meeting.

Now I can call up like a flash of lightning almost any fact I want. I used to think a "late" dinner, "memory" was latent in the heredity and genius. Now I see that every one of us has that kind of memory if we know how to make it work.

What's more I have become more popular and influential.

My advice to you is don't wait another minute. Find details of Dr. Furst's amazing course are available free on request. You will be surrounded by letters from a wonderful memory school. Your dividends in both business and social advancement will be enormous.

ROBERT HEAP

Send No Money

Full details of Dr. Furst's easy to follow method for developing a powerful memory are contained in a free booklet entitled "Advances in Memory". To obtain your copy, and further proof that Dr. Furst's system really works, merely post the coupon (you don't even need to stamp your own name).

Free Book Coupon

For Memory Programme, Dept. CHM1, 172, Bury St., Manchester 2, M2 8JL. Please send me the free booklet "Advances in Memory" with proof that Dr. Furst's system really works.

NAME _____

ADDRESS _____

Post Code _____

我是如何在一夜之间提高记忆力的

维克多·琼斯的神奇经历

“当然，我记得你！你是来自西雅图的艾迪生·西姆斯先生。

“如果我没有记错的话——我确信没记错——是有伯勒斯先生，一位伐木工人，3年前，五月份的一天，在西雅图扶轮社用午餐时，介绍我们认识的。认识你，真的很愉快！从那时候起，我再就没见过你，你的粮食生意做得怎么样了？合并工作进展得如何？”

在瑞吉酒店拥挤的走廊中，正在说话的这个人，脸上的自信，使得我多看了他几眼，尽管我没有“偷听”旁人讲话的习惯，即使是在酒店大堂里。

“他是大卫·m·罗斯，美国最著名的记忆专家，”还没等我来及开口问，我的朋友肯尼迪似乎就看透了我的心思。“今晚，他还会给你带来很多比这更精彩的东西。”

事实证明，确实如此。

当我们走进宴会厅时，主持人正在介绍罗斯先生的客人队伍。我也加入了队伍中，轮到我时，罗斯先生问：“你的名字的首字母是什么，琼斯先生，还有你从事什么行业，联系电话是多少？”我当时很好奇他为什么问这个，但后来明白了。两个小时，他从见过的60个人中，随便挑出一个，都能准确无误地叫出他的名字。更重要的是，他还能确切地说出每个人从事的行业，和他的电话号码。

罗斯先生除了毫不犹豫，能立即叫出两个小时之前介绍过的那些人的名字，而且还能说出一系列冗长的数字，像银行清算价格，邮包利率，还有其他客人给他的一系列数据。

• • •

当我见到罗斯先生时——你知道这是我第一次有机会和他单独接触——他的一句话让我非常震惊，他平静，谦虚地说道：

“我能记住我想记的任何东西，其实一点也不神奇，不管是姓名，外貌，数字，事实，还是其他任何东西。

“你可以和我一样轻松做到这点。普通人都可以通过学习，快速做这些看似非常神奇的事情。

“我的记忆力，”罗斯先生继续说道，“起初其实很差。说真的——是非常差。开会时过 30 秒，我就会忘记刚介绍过的人的名字。而现在，估计有 10000 个人，大多数可能都是只见过一次的朋友，我现在看到他们时，都能迅速叫出他们的名字。

“你能做到这点，罗斯先生，”我打断了他，“因为你练习很多年了。但是，我怎么能做到呢？”

“琼斯先生，”他回答说，“我能在一夜之间教会你练就超强记忆力的秘诀。我不是信口胡说，通过我的指导，数千名学生都做到了。我准备的 7 节简单的自学课程中，介绍了我整套课程系统的基本原则，通过它你会发现——提高记忆力，并不像你担心的那样，要付出很多努力——而是和游戏一样有趣，简单。我将证明给你看。”

他不必证明，他的课程就证明了一切；第二天，我从他的出版商那里买了课程。

当我开始学习第一节课时，我想我是全国 48 个州内最惊讶的人——在大概一个小时的时间里——我就学会了如何记住列有 100 个单词的表——我可以从前往后，从后往前，准确无误地——说出这些单词。

然后我继续学习。接下来的 6 节课程也是如此。

我们来看看纽约最著名的一个出庭律师写的一封信：

“我想借此机会告诉你，我认为你的这个系统，对社会是一个

贡献。出奇简单的方法，相应的原则下的案例，尤其吸引我。我要说，我在准备两次出庭时，测试了前两节课，非常有效。”

这个人并没有任何夸大之词。

罗斯的课程真的是无价的！我现在可以依靠我的记忆。我可以叫出所有我之前见过的人的名字——而且我的记忆力越来越好。我能记住我想记的任何数据。使用罗斯先生的简单方法记电话号码，每当需要时，我都能立刻记起来。

以前总担心忘记东西的恐惧彻底消失了。我曾经经常吓得浑身发抖——因为我不确定。我记不清我想说什么。

现在我很确定，很自信，当我参加俱乐部，宴会，商业会议，或任何社交活动时，我都信心百倍。

最有趣的是，我现在成了一个非常健谈的人——以前，我在那些知识渊博的人面前，经常处于沉默状态。

现在，我可以快速想起我要表达的意思。我曾经认为“反应迅速，思维敏捷”的记忆力只有天才才能拥有。现在，我认为，掌握了方法，每个人都能拥有那样的记忆力。

我告诉你，在大脑混沌这么多年后，突然有一天你思维清晰，记忆力超强，能记住任何你想记的东西，这是一件非常美妙的事情。

罗斯课程将会为你带来这个奇迹。

在我们使用了这个方法后，你再也听不到我们办公室有人说“我猜”“我想差不多”或“我现在一时想不起来”或“我不记得了”或“我必须查一下他的名字”之类的话了。现在他们瞬间就能记起答案。

下面是节选自蒙特利尔，一位非常出名的销售经理来信中的一段话：

“长话短说。罗斯先生的这个记忆课程，效果非常显著。它非常简单，就像撕下一页日历那么简单。任何人——不管是谁——都能在6个月内，100%把自己的记忆力提高1000%。”

我的建议是，不要再犹豫了。马上写信索取罗斯先生神奇的课程吧，看看你能拥有多么强大的记忆力。你将因此得到无穷的能量。

维克多·琼斯

不用先付款

出版商对罗斯的记忆课程非常自信，他们相信你会在短短几小时内惊讶地发现，自己的记忆力增加了两倍，三倍，所以，他们会先把课程免费寄给你。

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请用普通快递寄给我，包含有7节课的罗斯记忆课堂。5天内，我要么把这个课程退寄给你，要么支付全额费用3.5美元。

姓名_____

地址_____

作业

2、“我们挤啊挤...挤啊挤...他们却一直在笑!”

DON McNEILL...ABC STAR—TELLS HOW

“We Squeezed...

and Squeezed...

and Squeezed

and still they laughed!”



“It happened one morning on my Breakfast Club show. There we were, squeezing lemons with an old-fashioned lemon squeezer. There were lemon peels everywhere... juice squirting in every direction. Lemons were rolling in the aisles... so was the audience!”

Why was I knocking myself out? An eager beaver at the ad agency wanted me to show how long it would take to squeeze 16 lemons... enough lemon juice for a 16-ounce, pint bottle of REALEMON. It took us

15 minutes and 25 seconds. No wonder the audience laughed.

They knew that the REALEMON way is the easiest

and most economical way to get juice from a lemon.

A pint bottle of REALEMON makes two half-gallon pitchers of lemonade in 15 seconds! So... when I want lemon juice for lemonade... or for the many other hundreds of uses there are for lemon juice... what do I do? What would you do?

I reach for a bottle of REALEMON lemon juice... every time.”

~~~~~

Take Don's advice.

Buy REALEMON Brand Reconstituted Lemon Juice in bottles for instant delicious lemonade. It's made with California Lemon Juice.

For even extra convenience... get REALEMON California Frozen Concentrate for Lemonade. Makes the best lemonade you've ever tasted.

P.S. Try REALEMON'S new exciting tropical fruit drink, MAMBO PUNCH! The big 46-oz. cans hold 6 to 8 glasses of pennies a glass.



**REALEMON**  
BRAND

RECONSTITUTED LEMON JUICE  
CALIFORNIA FROZEN LEMONADE  
© REALEMON-FUTURA COMPANY, 1954

堂·麦克尼尔! ……ABC 明星——告诉我们

## “我们挤啊挤...挤啊挤...他们却一直在笑!”

“事情是这样的，有一天早晨，我在早餐俱乐部表演。我们用老式的柠檬压汁器压汁，扔的到处都是柠檬皮…柠檬汁到处四溅。我觉得柠檬在捧腹大笑…观众也在捧腹大笑!

我为什么要把自己弄得精疲力尽呢? 因为广告公司一个好奇的人想让我演示一下，压榨 16 个柠檬……并且压出足足的 16 个柠檬的柠檬汁……压出能装满一个 16 品脱绿的梦柠檬瓶的果汁，需要多长时间。结果是，这花了我 15 分钟 25 秒。难怪观众捧腹大笑。因为他们知道“绿的梦”( Realemon) 是人们获取柠檬汁最简单，最经济的方法。

一品脱绿的梦可以在 15 秒内，提供容量为半加仑水杯那么两杯柠檬汁。所以…当我想要柠檬汁时…或给别人大量提供柠檬汁时…我该怎么办? 你会怎么做?

我会伸手去拿一瓶绿的梦柠檬汁…每次都是。”

XXXXXXXXXXXXXXXXXXXXX

听取堂的建议。

买绿的梦柠檬汁，享即时美味柠檬水。加州柠檬汁集团制造。

甚至还可以更方便……你可以购买加州绿的梦速冻浓缩柠檬水。即可享用到你喝过的最好的柠檬水。

P.S. 你还可以尝试最新的让人惊叫的热带水果饮品，曼波砰!  
26 盎司大罐装，可倒普通水杯 6-8 杯。

绿的梦

浓缩柠檬汁 加利福尼亚冷冻柠檬汁

© 绿的梦普丽普莱公司，1956 (284)



### 3、“我和婆婆说了一件事...你真应该看看她当时的脸色!”

“I told my  
mother-in-law  
a thing or two



...and you should have seen her face!”

YOU see, we were visiting... now you know, you hate to say anything! But when I walked into her kitchen and saw her squeezing all those lemons! Well, what would you do? I tried to be subtle about it... said something about what a lot of work she was going to... and asked why she didn't try the easy way. Of course, the answer was, “Now my dear, I know the younger generation likes things the easy way, but I've learned thru the years... if you do it yourself, then you know it'll be good.”

That was enough. I started telling her about REALEMON BRAND LEMON JUICE. Younger generation, huh! First I told her about REALEMON's convenience... no squeezing, no fuss... you know how you just open the bottle and pour... all the lemon juice you need! Then I told her about REALEMON's economy. Why... a pint bottle gives you the juice of about 16 lemons at such a low, low price... and no waste of half used, dried up lemons either! But when I told her that REALEMON is reconstituted

... that reconstituting insures the same strength, same flavor, drop after drop, bottle after bottle... well that's when I could tell I'd made my point! I'm not sure, but I think she *actually* blushed! She did say, “Well, I guess you're never too old to learn! REALEMON you say? I'm going to get a bottle tomorrow... think of all the time and money I've wasted... now why didn't someone tell me about this before?”

So now both of us use REALEMON... we'll never go back to squeezing lemons... but how about you? Tried REALEMON yet? Don't say I haven't told you!

**REALEMON RECONSTITUTED  
LEMON JUICE**



Write for free  
“Menu Magic” recipe  
booklet to:  
REALEMON-PURITAN CO.  
Dept. R-4  
1200 W. 37th St.  
Chicago 9, Ill.

© REALEMON-PURITAN CO. 1957

## “我和婆婆说了一件事...你真应该看看她当时的脸色！”

我们去看望……说到这里，你应该知道我说的是谁了吧……你知道，遇到这种情况，一般都不想说话！但是，当我走进厨房，看见她在压柠檬！这时，你会怎么做？我尝试着小心翼翼地去处理这件事……告诉她，压这么多柠檬，要花很长时间……我问她为什么不试试简单的方法。当然，我得到的回答是：“亲爱的，我知道你们年轻人都喜欢越简单越好，但根据我这么多年的经验…如果你们亲自下厨，你会发现，这已经是很好的方法了。”

在婆婆絮叨完以后。我和她说了绿的梦柠檬汁。年轻一代，哈！首先，我告诉她绿的梦有多方便……不用挤压，不用弄得乱七八糟……只要打开瓶子，倒出来，你就可以得到自己想要的柠檬汁！

然后，我告诉她绿的梦很实惠。为什么……因为一品脱瓶能给你提供 16 个柠檬榨出来的柠檬汁，而且价格非常非常低廉……不会和自己压汁时，不能全部压出来，造成浪费！当我告诉她绿的梦是纯果汁……每一瓶，每一滴都保证了同样的口感，同样的味道，同样的营养时……我知道我说到要点上了！我不是很确定，但是我看到她当时脸红了！她说，“好吧，真是活到老，学到老！那个叫什么，绿的梦？明天我也去买一瓶。想想我之前浪费了多少钱和时间……为什么以前没人告诉我这个呢？”

现在我们使用绿的梦，不会再去挤压柠檬了，但你呢？尝试了绿的梦了吗？不要说我没告诉你！

绿的梦

浓缩柠檬汁

写信到：绿的梦普丽普莱公司  
R-4 部门 1200 W. 37 街道 芝加哥 9 III.  
© 绿的梦普丽普莱公司，1957 (285)

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## 作业

## 4、摩根堡的“奇迹”

*Advertisement*



### "Miracle" at Fort Morgan

*How a Colorado ranch-wife helped  
a whole town slim down*

**N**OBODY LOOKS less like a crusader than Lydia Brandt of Fort Morgan, Colorado. Small, quiet, shy by nature, she tends to be a listener, not a talker; looks more like a viewer of life than a doer of big deeds.

Yet more than 400 Fort Morgan families have felt the impact of this diminutive brown-eyed ranch-wife's winning personality—felt it in a very personal way! For Lydia helped all of them slim down.

This mass figure-reshaping project didn't come about simply because Lydia decided one day everybody in Fort Morgan was too fat. Her zeal in stirring a whole town to action was the result of a personal "miracle" in her life. After being a heavyweight for 10 years, Lydia could suddenly wear a size 10 dress! Using Stauffer Home Reducing Plan, she had sure-

ly but steadily cut her weight from 184 to 122 pounds, each one located exactly where she wanted it.

And when this miracle happened to her body, a miracle also seemed to happen in her heart. Her spirits lifted. She was happy just to be alive. And she wanted to help others solve their weight problems just as she had.

Now Lydia was anything but a born saleswoman. If there were charity bazaar tickets to sell, for example, Lydia would be inclined to buy them all herself rather than pester anybody.

But she was too deeply moved by her miracle to hug it to herself. Believing firmly in the plan that had brought her a slender new figure at 37, she was determined to see that other people had a chance to try it.

Quietly, but with deep conviction—

*A timely advertisement reporting on a successful way to reduce.*

## 摩根堡的“奇迹”

### 科罗拉多州农场女主人是如何帮助整个镇上的人成功瘦身的

莉迪亚布兰德来自科罗拉多州摩根堡，从外表看起来，没有谁能想到她竟然是一位改革者。她生得娇小，性格安静，害羞，不善言辞，看起来更像一位生活的旁观者，而不是能引起轰动的实干家。

然而，摩根堡超过 400 个家庭，都被这位身材娇小，长着一双棕色眼睛的农场女主人优秀的人格影响着——以一种非常个人化的方式！因为莉迪亚帮助他们减肥成功了。

这个减肥计划并不是莉迪亚看到镇上的人都很胖，而突发奇想。她决心帮助整个镇上的人减肥，是因为发生在她自己身上的一个“奇迹”。肥胖 10 年的莉迪亚突然有一天能穿 10 码的裙子了！通过斯托弗家庭减肥计划，她稳定地从 184 磅减到了 122 磅，对现在的身材她非常满意。

当这个奇迹发生在她身上时，她的内心似乎也发生了一个奇迹，她变得更精神了。她觉得生活非常美好，过得非常快乐。她也想帮助别人解决像她之前一样的肥胖问题。

销售，恐怕是莉迪亚最不擅长做的事情了。比如，如果有慈善集市门票出售，莉迪亚就会全部自己买下来，而不会纠缠别人。

但是发生在她身上的奇迹，深深地感动了她，她不想自己一个人独享。她坚信，这个减肥计划既然能让 37 岁的自己发生这么大变化，那么也一定要让别人有机会试试它。

她悄悄地做了这个决定，

一个非常及时的成功减肥报道

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# 作业

## 5、令人讨厌的人：值得你为他们花费精力吗？

### Troublesome People:

*Are they worth your trouble?*



Why should you help people who cause trouble for you?  
And even if you want to help them, do you know how?

Doctors know troublesome people are often people in trouble. The person who causes trouble for you may be in trouble himself—bad trouble! He may be mentally ill. Today, one in every 10 Americans suffers from mental illness.

#### Why does he cause trouble?

As irritating and annoying as this person's behavior is to you, it is immeasurably more of a problem to him. Actually, he may want to get along with other people. But something inside him keeps forcing him to act in a manner that upsets others.

#### Can you help?

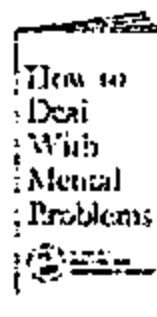
Of course you can help. Although your first natural impulse may be to fight back, experience shows that this seldom if ever accomplishes anything. Actually, the help you can give is so simple that it's hard to believe it will work at all. What these people need is understanding... your understanding that they have a problem.

Sympathize... don't criticize! Lend a friendly ear. Let them know that you are interested in what *they* feel... what *they* think... what *they* say! Help them realize that everyone is not against them. Let your own interest prove this.

#### Is it worth your trouble?

When you give your understanding to a troubled person, suspicion and mistrust begin to fade. Life becomes more livable for him and more bearable for you, and those others who must live, work and be around him. If you can help one troubled person, it is certainly worth *your* trouble to try.

#### Send for valuable free booklet



Learn how you can be helpful to the mentally ill. Send for the new free booklet "How To Deal With Mental Problems." Write: Better Mental Health, Box 3000, New York 1, New York.



## 令人讨厌的人： 值得你为他们花费精力吗？

为什么你应该帮助那些给你带来麻烦的人？即使你想帮他们，那又如何帮呢？

医生们知道，总给别人带来麻烦的人，通常自己都处于烦恼中。那些总给你带来麻烦的人，他们可能自己就处于麻烦中——很大的麻烦！他可能精神上出问题了。如今，每 10 个美国人中，就有一个遭受着精神疾病的烦恼。

### 为什么他总是给别人带来麻烦？

这个人，还有他的一些行为，可能会激怒你，让你感到厌烦，不过他精神上遭受的痛苦可能无法估量。事实上，他可能也想与他人和睦相处。但他的内心不断迫使他做一些让人厌烦的事情。

### 你能帮助他吗？

当然，你可以给他提供帮助。虽然，你遇到这样的情况，可能第一反应是反击，实际表明，这么做，不能解决任何问题。事实上，你能给他提供的帮助非常简单，简单到你都无法相信它有效。这些人需要的就是理解……你的理解，理解他们遇到了问题。

给他们以同情……不要批评他们！像朋友一样去倾听。让他们知道，你在乎他们的感受……在乎他们心里的想法……在乎他们说的话！帮助他们意识到并不是所有人都讨厌他们。让你的行为证明这点。

### 花这些心思值得吗？



当你对一个陷入困境的人表示理解时，猜疑和不信任就会开始消退。他的生活会变得更加有价值。你，还有其他生活中必须和他接触的人，生活也会变得更快乐。如果你可以帮助陷入困境的人，这肯定值得你尝试。

### 写信给我们，即可免费获取有价值的小手册

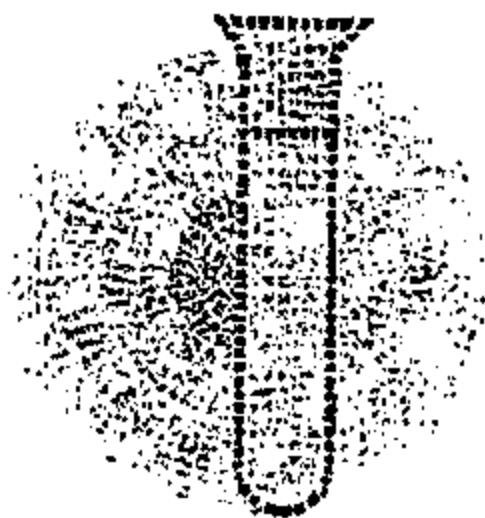
来信请寄：心理更健康，纽约市，纽约第一大道，信箱 3000，  
免费索取最新小手册《如何和精神有问题的人打交道》，学习如何  
帮助精神上有问题的人。

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# 作业

## 6、一款新型香皂背后的故事



*The story  
behind the discovery  
of a totally new  
kind of soap*

New test-tube triumph helps give your skin  
**THE BRIGHT LOOK OF HEALTH!**

**EVERYONE** whose face has ever felt tight as a drumhead after a lathering with toilet soap...or itched uncomfortably after a bath...has long been a personal concern to a group of white-coated Lever Brothers researchers. But in their search for a soap that could offer healthful cleanliness with comfort, they had to re-formulate toilet soap—with hitherto unused ingredients—to create the one mild, fragrant, lathery bar that could offer this scientific skin care.

Laboratory tests, with this totally new kind of soap, proved it cleaned and cleared skin as no other could. It removed cosmetic film other soap left on skin...and left no itchy, drying soap film on skin.

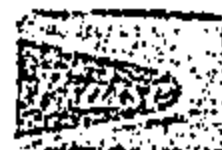
In tests for mildness, no toilet soap—not even those recommended for

babies—was as mild as the new Lever Brothers triumph. This was no surprise to the scientists responsible for the new soap. It had three different reasons for mildness so outstanding that this new soap actually “agrees” with skin:

1. Its alkali balance is more closely akin to that of normal, healthy skin than any other soap. 2. Its new skin-clearing ingredient, **NEUMASIL**, permits this unusual promise: only this new soap with **NEUMASIL** helps clean away germs that cause blemishes *and does not irritate*. 3. It's richest in cold cream of any soap.

Aptly named **NEUTRA**, this totally new kind of soap is now available for home use—to help give your skin the bright look of health! Look for it at your favorite store—the new miracle of scientific skin care, new pink praise!

Lever Brothers unconditionally guarantees satisfaction on your full purchase price returned. © 1939 LEVER BROTHERS COMPANY



## 一款新型香皂背后的故事

一次成功的试管试验，将带给你充满光泽的健康肤色

有用过普通香皂洗脸后，脸紧绷难受的感觉——或洗澡后，脸很痒不舒服的人，都肯定会对利华兄弟研发的白色包装的系列香皂感兴趣。在他们寻找能提供清洁效果好，且令人舒适的健康香皂时，他们不得不对传统的香皂配方进行调整——使用迄今从未有人使用过的材料——研发一款温和、芳香泡沫丰富的香皂，来满足这样的皮肤护理需求。

实验室测试表明，这种全新的香皂，对肌肤的清洁能力；任何其他香皂都无法比拟。它能轻松帮你卸妆，不会在你的皮肤上留下让人发痒、干燥的肥皂膜。而其他香皂可能就无法卸干净。

在进行温和性测试中，所有经过测试的普通香皂——甚至那些推荐给婴儿的香皂——的温和性都没有利华兄弟香皂的温和性好。对这个结果，研发这款香皂的科学家一点也不觉得奇怪。这款香皂的温和性之所以如此出众，如此亲肤，一共有 3 个原因：

- 1、它的酸碱平衡比其他香皂更接近正常、健康的肌肤。
- 2、它全新的清洁成分有机硅聚合物使得它拥有独特的效果：只有这种含有有机硅聚合物的香皂，才能清除引发色斑的细菌，而且没有任何刺激。
- 3、它是所有香皂中，冷霜含量最丰富的。

这款被恰如其分命名为赞美（praise）的香皂，现在任何家庭都能买到——让你的肤色更健康有光泽！赶快去你经常去的商店看看吧——看看这种全新的护肤奇迹，粉色的赞美香皂！

利华兄弟香皂公司无条件担保，不满意就全额退款给你，©1959，（334）

利华兄弟香皂公司

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# 作业

## 7、TELFA 无菌纱布垫，不影响伤口愈合的新敷料

*Milestone in first aid*

# TELFA®

## *New Mercy Dressing For Wounds*

**P**ETE closed his eyes and set his teeth. Sure, he'd heard the doctor say it wouldn't hurt. But he knew...

The boy remembered the last time, and how awful it hurt when the dressing was torn off.

Now he felt fingers loosening the tape around the dressing. "OK," he said. "Rip it off. I can take it."

"Rip it off? It's already off!"

Pete sat up. "But it didn't hurt!" he exclaimed.

This particular case happened to involve a research physician at an Illinois hospital.

But scenes like this are taking place today in hospitals all over the country. Because leading hospitals are using a new dressing for wounds, burns, and incisions. They have switched from gauze to TELFA sterile pads—the dressing that doesn't hurt when you take it off.

Until now, you haven't been able to get TELFA pads for home use, because doctors and hospitals have taken the whole supply. But now, production is up. And for the first time you can get TELFA pads for family use wherever you buy first aid supplies.

If you've used gauze to dress larger wounds, you know how it sticks to the wound. So when you tear off the bandage you tear off the scab. And that not only hurts, but slows healing—the wound has to heal all over again.

But a TELFA pad can't stick to the wound. That means it can't hurt when you pull it off, because the scab stays

*The bandage children don't fear  
—because it doesn't hurt  
when you take it off*

put. So wounds heal faster with TELFA.

A TELFA sterile pad is like a wafer-thin sandwich. It consists of two layers of porous plastic "skin" with special non-woven cotton in between. Cotton never touches the wound, so nothing can suck or hurt. One plastic surface goes on the wound, and all fluids are drawn up into the cotton through thousands of tiny holes. The other plastic surface keeps dirt out, keeps wound and dressing clean.

So TELFA is absorbent, non-adherent, clean—in short, the perfect bandage.

How perfect? Doctors found out in two years of clinical tests:

At two leading hospitals—one in Chicago and another down state—TELFA dressings were used on over 1,000 patients. Findings: TELFA worked better than gauze in every single case.

No wonder hospitals switched to TELFA! And now you can switch, too. You can get TELFA pads in two sizes that can be cut to fit any wound.

Next time you have to put a bandage on Junior's knee, remember that you'll have to take it off again. So be sure it's TELFA—the bandage that doesn't hurt.

**BAUER & BLACK**  
Division of The Kendall Co., Chicago

## TELFA 无菌纱布垫

# 不影响伤口愈合的新敷料

皮特此时闭上眼睛，咬紧牙关。当然，医生已经告诉他不会很疼。但是他知道……

小男孩儿还记得上次在揭包扎纱布的时候，那种剧烈的疼痛。

现在，他能感觉到医生慢慢松开伤口上的纱布。“好的”他说。“揭下来吧，我能忍住”

“揭下来？已经揭下来了啊！”

皮特坐了起来。“但是一点也不疼啊！”他喊道。

在伊利诺斯州医院，临床研究医师碰巧遇到了这样的情形。

但是，这样的情形全国所有医院，每天都会遇到。因为，那些著名的医院对烧伤，还有切伤都开始使用一种全新的伤口敷料了。他们把传统的纱布，换成了 TELFA 无菌纱布垫——这种纱布垫，在揭下来的时候，伤口不会有疼痛。

到目前为止，你在家还用不到 TELFA 无菌纱布垫，因为医生和医院采购了全部的货物。但是，现在我们提高了生产量。这是有史以来第一次，你可以在急救用品店买到它。

如果你用纱布包扎过大伤口，你肯定知道，在伤口愈合后，它会粘到伤口上。所以，当你揭开纱布时，会扯掉伤口结痂。不仅伤者会感到很疼痛，而且会降低伤口愈合速度——本来已经快愈合的伤口，又被撕裂了。

但是 TELFA 无菌纱布垫不会粘到伤口上。这就意味着你在揭开纱布的时候，不会感到疼痛，因为结痂不会被撕裂。所以，用 TELFA

无菌纱布垫，伤口愈合得更快。

**孩子受伤包扎后，再也不会害怕揭纱布了  
——因为在你揭纱布时，一点也不疼。**

TELFA 无菌纱布垫，就像一个极薄的三明治。它外面是两层塑料打孔薄膜“皮肤”——中间是特殊无纺棉。无纺棉不会接触伤口，所以不会粘到上面，揭开的时候，不会感到疼痛。其中一个塑料面接触伤口，所有的液体，都会通过上面的无数小孔，被吸附到无纺棉上。另一个塑料面则会把细菌、灰尘等挡在外面，保持伤口，以及纱布的清洁。

TELFA 无菌纱布垫吸收能力强，不粘伤口——总之，是一款完美的包扎带。

有多完美？医生们经过两年临床测试，发现：

在两个著名医院中——一个在芝加哥，另一个在另外一个州——TELFA 无菌纱布垫在超过 1000 位病人身上进行临床测试。结果发现：所有测试都表明，TELFA 无菌纱布垫比普通纱布好。

难怪所有医院都换了 TELFA 无菌纱布垫！现在你也可以用到了。TELFA 无菌纱布垫有两个型号，你可以根据伤口大小，任意裁剪。

下次在给孩子包扎膝盖时，记住，你还要把它拿下来。所以，一定要使用 TELFA 无菌纱布垫——不会带来疼痛的纱布垫。

鲍尔&鲍尔

芝加哥肯德尔有限公司分部

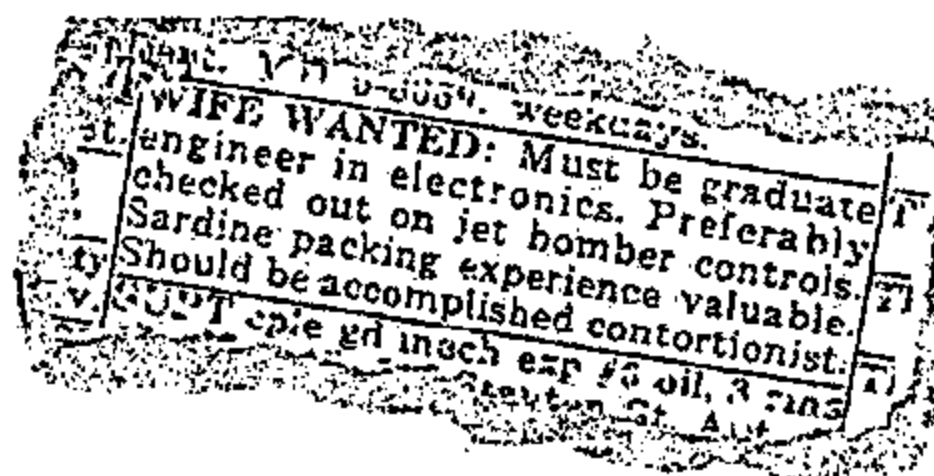
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# 作业

## 8、如今复杂的电器，让你做家务更容易了，还是更困难了？



### *Do Today's Complicated Appliances Make Your Housework Easier or More Difficult?*



by GEORGE ROMNEY

WHEN I strolled through the showroom of an appliance store in Detroit the other day, I couldn't help wonder what Mrs. America must think of today's

mechanical household servants—her electric appliances.

Flashing lights, complicated controls, hard-to-use gadgets greet her eye... but all too often these are not real, down-to-earth *useful* features!

Why is this so? My personal opinion is that some manufacturers have

been so busy trying to outdo each other in the race for

George Romney is president of consumer-minded American Motors Corporation, which builds the highly successful compact Rambler automobiles, and the high quality Kelvinator home appliances. Kelvinator appliances are manufactured at Grand Rapids, Michigan, and in 18 plants throughout the world.

just not recognized sufficiently the real needs of today's consumers. The idea seems to persist that the way to attract attention is through frills, gadgets and advertising catchwords.

Here at American Motors we build our automobiles and appliances with the idea that you buy them to use, not just to show off to your neighbors. We think that gimmicks often distract the confused buyer's attention from true values.

For instance, countless chats with housewives revealed that they had one big complaint about ranges—oven cleaning—which is the tidiest, dirtiest job in the kitchen.

So—Kelvinator created, and patented, a simple set of throw-away aluminum foil oven linings. When grease and grime accumulate, all Mrs. Consumer has to do is throw the old ones away and spend a few easy minutes putting in new foil.

You'll find this functional feature

妻子想要：丈夫必须是位电子工程师。最好会检查喷气式轰炸机。还会打包沙丁鱼。还必须是技艺高超的柔术演员。

## 如今复杂的电器，让你做家务 更容易了，还是更困难了？

来自：乔治·罗姆尼

前几天，我在底特律一家电器展厅闲逛，当时我就忍不住在想，美国的家庭主妇们肯定对如今的机械仆人——她们的电器产品有想法。

闪烁的灯光，复杂的操作，看起来不知道怎么用的小器具，琳琅满目……但是，往往实用性却不强！

为什么会这样呢？我个人的观点是，如今一些制造商已经不能完全从客户的实际需要出发了。他们着重于通过产品装饰、广告，还有小配件来吸引顾客。

在美国汽车公司，我们坚持根据用户的需求，来设计我们的汽车和电器。我们牢记一点，你购买它们是为了使用，而不是仅仅为了向邻居炫耀。我们认为，产品噱头通常会分散顾客的注意力，使他们无法关注产品的真正价值。

例如，通过和许多家庭主妇交谈，我们了解到她们有个非常大的不满——那就是烤箱的清洁——这是厨房里最乱，最脏的工作。

因此，开尔文设计了一款非常简单的随弃式铝箔烤箱衬里，并申请了专利。当油脂和污垢堆积到烤箱衬里时，主妇们只要扔掉旧的，花几分钟时间，铺上新的就可以了。

你会发现这个功能...

乔治·罗姆尼先生，是始终以顾客为中心的美国汽车公司的总裁，在他的领导下，公司研发了非常成功的漫步者小汽车，以及高品质的开尔文家用电器。开尔文家用电器在密歇根州大急流城生产制造，在全世界 18 个工厂也均有代生产。

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# 作业

## 9、他们“从一文不名，到家财万贯”

### their way from "Rags to Riches"

*Now they're helping others do the same*

students in 52 countries. The fabulous faculty of famous artists who started the school as a labor of love still own it, run it, and are fiercely proud of what it has done for its students.

Eric Ericson, for example, worked in a garage in Minnesota. He never had an art lesson before enrolling. Today he is an advertising illustrator, making seven times his former salary.



Norman Rockwell—America's best-loved artist left school at 13.

Kathryn Corsuch left her clerical job to have a baby. She spent the waiting months studying art at home. By the time the baby was seven months old, Kathryn was able to go back to work for the same company, this time as a well-paid commercial artist.

"Thanks to your course," writes Robert Meecham of Toronto, "I've come from an \$18-a-week job to where I'm a successful artist. I own my own house, two cars, and have money invested in two companies."

Gertrude Vander Poel had never drawn a thing until she enrolled in the school. Now a fashionable New York gallery sells her paintings.

Where are the famous artists of tomorrow? Dorne is not surprised at all by the success of his students. "Opportunities for trained artists today are endless," he says. "We continually get calls from art buyers all over the U. S.

"They ask us for practical, well-trained students—not geniuses—who can step into full-time or part-time jobs.

"I'm convinced," Dorne goes on, "that many men and women are missing an exciting career in art simply because they hesitate to think they have talent. Many of them do have talent. These are the people we want to train for success in art—if we can find them."

**Unique art talent test:** To discover people with talent worth developing, the twelve famous artists created a remarkable, revealing 12-page Talent Test. Originally they charged \$1 for the test. But now the school offers it free and grades it free. Men and women who reveal natural talent through the test are eligible for training by the school.

Would you like to know if you have valuable hidden art talent? Simply mail coupon below. The Famous Artists Talent Test will be sent to you without cost or obligation. And it might lead you into becoming one of the famous artists of tomorrow.

#### FAMOUS ARTISTS SCHOOLS

Studio 926, Westport, Conn.

Please send me — without obligation — your Famous Artists Talent Test.

Mr. \_\_\_\_\_ Age \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_ (Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_

## 他们“从一文不名，到家财万贯”

*现在，他们帮助别人做同样的事情*

来自 52 个国家的学生。由著名艺术家自愿发起创办的艺术学校，现在依旧在运行中，他们对这个学校给学生带来的成就，感到非常自豪。

例如，埃里克·埃里克松，之前在明尼苏达州一个车库工作。在入学前，他从来没有上过任何一门艺术课。如今，他已经成为一个广告插画家，赚的钱是他之前工资的七倍。



诺曼·洛克威尔，15岁辍学  
他是美国最受喜爱的艺术家

凯瑟琳·戈萨奇辞去了文书工作，准备要个孩子。在家的那几个月中，她开始学习艺术。在宝宝 7 个月大的时候，她就能够回到公司工作，这次的职位是高薪的广告艺术总监。

“谢谢你的课程，”来自多伦多的罗伯特米查姆写道，“我从一个一周只能赚 18 美元的小职员，变成了成功的艺术家。我现在拥有了自己的房子，两辆车，而且还投资

了两个公司。”

格特鲁德·范德·普尔在她入学前，从来没有画过一幅画。现在，她的画在纽约一个时尚画廊出售。

明天的著名艺术家在哪里？学生取得这么大的成功，多恩一点都不惊讶。“如今，训练有素的艺术家的机会无限，”他说，“我们不断地接到全国各地艺术品购买者打来电话，请我们推荐绘画技术好，可以接受全职或兼职工作，训练有素的学生——而不是天才。

“我相信，”多恩继续说道，“许多人，没有能够从事艺术方面的工作，是因为他们不相信自己有这方面的天赋。他们中间很多人都有天赋。如果我们能找到这样的人——我们非常愿意帮助他在艺术方面取得成功。”

独特艺术天赋测试：为了挖掘值得培养，有绘画天赋的人，12位著名艺术家开发了一个非常科学的12页天赋测试。最初这个测试，他们每份收取1美元。但是现在，学校免费提供，并且免费点评试卷。通过测试的人，就可以获得入学资格。

你是否也想知道自己有没有这方面的天赋？如果是，你只要把下面的优惠券邮寄给我们即可。我们会立刻把《著名的艺术家天赋测试》发送给你，不会收取任何费用。它可能指引你走上明天的著名艺术家之路。

|                       |    |
|-----------------------|----|
| <b>著名艺术学校</b>         |    |
| 康涅狄格州，韦斯特波特 926 工作室年。 |    |
| 请寄给我著名艺术家天赋测试——非强制    |    |
| 先生/女士/小姐              | 年龄 |
| 地址                    |    |
| 城市                    | 区  |
| 郡                     | 州  |

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# 作业

## 10、买手表的关键

### An Easy Key to Watch Buying

Selecting a Good Watch for Your Money

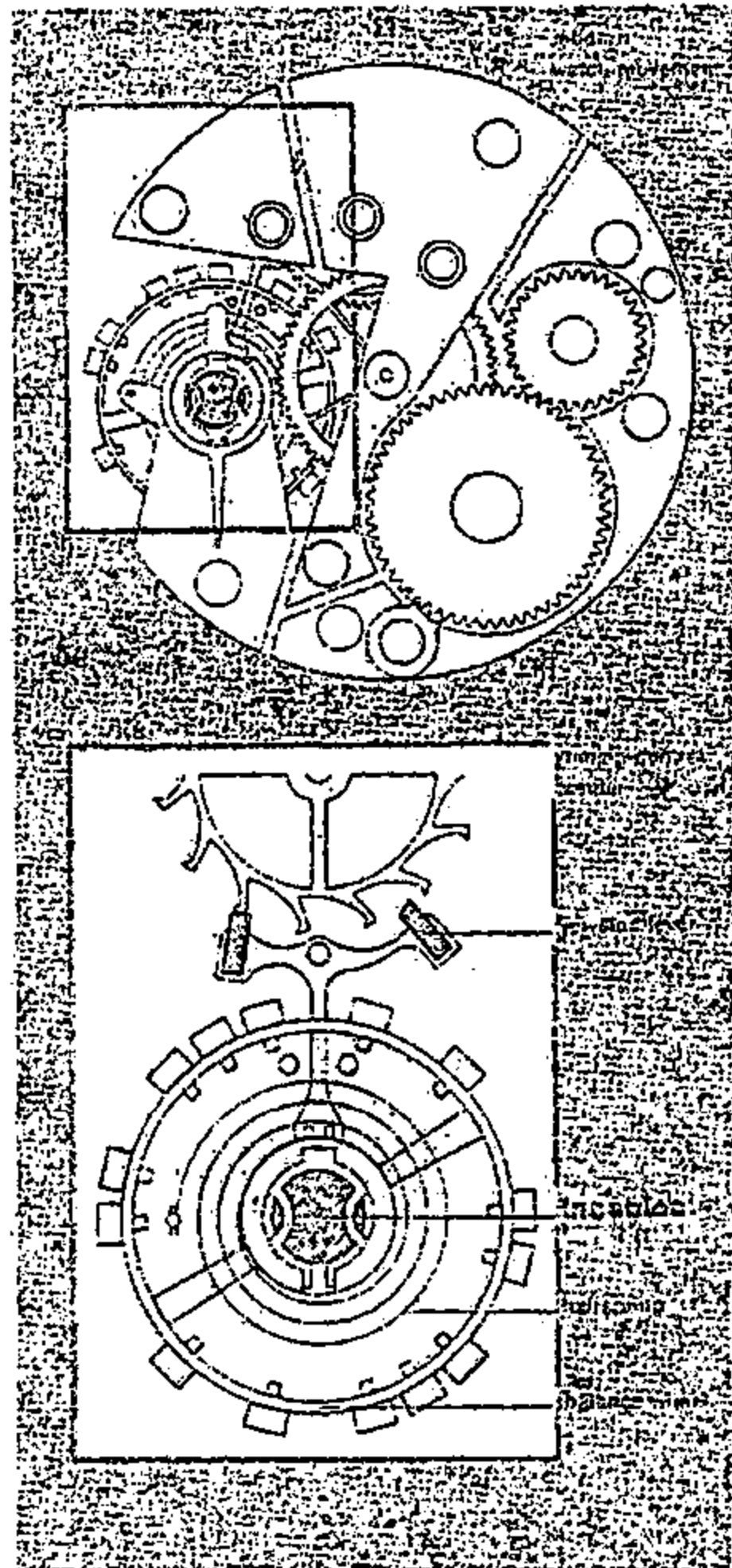
SELECTING a good watch for your money is not difficult if you know what you are looking for. Without the experience of a watchmaker it is hard to judge various special features in today's watches. Style and design are important but in no way do they relate to the quality of the movement. A long-lasting timing-control center (jeweled-lever escapement) is the important difference in a good watch...and the key to this difference is the Incabloc shock absorber.

Although most parts and features are common to all watches, there is one — INCABLOC — which is found only in watches manufactured with jeweled-lever timing-control centers. Incabloc is the protective system that maintains the accuracy and quality of these watches and reduces repair costs to a minimum. Its characteristic, easily recognized lyre-shaped spring can be seen at the center of the moving balance wheel.

To date 175 million Incabloc-equipped watches have been sold by the world's leading manufacturers.

Ask your retailer to guarantee that the watch he sells you is manufactured with the authentic Incabloc shock protection system. It is your key to a quality watch.

INCABLOC is the registered trade mark of The Universal Escapement Limited, La Chaux-de-Fonds, Switzerland. Incabloc Corporation, 730 Fifth Avenue, New York 19, N. Y.



## 买手表的关键

### 选择一块物有所值的好手表

如果你知道在购买手表时应该注意什么，那么，选择一块物有所值的好手表并不难。没有钟表制作的经验，面对琳琅满目的手表市场，很难判断各种复杂的性能。手表款式，以及设计风格的确很重要，但它和手表走时的准确性无关。手表好坏，最重要的差异在于，持久的计时控制中心（杠杆式擒纵系统）……决定这种差异的关键是，因加百碌避震机制。

尽管所有手表的大部分部件和特性都一样，但是有一样——因加百碌避震机制——只有使用杠杆式擒纵系统控时中心的手表，才会拥有。因加百碌避震机制是一套防护系统，可以维护手表走时的精准度，把维修成本降到最低。因加百碌避震机制的特点非常好辨认，它是一个竖琴状弹簧，一般位于平衡轮摆中心。

迄今为止，由世界著名手表制造商销售的杠杆式擒纵系统机械表，已有 1.75 亿块。

在购买手表时，问问你的零售商，确保你购买的手表是因加百碌避震保护系统。这是确保手表质量的关键。

因加百碌，是瑞士拉绍德封通用擒纵系统有限公司注册商标。地址是，纽约，730 第五大道，因加百碌公司。

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# 作业

## 11、你会购买红色表盘的手表吗？

Would you buy a watch  
with a red face?



IT must be downright embarrassing for a watch when it fails to keep good time. And it's somewhat embarrassing for you, too, as well as being constantly annoying.

But what actually makes a watch keep true time for years and years? *Workmanship and materials.* Many screws in a fine watch are so small 50,000 can fit in a thimble, yet they, too, must shine with pride.

So at Bulova we produce, fit, polish and hone the most microscopic parts with the exquisite care an Oriental might give to engraving a prayer on a pin. It is a leisurely, unhurried process. It actually takes about 6 months to fashion one Bulova—and as many as 50 different teams of experts may work on the watch. Yet when the movement is completed, the parts whisper past each other smoothly, glossily—like silk.

But there are further points of wear where pivots move back and forth...back and forth...18,000 times an hour. These we guard with jewels—jewels drilled with holes as fine as a human hair. Unlike cheaper

bearings, these will literally never wear away. In fact the whole assembly has so much sheen and luster, you could wear the watch inside out with pride.

Then we do something rather shocking. We take this beautifully precise instrument (with more than 125 parts) and do our best to break it. We've thrown our watches from roofs, tied them to water skis, strapped them to record-breaking speedboats, sent them over Niagara Falls. But we know, as you should know, that *the greatest tortoise test of all is time.* You don't have to baby a fine watch. It's the roughly made, cheap watches that can't take it...for long.

For the smart people who got this far in the ad, we have the delightful news that Bulova watches start for as little as \$24.75 plus tax. (New S. V. P. Series.) They then move through various price ranges, adding more gold, more features, more brilliance, until they sign off in a blaze of diamonds for \$2,500. But whatever you pay for a Bulova, you don't have to hope for trouble-free accuracy...you can expect it!

# 5 9 0 0 1 You can be proud of that **BULOVA** difference

## 你会购买红色表盘的手表吗？

手表不准时，真的非常让人尴尬，而且很烦人。

但是，是什么让手表年复一年地准确走时呢？工艺和材料。一款好的手表中，有很多非常非常小的螺丝，一个套管中，能容下 50000 个，而且它们必须漂亮，闪耀。

所以，我们生产的宝路华（Bulova）手表，我们会使用最精湛的技术，就像东方人在别针上雕刻经文一样，不断调整，抛光，打磨。这是一个悠闲、从容不迫的过程。要制作一块时尚的宝路华手表，大概需要 6 个月的时间——一块表，可能要 30 多位专家共同协作才能完成。当手表的机芯部分完成后，各个部件会如丝绸般光滑，互不干扰地运行。

但是，还有一点就是要确保枢轴来回转动……一小时转动 18000 次。为了确保品质，我们选择了珠宝——上面钻有发丝般纤细小孔的珠宝。和普通轴承不一样，我们的枢轴永远不会磨损坏。这块手表闪耀，奢华，拥有它，你一定会很骄傲。

然后，我们做了一件相当令人震惊的事情。我们在这些漂亮的精密仪器（里面包含超过 125 个零件）里选出来一个，并尽力破坏它。我们从屋顶扔下去，绑在滑雪板上，绑在速度最快的游艇上，从尼亚加拉大瀑布滑下去。但是我们知道，你应该也知道，对手表最大的考验是时间。你不用像呵护婴儿一样去呵护一块精密的手表。只有做工粗糙的廉价手表，才经不住时间的考验。

对于选择宝路华手表聪明人，我们还有一个好消息，那就是它（新 S.V.P. 系列）的售价只有 24.75 美元，包含税。然后，随着手表上镶嵌的黄金数量，更多的功能数量，更奢华，更美观，手表的价格会有浮动，最贵的那款，售价为 2500 美元，上面镶有钻石。不过，

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不管你购买的是那款宝路华手表，你都享有公司的保证，保证手表走时精确无误。

*你一定会为宝路华的不同而骄傲*

(632)

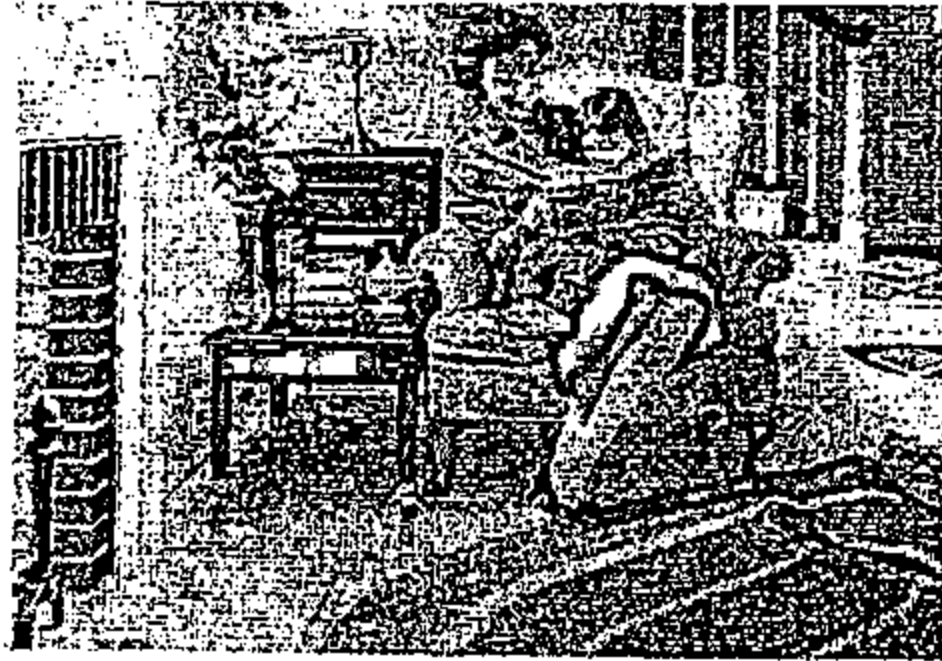
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# 笔记



## 12、在这张图中,你能找到多少会引发家庭危害的事?

How many home accident hazards can you find here?



Look closely at the picture above and you'll find some potentially dangerous situations that could cause accidents in your own home.

Notice the turned-up corner of the rug, the skates on the floor and the books on the staircase. These are invitations to fall—and falls cause over 13,000 home fatalities a year.

Always keep stairways free of obstructions, provide a storage place for toys—and teach children to keep them there. Rugs, of course, should be made trip and slide-proof.

See the open fire without a screen? It's estimated that over 1500 homes are attacked by fire each day. Every fireplace should be screened—especially for the safety of toddlers.

Did you spot the frayed electric cord leading to the table lamp? It could cause severe shock, or a painful burn. Be sure that all the cords and electrical outlets throughout your home are always in good repair.

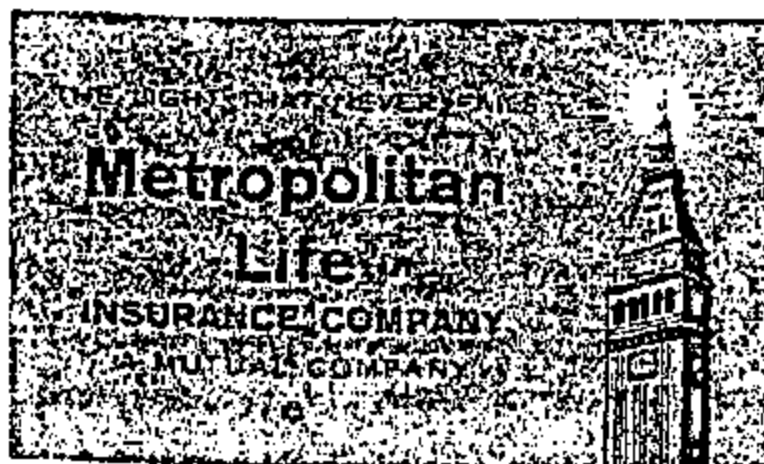
Notice the heavy vase on the table? A youngster could reach it easily . . . and pull it over on himself. Keep heavy objects centered on tables.

What about other potential "danger spots" in your home? The bathroom can be especially dangerous—if medicines are left where young children can get at them. All medicines should be kept in a secure storage place. And so should bleach, lye, insecticides and cleaning fluids.

*Poisoning from such substances is now a common medical emergency among young children.*

Last year home accidents took the lives of 28,000 Americans and caused over four million disabling injuries. Why not inspect your home for potential sources of accidents—and make necessary repairs or arrange for their removal?

Metropolitan's booklet, *Your Family's Safety*, gives much more information to help you make your home the safe, secure haven it should be. For your free copy, use the coupon below.



PASTE COUPON ON POSTCARD

Metropolitan Life (Dept. A)  
1 Madison Ave., N. Y. 10, N. Y.

Please send me the free booklet, *Your Family's Safety*, 12-59-13.

Name \_\_\_\_\_

Street \_\_\_\_\_

City & Zone \_\_\_\_\_

State \_\_\_\_\_

#59001



## 在这张图中，你能找到多少会引发家庭危害的事？



仔细观察上图，你会发现一些家中可能引发事故的潜在危险。

看到翻起来的地毯，地板上的溜冰鞋，楼梯上的书了吗？这些都可能让人摔倒——而摔倒是每年超过 13000 起致命家庭事故的诱因。

确保不要在楼梯上放任何障碍物，给孩子提供一个专门存放玩具的柜子——教育孩子玩完玩具后，要放在专门存放玩具的地方。地毯，当然要保持平整，确保不会绊倒或滑倒人。

壁炉上没有安装遮挡明火的玻璃？据估计，每天因为明火引发的家庭事故超过 1500 起。每个壁炉都应该安装玻璃——尤其是有刚会走路的宝宝的家庭。

你看到过家里电线磨损严重的台灯？这可能引起严重的休克，

或烧伤。确保家里所有的电线和插座都处于良好的状态。

注意到桌子上的大花瓶了吗? 小孩子很容易够到……并砸伤自己。重物一定要放在桌子中间。

你家中还有哪些潜在“危险点”呢? 如果你的药物放在孩子可以触摸到的地方——浴室就可能成为一个特别危险的场所。所有药品都应该保存在一个安全的地方, 漂白剂, 碱液, 杀虫剂, 清洁剂等都是如此。

*这些物质引发的幼儿中毒, 是儿童急诊中很常见的案例。*

去年, 美国由于家庭事故造成的死亡人数为 28000 人, 引发的致残人数超过 4 百万。为什么不检查你家中的安全隐患来源——并进行必要的维修, 或重新布置, 消除安全隐患呢?

都市手册《你的家庭安全》中有很多信息, 可以帮助你打造一个安全的家居环境。使用下面的优惠券, 就可以免费获取一份:

请把这张优惠券粘贴在明信片上

实用启示

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请免费邮寄一份手册《你的家庭安全》12-59-H

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街道 \_\_\_\_\_

城市 \_\_\_\_\_ 州 \_\_\_\_\_

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# 笔记

## 13、为什么每个家庭都需要有家庭医生

### Why every family should have a family doctor...

Every family should select and become acquainted with a doctor before illness strikes. Yet, many families wait until sickness or emergency requires a last-minute decision about the doctor they will call.

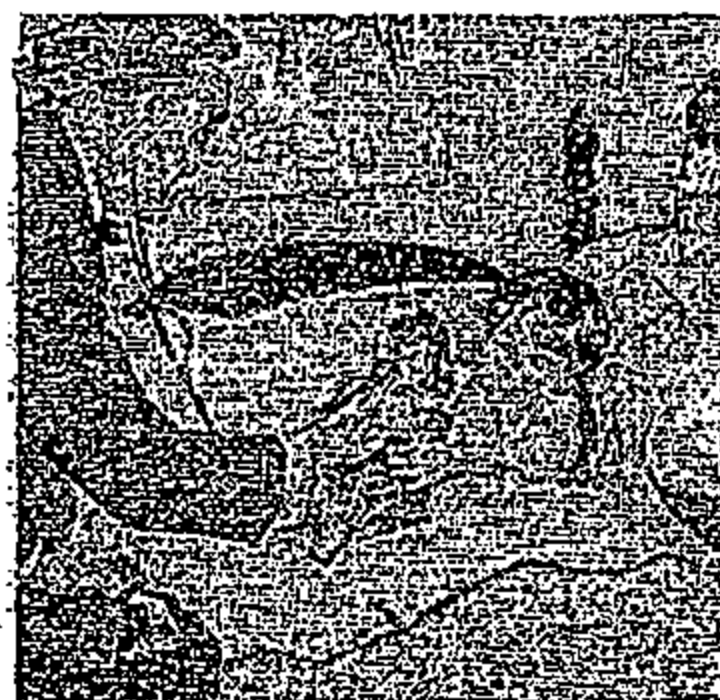
A family doctor, usually a general practitioner or an internist, can care for about 85 percent of your family's illnesses. And should you need specialized care, the family doctor can arrange it.

Perhaps the best way to select your doctor is through your local medical society or community hospital. They will give you the names of several physicians. You may choose one of them with assurance that you will be in good hands.

Then, call the doctor and go to see him for a friendly talk—about fees, night calls, the hospital he's associated with, and whatever else is on your mind.

Then ask yourself: did you like him... feel at ease with him... would you trust him during those critical situations which illness often creates? These questions are important. For mutual friendship and understanding are essential to a warm doctor-patient relationship.

What are the advantages of having a regular doctor? For one thing, he will get to know you and your family intimately—your "medical history," your response to certain drugs, your



normal blood pressure, your emotional reaction to illness, and many other facts which may be helpful when illness occurs.

He can also give you the benefits of preventive medicine. For example, if you have young children, he will want to see them at intervals to check their growth and development—and to keep their protection against communicable diseases up to date.

For others in your family, he can be a health counselor. For instance, if you're bothered at times by seemingly trivial complaints—indigestion, headache, nervousness, or fatigue—you might hesitate to go to a doctor whom you do not know. But with a family doctor, you'd feel free to talk over any condition that upsets you now and then.

Select and become acquainted with a doctor now. Keep his address, telephone number and office hours posted in a spot known to everyone in your family. His continuing supervision can help your children grow up strong and well—and help you live a long and healthy life.

公众微信: LBC333

#59001



## 为什么每个家庭都需要有家庭医生...

每个家庭都应该在生病前选择一个家庭医生，并和他熟悉起来。然而，很多家庭要等到病了，或有突发状况发生，才会决定给医生打电话。

家庭医生（通常是普通科医生或内科医生），可以照顾你的家人约 85% 的疾病。一旦你需要专业护理，你的家庭医生都可以提供。

选择家庭医生最好的方法是，通过当地的医疗所或社区医院。他们会给你介绍一些医生。你可以选择其中一个你可以信任的。

然后，打电话给他，约他谈谈——有关费用，夜间呼叫，和他合作的医院，等等你想了解的信息。

然后问自己：你是否喜欢他……与他相处是否感到轻松，在病情危急的情况下，你会信任他吗？这些问题都很重要。因为你们之间的友谊和理解，是建立和谐的医患关系必不可少的条件。

拥有家庭医生有哪些好处？首先，他更了解你和你的家人——了解你们的“病史”，你对某些药物的反应，你的血压状况，你对某些疾病的情绪反应，和许多其他的事实，这些信息在你们生病时，可能十分有用。

他还可以给你提供一些预防措施。例如，如果你有孩子，他会不时地检查他们的成长和发育状况，帮助他们预防传染病。

另一方面，他可以是一个健康顾问。例如，如果你偶尔有一些轻微不适——比如，消化不良、头痛、紧张，或者疲劳——你犹豫要不要去医院看医生。但是有了家庭医生，你可以随时和他咨询任何让你身体不适的问题。

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现在就选择，并认识你的家庭医生吧。让你的家人都记住他的地址、电话号码和办公时间。他的持续看护，可以帮助你孩子茁壮成长，帮助你更加健康长寿。

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**都市生活保险公司**

(一个互助公司)

一个互助公司

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# 笔记



## 14、你的头发是否让你看起来更年轻.....更漂亮?

Are you just a hair shade away from looking younger...prettier?

*Because a woman's looks depend so much on the look and tone of her hair, you'll want to read these frank answers to all your questions about what hair-coloring can do for you.*

**Does hair color really make such a difference?**

The right hair color can make the beautiful difference between a faded, "old" look and a fresh, lovely appearance... can transform "mousey" coloring into vital attractiveness. So why not take a mirror to a bright light right now and study your hair. Are you really happy with the color? Is it fresh, lively, the most becoming shade it can be? Or does it seem a little faded and lifeless lately? Maybe gray hair is beginning to show! In any case, you'll want the most natural-looking haircoloring you can get.

**How do I get the most natural-looking haircoloring?**

Miss Clairol® Hair Color Bath is the natural-looking haircoloring; its clear shining color penetrates deep into the hairshaft to shine outward, pretty much the same way as natural pigment does. This is entirely different from all the old methods or the many new ones that merely coat the hair with a little color. And this is why Miss Clairol is just about the finest hair-

coloring you could use from any viewpoint. Not only can it lighten, which no rinse can, but it assures you softer, more natural-looking color, greater shade control and is the most effective way known today to color gray.

**How will my hair like it?**



Many women tell us that Miss Clairol actually leaves the hair in better condition than it was before. As important as the soft, natural-looking color in Miss Clairol are the rich conditioning oils and fine creams that carry the color into the hair shaft, leaving it supple, glossy, easy to manage.

**How do I know what color?**

It's easy! Most women, especially as they mature, find a lighter, livelier hair color more flattering to their skin tone. But the best way is to consult your hairdresser. She'll show you.

公众微信: LBC333

#62001

## 你的头发是否让你看起来 更年轻.....更漂亮？

因为一个女人的外表，很大程度上依赖于她的发型，还有头发的颜色。所以，你肯定想知道头发颜色能为你带来什么，请看下面的回答。

### 头发颜色真的这么重要吗？

头发颜色是否合适，决定着你是庸俗，“老气”还是清新，可爱……合适的头发颜色，可以让你从“灰褐色”暗淡无光的发色，变得漂亮，迷人。因此，为什么不现在找个镜子，到光线明亮的地方，看看自己的头发。你真的满意自己头发的颜色吗？它是清新，亮泽？还是暗淡无光，毫无生气？或者更糟糕的是，可能你已经开始有白头发了！但是不管在任何情况下，你都需要的是最自然的发色。

### 我如何才能拥有最自然的发色？

伊卡璐小姐染色洗发露，是一款让发色看起来非常自然的染色洗发露；它那种清新，闪亮的色彩能渗透到发茎内部，使外部发色更自然、更持久，就像头发本身的颜色一样。这和传统的染色方法，或者那些新式的，只覆盖在头发表面的染色方法不同。这就是，为什么伊卡璐小姐是你染发的最佳选择。它不仅能让你的发色更亮泽，其他的洗发水做不到这点，而且保证可以让你的头发更柔软，发色更自然，而且可以更好地减少白发的产生，是如今预防白发最有效的方法。

### 用了伊卡璐，你的头发有什么变化？

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许多女性都和我们反应，用了伊卡璐，头发比以前好多了。不仅更柔软，发色更自然，而且伊卡璐里含有丰富的调理油和优质乳脂，使发色深入发茎，使头发更柔顺，光滑，易于打理。

### 我怎么知道我适合什么颜色？

很简单！很多女人，尤其是成年女性，需要的是靓丽，充满生机，和她的肤色能相得益彰的颜色。不过，最好的方法是去咨询你的发型师。她会告诉你，（未完待续）～

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## 笔记

## 15、特殊饮食不一定非得让人痛苦不堪

# Special diets are not necessarily problem diets

When ulcers, hypertension,  
sensitive stomach create  
diet-menu problems —  
Cream of Rice offers dozens  
of ways to brighten meals.

Because the dieter misses his favorite  
foods, he often finds it hard to be happy  
on restricted fare . . . hard for himself  
and difficult for the menu maker.

That's why the makers of Cream of  
Rice have developed dozens of recipes  
that afford attractive replacements for  
familiar dishes often denied those on  
special diets. These recipes are in accord  
with proven dietary practices in use in  
a leading New York hospital.

Cream of Rice—*proved by medical  
studies easier to digest than any other  
kind of cereal*—is more than a gentle  
cereal, more than an ingredient.

It has high taste and energy values  
and a minimum of allergic reactions . . .  
and Cream of Rice is finely milled,  
packaged without salt—nothing added  
except vitamins and minerals.

Whether your diet problem is one of  
making a bland diet exciting . . . a low-

fat diet taste creamy and satisfying . . .  
or adding zest to salt-free, or egg-free,  
or milk-free diets, you'll find delightful  
answers in the free booklet issued by the  
folks who bring you Cream of Rice.

Thousands of people on special diets  
know Cream of Rice as a satisfying  
cereal that *cooks in just half a minute*.  
Many of them do not know what a  
blessing it is when used as a base for  
appetite-tempting dishes for breakfast,  
lunch, dinner, dessert.

Low in fat, rich in Vitamin B<sub>1</sub>, Riboflavin and Iron, Cream of Rice is good  
nourishment for the whole family.

Whether you have a dieter to feed at  
your house or not, you will welcome the  
delightful eating suggestions made  
in the recipe booklet that is yours for the  
asking.

**FREE!**

**Recipe Book:**

"How to make special  
diets taste extra special." Just write: Cream  
of Rice, Department  
R-S, West Chester, Pa.



## 特殊饮食不一定非得让人痛苦不堪

当溃疡、高血压、敏感的胃使你不敢吃自己想吃的东西时——大米奶油能为你的饮食增加亮色。

因为减肥的人不敢吃自己喜欢吃的食物，各种各样的饮食限制，很难让他开心起来……不仅他不开心，做饭的人也很犯愁。

这就是为什么大米奶油的研发者，做了多种食谱，来代替减肥的人通常不能吃的熟悉美食。这些食谱，经过纽约著名医院临床实践，证明非常有效。

通过医学研究证明，大米奶油比其他任何谷物都容易吸收——它不仅是一种容易消化的谷物，不仅仅是一种食材。

它味道美，能量高，很少有过敏反应……大米奶油研磨精细，无盐……除了多种维生素和矿物质，再无任何添加。

不管你是想让减肥饮食，从清淡无味变得令人兴奋……让低脂食物像奶油一样，给你带来充分的满足……还是，想让无盐，或无蛋，或无牛奶的饮食增加一点亮色，在大米奶油研发者提供的免费小册子中，你都能找到满意的答案。

许多人都知道大米奶油是一种非常美味的谷物，烹饪起来非常简单，只要半分钟，就可以了。但是，大多数人还不知道，在早餐，午餐，晚餐，甜点中加点大米奶油，更能增加各种食物的美味。

低脂、富含维生素 B1、B2 和铁，大米奶油能为全家人带去丰富的营养。

不论你家是否有人正在减肥，你都会在我们赠送给你的免费食谱手册上找到满意的饮食建议，抓紧来信领取吧。

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**免费!**

**食谱书**

《如何让特殊饮食变得格外美味》只要写信到: 宾夕法尼亚州, 西切斯特, R-8 部门, 大米奶油, 即可领取。

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# 笔记



## 16、有些人说我们太落伍了，我们仍然认为有必要手工处理蔬菜

*Some people say  
we're old fashioned*



*We still think it's necessary  
to trim vegetables by hand*

The lady in the picture is trimming potatoes by hand.

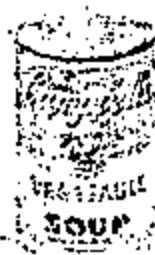
She could just as well be working on tomatoes, carrots, rutabagas, celery, or parsnips because they all get the same treatment in the Campbell Kitchens.

Some people tell us that this seems like a terribly old-fashioned way to do things in modern kitchens like Campbell's, and they are certainly right. The trouble is that

every vegetable is different and we have yet to find a machine that can spot and remove every last little blemish the way a keen-eyed, conscientious woman can do, with a sharp knife.

So we just go on being old fashioned. It's the only way we can be sure that you get the goodness, and nothing but the goodness, of the choice vegetables we use in Campbell's Soups. And when you taste the soups that our skilled chefs make with these vegetables, we think you'll agree that it wouldn't be fair to give them anything less than the best to work with.

*Campbell's*



*"We blend the best with careful pains  
In skillful combination,  
And every single can contains  
Our business reputation."*

Soups • Tomato Juice • Pork & Beans • V-8 Cocktail Vegetable Juices  
Franco-American Products • Swanson Products, including "TV" Brand Dinners

#56001

## 有些人说我们太落伍了

### 我们仍然认为有必要手工处理蔬菜

图片中的女士，正在用手为土豆削皮。

她处理番茄、胡萝卜、芜菁甘蓝、芹菜、防风草等蔬菜时，手法相当娴熟。因为，在康宝厨房，蔬菜都是这么处理的。

有些人告诉我们，在康宝厨房这么时尚的厨房中，还用那么传统的方式处理蔬菜，看起来太落伍了，当然，他们说的很对。但问题是，每种蔬菜都不一样，我们还没有找到一款机器，能像眼明手快，做事认真的女人那样，用刀把蔬菜中每一处需要处理的地方，都处理干净。

因此，我们还是采用了传统的方法。只有这样，我们才能确保你从康宝浓汤中，享用到的都是蔬菜精华。当你品尝到我们技能娴熟的厨师，用这些蔬菜做的浓汤时，我想，你肯定同意，我们必须给你提供这种最完美的汤品。

### 康宝浓汤

“我们努力提供最好的，通过巧妙的结合，一点一滴都包含着我们的商业信誉。”

浓汤·番茄汁·牛肉&豆子·v-8 餐前开胃蔬菜汁  
法美产品·斯旺森产品，包括“TV”品牌餐饮

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# 笔记

## 17、现在，控制饮食很简单！

A new concept in preparation of foods for diets allows "personal menus" at family meals and makes plain fare flavorful without condiments...

*Now It's Easy to Stay on Your Diet!*



THE HUMAN URGE for pleasure is strong, and has long been a part of the ritual of eating. Little wonder, then, that many a would-be reducer has retreated to unwise snacks or abandoned his reducing program altogether, after days of dietary exile.

In an effort to deceive his normal appetite for tasty foods, he turns to "reducing pills" which, by increasing basal metabolism rate, may make him nervous and irritable. To supplement the loss of food nutrients, he puts himself to the expense of vitamin pills. And meanwhile, he is confronted daily with the palatable meals of the rest of the family who eat as they please.

For millions of Americans who really want to be slim, there is now an answer. It is the Diet-Master method of cooking foods so that they are colorful, palatable, and nutritious without addition of weight-producing condiments.

The Diet-Master by Presto retains natural salts and sugars, reducing craving for high calorie sweets. Foods cooked this way have a high satiety value — because they are flavorful, it is unnecessary to eat so much to feel comfortable.

Whole meals may be cooked in minutes in this one cooker because food flavors do not mix. And the owner of a Diet-Master may prepare a complete and appetizing diet meal with his own personal cooker without disrupting the food pattern for the entire family.

An infinite variety of foods is available to the dieting individual who follows the Diet-Master method of cooking; this is true whether his diet is low-calorie, bland, or the low-fat, low-cholesterol diet which many doctors now feel may be of high importance in preventing heart disease.

Calorie count, in all cases, should be followed carefully as recommended by your doctor. Would you like a comprehensive palm-size calorie chart to carry with you? It will be mailed to you, along with facts about the Diet-Master by Presto, if you send 10c to cover handling charges to National Presto Industries, Dept. R, Eau Claire, Wisconsin.

公众微信: LBC333

Advertisement

#56001

为想要控制饮食的人，提供的一种全新的烹饪理念，让在家庭聚餐中，也能拥有“私人菜单”，让普通食物即使没有调料，也能做得十分美味..

## 现在，控制饮食很简单！

人类强烈地渴望快乐，长期以来，吃一直是人们追求快乐的一部分。难怪，很多想减肥的人，控制几天饮食之后，总会忍不住重新拿起垃圾食品，或放弃减肥计划。

为了欺骗他对美食正常的渴望，他开始服用“减肥丸”，通过增加基础代谢率，来降低食欲，这种药可能会使他感到不安、焦躁。为了补充因为吃的食物少，而缺失的营养成分，他又吃下了很多维生素药片。同时，他每天还要面对家人，他们每次都能吃自己想吃的精美饭菜。

对数以百万计真正想变苗条的美国人来说，现在真的有一个方法可以帮助他们了！那就是“饮食家”食物烹饪法，可以让你烹饪出漂亮，美味，营养丰富，又不含让人长胖的调味品的食物。

普雷斯托研究的“饮食家”能保留天然的盐分和糖，减少人体对高热量甜食的渴望。用这种方式烹饪的食物，饱腹感很强，因为它们非常美味，不用吃太多，就能感觉吃得很舒服。

一顿饭就可以通过一个锅，在短短几分钟内做好，并且确保各种食材的味道不混合。用“饮食家”方法烹饪的人，会用自己的烹饪锅，做出美味，营养的食物，而不必影响其他家人的饮食。

对遵循“饮食家”烹饪方法，控制饮食的人，有许多种食物可以选择：不管他是想要低热量，清淡的饮食，还是想要低脂肪、低胆固醇的饮食，现在许多医生都觉得，低脂肪，低胆固醇饮食，可能对预防心脏病有非常重要的作用。

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在任何情况下，热量的控制都应遵循认真听取医生给你的建议。你想要随身携带一个手掌般大小的热量表吗？如果你邮寄 10 美分的运费，到威斯康星州国家雷斯托公司，R 部门，克莱尔。我们会以最快的速度为你邮寄这个热量表，还有一些关于“饮食家”的相关内容。

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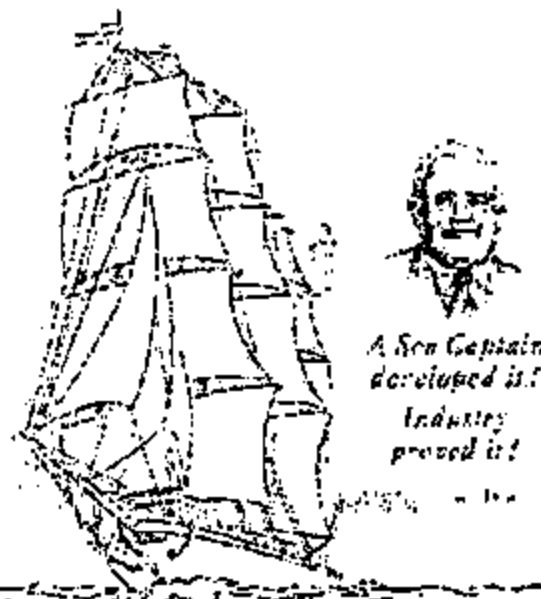
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# 笔记

## 18、生锈可以阻挡！

*How the battle against rust  
gripped the imagination  
of a Master Mariner*

### Rust Can Be Stopped!



When your neighbor applies a maroon red coating right over his rusty porch railing — don't look surprised. Chances are he's stopping rust with Rust-Oleum.<sup>®</sup> No ordinary coating, the basic formula of Rust-Oleum was developed nearly fifty years ago by Sea Captain Robert Fergusson, who became intrigued with the rust-stopping qualities of fish oil early in his career. Creating a special treatment for fish oil, he used the specially-processed fish oil as the vehicle in combination with fine rust-inhibiting pigments. The result? A coating that *stopped rust* when applied over sound rusted surfaces, after scraping and wire-brushing to remove rust scale and loose rust. Possible, because the fish oil penetrated<sup>\*</sup> the rust to bare metal. This was the birth of Rust-Oleum's exclusive 769 Damp-Proof Red Primer. Today, Rust-Oleum has been industry-proved for over thirty-five years.

#### Many Uses

Saturday may find Dad giving a quick Rust-Oleum touch-up by brush or spray to his power mower, lawn furniture, fuel tank, pipes, porch railing, metal sash, ornamental iron, or parts of the family car. For example, snapping the youngster's old bike back to new life for 98¢ (per half-pint) is

\*Later proved in radioactive tracing studies. The results will be forwarded to you on request.

rigid economy for which Dad can claim credit. Industry, too, with its enormous investment in metal, relies upon Rust-Oleum to protect tanks, towers, bridges, machinery, pipes, structural steel, equipment, etc., in the nation's annual seven billion dollar battle against rust.

#### Wide Variety of Colors

Rust-Oleum top coatings are available in many colors — from aluminums, whites, reds, grays, greens, blacks, yellows, oranges, browns and blues to pleasing pastels. And new Rust-Oleum self-spray containers provide this colorful protection with a flick of the finger.

Don't settle for an imitation. Insist upon *genuine* Rust-Oleum in the Scotch plaid label at hardware, paint, lumber, or department stores. \$1.79 per pint, \$2.98 per quart, \$1.89 for self-spray containers. Industrial users receive prompt service from Industrial Distributor stocks throughout the United States and Canada.

#### Free Booklet and Helpful Color Charts

Free booklet shows how to stop and prevent rust on many items around home and farm. Send for "101 Rust Stopping Tips." Industrial users write for free brochure — "New Color Horizons."

Rust-Oleum Corporation  
2407 Oakton Street • Evanston, Illinois

LBC333 10001



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船长是如何利用自己的聪明才智, 发挥想象力, 对抗生锈的?

## 生锈可以阻挡!

一位船长发明了它!  
工业上证明了它!

当看到你的邻居往生锈的阳台栏杆上, 涂栗红色的涂料时, 不要惊讶。他很有可能是用 Rust-Oleum 油漆来防止栏杆继续生锈。这不是普通的涂料, Rust-Oleum 的配方, 是大约 50 年前, 船长罗伯特·弗格森发明的, 在他的职业生涯早期, 他就对用鱼油来防止生锈产生了兴趣。他把经过特殊加工处理的鱼油, 和防锈效果很好的颜料相结合。结果怎样? 在用钢丝刷清理去除铁锈渣后, 把这种颜料涂上去, 物体表面就再没有生锈。可能因为鱼油将铁锈控制在了金属里面。这就是 1909 年 Rust-Oleum 特别防潮红色底漆的诞生。今天, Rust-Oleum 投入工业生产, 已经超过 35 年。

### 多种用途

周六, 爸爸可能会用 Rust-Oleum 给他的割草机、打理草坪的工具, 油箱、管道、花园栏杆, 金属腰带、装饰铁、或汽车快速补漆。例如, 爸爸可以骄傲地说, 他多么会精打细算, 只用了 98 美分 (半品脱 Rust-Oleum) 就让孩子旧自行车焕然一新。工业方面也是如此, 因为工业上金属比较多, 全国每年投入 70 亿美元, 使用 Rust-Oleum 来保护坦克、塔、桥梁、机械、管道、钢结构、设备等不受铁锈侵蚀。

### 多种颜色

Rust-Oleum 顶级涂料有多种颜色可选——银白色, 白色, 红色,

灰色, 绿色, 黑色, 黄色, 橙色, 棕色和蓝色。新型 Rust-Oleum 自动喷雾容器, 只需手指轻轻一按, 就能喷出各种颜色的防锈喷剂。

从不满足于模仿。Rust-Oleum 坚持创新, 在五金, 涂料, 木材或百货商店都可以买到这种苏格兰格子标签包装的颜料。每品脱 1.79 美元, 每夸脱 2.98 美元, 自动喷雾容器 1.89 美元。工业方面的用户还可以得到美国, 加拿大分销商的快捷上门服务。

### 免费小册子以及选色指南

免费小册子会告诉你如何阻止, 并预防家庭, 以及农场的工具生锈。写信给我们, 就可以索取《101 种防锈技巧》。工业方面的用户, 可以来信索取免费小册子——《新色彩, 新视野》。

#### Rust-Oleum 公司

伊利诺伊州埃文斯顿 • 2407 奥可通街

\*放射性跟踪研究也证明了它的效果。研究结果可要求邮寄。

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# 作业

# 19、德士古公司邀请你撰写电视广告赢大奖

How would you like an expense-paid trip for two — to Hawaii? Or to win a car, a mobile home trailer, a boat, or any one of more than 1,200 exciting prizes being offered for a few minutes of your time?



TEXACO INVITES YOU TO 公众微信: LBC333  
WRITE A PRIZE-WINNING TV COMMERCIAL

By Bill Malone

Announcer: Texaco Huntley-Brinkley Report

#60001

How often have you thought you could write a TV commercial better than the one you were watching? Well, here's your chance, and an opportunity to win one of over 1,200 wonderful prizes!

This contest is different. Fun to try; nothing to buy. Easy, too. You don't have to be a "pro" to win.

Get your free entry blank from any Texaco Dealer in continental U.S., or Canada. In it are contest rules and conditions, and a TV "story-board" which is like a comic strip sequence — pictures and words, simple and direct. Under the pictures are 4 blank spaces for you to fill in. Read the facts about Texaco's 2 great gasolines, which are clearly stated, and then write your own words. That's all there is to it.

Watch Texaco Huntley-Brinkley Report (Mondays through Fridays, NBC-TV) to see how the Texaco gasoline commercials are presented.

10-1st Prizes: Expense-paid trips to Hawaii — for two! We fly you there and back. Twelve glorious days as guests at a luxurious hotel. Enjoy the dream vacation of a lifetime!

5-2nd Prizes: Any one of the new, compact-economy cars: Corvair, Falcon, Lark, Rambler or Valiant. 2-3rd Prizes: ALMA Trailers, for happy mobile living. 5-4th Prizes: 17-ft. Fiberglass Cruisettes by OWENS, leading boat builders, with Evinrude 18-hp. Outboard Motors and Car Trailers. 10-5th Prizes: 5½-hp. Outboard Motors by Evinrude, the first name in outboards. 50-6th Prizes: "True Flite" Matched Golf Club Sets (men's or women's) by SPALDING, pacemaker in sports. 350-7th Prizes: Fishing Outfits by AIREX, featuring El Dorado spinning reels, with rods and nets. 400-8th Prizes: COLEMAN Camp Stoves, for quick, clean cooking anywhere. 400-9th Prizes: COLEMAN Snowlike Coolers, the world's finest picnic chests. 100-10th Prizes: EVANS PRODUCTS COMPANY famous INTERCEPTOR Bicycles for boys or girls.

STOP IN AT ANY TEXACO DEALER for your free entry blank. It lists all prizes, official contest rules, and shows you how easy it is to enter and win. FUN TO TRY — NOTHING TO BUY!

你想不想只用几分钟时间，就赢得免费夏威夷双人游？或赢得一辆汽车，一辆房车，或一艘船，或者其他 1200 多种激动人心的奖品中的任何一个。

## 德士古公司邀请你 撰写电视广告赢大奖

来自：比尔·马龙

报道人：德士古 亨特利·布林克利报道

你是否经常认为，你可以写出比你看到的电视广告更好的广告？你的机会来了，一个赢得 1200 多个精彩大奖之一的机会！

这次比赛别具一格。你不用购买任何东西，只要你有兴趣，就可以去尝试。而且，即使你不是“专业人士”，也有可能赢得大奖。

在美国大陆，或加拿大任意一家德士古经销商，你都可以拿到参赛申请表。里面包含参赛规则和条件，以及一个电视“广告故事板”，它就像是一套连载漫画——包括图片，文字，简单且直接。图片下面有 4 个空白处，需要你填写。仔细阅读德士古 2 大优质汽油的相关信息，上面都有详细介绍，然后开始撰写你的广告。就这么简单。

观看德士古亨特利·布林克利报道（周一——周五，NBC 电视台），看看以往的德士古汽油广告展示方式。

10——头等奖：免费夏威夷双人游！往返机票免费。豪华酒店贵宾住房免费入住 12 日。尽情享受梦幻般的假期吧！

5——二等奖：任一最新款，性价比超高的汽车：雪佛兰 Corvair，福特 Falcon；云雀，纳什漫步者，或战鸽。2——三等奖：阿尔玛汽

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车拖车, 享受快乐移动生活。5-四等奖:17-ft 由船只领导品牌欧文斯提供的 Fiberglas Cruisettes 系列船只一艘, 以及 18-hp 船外发动机。舷外发动机和汽车拖车。10-五等奖 5½-hp, 由舷外发动机第一品牌喜运来提供的舷外发动机一辆。50-六等奖:由运动领导品牌斯伯丁提供的“真动力”高端高尔夫俱乐部用品(可选择男款或女款)。350-七等奖:由埃尔克斯提供的钓鱼装备, 埃尔多拉多旋转盘, 钓鱼竿和蚊帐。400-八等奖:科尔曼营地炉灶, 让你随时随地享受快速、清洁烹饪。400-九等奖:科尔曼 Snowlite 冷冻箱,世界上最好的野餐宝箱。100-十等奖:埃文斯公司著名的儿童平衡自行车。

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在任意一家德士古经销商, 你都可以拿到参赛申请表。  
上面列有所有奖品, 参赛规则, 并告诉你如何轻松参加,  
拿大奖。只要你有兴趣, 就可以去尝试  
——不用购买任何东西!

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# 作业

## 20、他们除去了氨的气味



Advertisement

**They took the odor out of ammonia**  
*and created a new, pine-fragrant formula that is changing  
 the housecleaning habits of American homemakers*

FOR GENERATIONS, no American homemaker considered her home really clean without the aid of household ammonia. Any grandmother will recall that in her day it was as necessary to household cleanliness as soap to personal cleanliness.



The brothers went to work with perfume houses both here and abroad, and, after testing almost one hundred fragrances, discovered an essence from Switzerland's famed pine trees which ideally fulfilled both requirements.

In the business boom of the fifties, a new crop of all-purpose household cleaners, many much higher priced, began to displace ammonia on the housewife's cleaning shelf. Why?

The reason was obvious. Ammonia had one objectionable feature: its strong, pungent odor made it unpleasant to use.

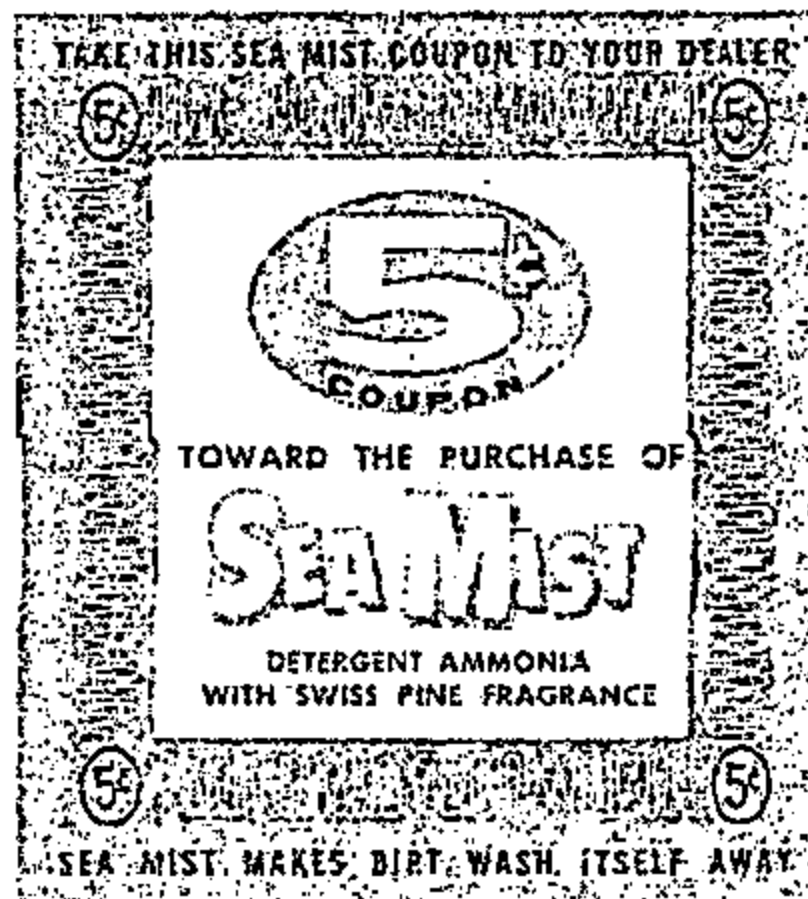
In Scranton, Pennsylvania, the problem threatened the livelihood of two ex-GI's, Alvin and Leonard Stahler, who had invested all their savings after the war in a chemical plant whose major product was household ammonia.

They asked themselves, "Could this odor be changed and a more pleasant odor substituted?"

The problem was not an easy one. The new fragrance had to integrate perfectly with the atomic structure of ammonia. It had to have a "clean smell," light and fresh with no cosmetic heaviness.

They named the new product "Sea Mist" suggesting the clean, fresh smell of the sea. At the same time, they set out to see if ammonia could be made even faster-acting than before. In February, 1955, they achieved a new detergent formula that works this way:

(continued next page)





## 他们除去了氨的气味

研发了一种全新的松香味消毒剂配方  
改变了美国家庭主妇清理房间的习惯

世代以来，美国的家庭主妇们都认为，如果没有家用氨水，家里就不可能真正清理干净。老人们都记得，以前家里做清洁，家用氨水和香皂一样，是必不可少的。

五十年代商业逐渐繁荣，许多新型多用家用清洁剂开始取代家用氨水出现在货架上，其中大多数价格都要高于家用氨水。为什么？

很明显，家用氨水有一种令人讨厌的特点：它有股强烈，刺鼻的气味，用起来很难闻。

这个问题威胁到了宾夕法尼亚州斯克兰顿两个退役军人的生计——艾尔文和伦纳德斯特尔。战后他们把所有积蓄都投资到了一家主要生产家用氨水的化工厂。

他们在想，“是否可以改变这种气味，用更好闻的气味取代它呢。”

这个问题很难。新香味必须和氨的原子结构完美结合。它必须“清新”，要有香味，但还不能太浓。

为了研究怎么能让清洁后的房间空气清新，他们兄弟两个开始在国内外国进行探索。在测试了将近 100 款香水后，他们终于发现，来自瑞士的一种著名的松树，能同时满足清



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洁和清新两种要求。

他们把这款新产品命名为“海雾”，寓意来自海洋的干净，清新的味道。同时，他们还着手研究如何让家用氨水的清洁速度更快。1955年2月，他们终于研发出了一种洗涤剂新配方：（未完待续）

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# 作业

## 21、沉睡了数年，某些细菌又重新苏醒了——它在浴室找到了自己的天堂



*Miracle drugs open  
Fantasy's box  
of infections...*

### ASLEEP FOR AGES—GERMS AWAKEN— FIND HAVEN IN TODAY'S BATHROOMS

By GENE WILBURN,  
*Medical News Writer, Houston Chronicle*

**W**HILE MANY of man's disease germs are being destroyed by the antibiotics—old germs with new destructive powers are arising, after ages of virtually peaceful existence within our organs.

Some of these organisms—Coli-bacillus, Proteus and Aerobacter, by name—have been helping to clear the body of waste matter in the intestines.

These "intestinal" germs have been held in check by secretions from certain disease germs (like streptococcus and pneumococcus). With control of these disease germs by the antibiotics, some virulent intestinal germs are causing serious systemic infections. This adds to the problem recently created by the emergence of antibiotic-resistant germ known as "staph."

All these germs can be picked up by direct contact with contaminated surfaces—for example, when deposited on bathroom floors and fixtures. Indeed, the bathroom can become a critical area for spread of disease.

That is why the bathroom cleanser should have the power to kill both "staph" and the other disease-bearing germs that may lurk in the bathroom. Published laboratory tests show that

neither soap suds nor usual pine oil solutions have the power to kill "staph"—that so-called "sanitizers" are not germicides... that is, they may not kill all the disease germs they touch.

One household product has proved to be an efficient germicide. Lysol Brand Disinfectant kills disease germs on contact—including virulent intestinal germs, "staph" and many deadly viruses. And, in laboratory tests, its antigerm action was found to last 7 full days.

Here are 3 basic steps for weekly bathroom cleaning: 1. Add Lysol to regular cleaning solution as directed. 2. Wipe floors, walls, fixtures with this solution. 3. When laundering bath mats and lid covers, soak in Lysol solution before adding a detergent. *Note:* If anyone in the family has a boil (a direct source of "staph" contamination)—disinfect bathtub, basin, bowl, seat with Lysol after every use.

*Lysol disinfects from one cleaning to the next as nothing else can. For those who like a pine-scented product, there is now a pine-scented form of Lysol. Regular or Pine Lysol costs as little as 29c.*

神奇的药物打开了潘多拉的感染盒子……

## 沉睡了数年——某些细菌又重新苏醒了——它在浴室找到了自己的天堂

来自: 吉因·威尔伯恩  
休斯敦纪事报、医疗新闻撰稿人

虽然现在许多引发疾病的细菌都被抗生素消灭了——但是，原来的某些细菌，在和我们的器官和睦相处数年后，又以新的摧毁力量重新出现了。

这些细菌——包括大肠杆菌，变形杆菌和气杆菌——之前一直帮助清除人体肠道的废物。

这些“肠道”细菌一直被某些疾病细菌（如链球菌和肺炎球菌）的分泌物所抑制。这些疾病细菌在抗生素的控制下，使得一些毒性肠道细菌有机会引发严重的系统性感染。因此，最近增加了一些因新出现的抗生素耐药细菌“葡萄球菌”引发的问题。

所有这些细菌，都会通过表面直接接触而感染——比如，当浴室地板，以及浴室用品上沉积这些细菌，人接触就会感染。事实上，浴室有可能成为疾病传播的关键区域。

这就是为什么说，浴室清洁剂一定要能杀死“葡萄球菌”，以及其他潜伏在浴室里，可能引发疾病的细菌。据相关实验室测试表明，肥皂，以及一般的松油洗涤剂，都无法杀死“葡萄球菌”——所谓的“消毒液”不是清洗剂的那种……也可能无法杀死它们接触到的所有病菌。

现在又一款家用产品，已经被证明是一种有效的杀菌剂。那就是来苏尔牌消毒剂，它能杀死它接触到的所有病菌——包括致命的

肠道细菌，“葡萄球菌”，以及其他许多致命病菌。实验测试发现，它的杀菌威力能持续 7 天。

下面是每周浴室清洁的 3 个基本步骤：1、直接把来苏尔添加到常用洗涤液中。2、用添加了来苏尔的洗涤液擦地板、墙壁。3、在清洗浴垫和各种盖子时，先把它们在添加了来苏尔的洗涤剂中浸泡几分钟。注意：如果家里有人感染了病菌（“金黄色葡萄球菌”的直接来源），那么，病人每次使用过的浴缸、盆、碗、座位，都要用来苏尔进行消毒。

来苏尔的消毒效果能从这个周末清洁后，持续到下个周末清洁时，这是其他任何消毒液都无法做到的。对于那些喜欢飘满松木香的产品，我们还研发了松香型来苏尔消毒液。原味型和松香型，价格均为 29 美分。

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# 笔记

## 22、“谁需要股票方面的建议？”



Surest thing about investing in stocks is this: you just can't afford to "hide" from the facts and figures. But neither do you have to dig to get them! Fortunately, the kind of information you'll want is easily available—and free. Simply visit a Member Firm of the New York Stock Exchange.

What will they do for you? Well, a Partner or Registered Representative will sit down with you and discuss, first of all, just what your investment goal is. Maybe you're eager for a "second income" to sweeten the regular one you get from your job. In that case, he may suggest common or preferred stocks or bonds which he thinks will continue to show a good record of return.

Or you may be looking for a place to put some of your capital where it may grow and help offset rising prices. In that case, he may recommend stocks that he considers have good possibilities for growth.

In any case, once your Member Broker knows what you're after, he'll give you facts and figures about the companies behind the securities you're interested in. It's plain as the nose on your face—the sound way to do your

investing. Never trust tips, rumors or hunches!

And, of course, use only the money which you have left over after regular expenses and emergencies are provided for. As you know, stock and bond prices go down as well as up—and there's also the risk that some companies may not pay dividends or interest.

By all means, inquire about the convenient Monthly Investment Plan. You may find it to your liking because it lets you pay as you go. You can select from some 1200 stocks listed on the New York Stock Exchange and start your investing with as little as \$40 every 2 months. Later, if you wish and can afford it, you can increase your amount up to as much as \$1,000 per month. And you can start or stop a Plan any time you wish.

Talk things over with your Member Firm.

### Members New York Stock Exchange

*Own your share  
of American business*

For offices of Members nearest you, look under New York Stock Exchange in the stock broker section of the "Yellow Pages."

SEND FOR FREE BROCHURE. Mail to a Member Firm of the Stock Exchange, or to the New York Stock Exchange, Dept. P-13, P.O. Box 1075, New York 1, New York.

Please send me, free, "DIVIDENDS OVER THE YEARS," a basic guide for common stock investment.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_ #59001  
公众微信: LBC333  
PHONE, IF ANY \_\_\_\_\_



## “谁需要股票方面的建议？”

股票投资中，有一件事情是非常肯定的，那就是：如果有些信息或数据你不了解，你就会损失惨重。不过，你完全不用亲自去挖掘这些信息！访问纽约证交所的会员事务所，你就可以免费，轻松地得到它们。

他们帮你做什么呢？你来到公司，会有公司合伙人，或注册代表接待你，首先，和你讨论你的投资目标。也许，你是除了本职工作收入，想多一项收入，让生活更滋润。这种情况下，他可能建议你投资普通股，或优先股或债券，这些都可以让你持续获得返利。

或者，你是想找一个地方，存放你的资金，通过产生的利息，抵消上涨的物价。在这种情况下，他可能会推荐他认为增长可能性很大的股票给你。

无论什么情况，一旦成员代理了解了你的需求，他都会为你提供你感兴趣的公司证券的幕后信息和数据。很明显——这是你最理想的投资方式。永远不要相信技巧，谣言或直觉！

当然，只用你日常开支，预留的紧急开支之后剩下的资金。你也知道，股票和债券价格有上涨，也有下降——而且面临某些公司可能不会支付股息或利息的风险。

不管怎样，咨询方便的月度投资计划准没错。你会发现你非常喜欢这种方式，因为它是现收现付。你可以从纽约证券交易所上市的 1200 支股票中，任选一个，每 3 个月最低只需投资 40 美元。以后，等你有更多资金了，如果你愿意，你可以把每月投资额增加到 1000 美元。你可以在任何时候启动或停止你的投资计划。

立刻去会员事务所协商投资事宜吧。

## 纽约证券交易所会员事务所

这里有你的美国企业股票

去离你最近的纽约证券交易所下的会员事务所，  
查看纽约证券交易所黄页中的“股票经纪人”吧。

发邮件给证券交易所的会员事务所，  
纽约，纽约证券交易所，9-RL 部门，  
1070 邮箱， 索取免费小册子。

请寄给我一本免费的普通股投资指南  
《红利年刊》。”

姓名 \_\_\_\_\_

地址 \_\_\_\_\_

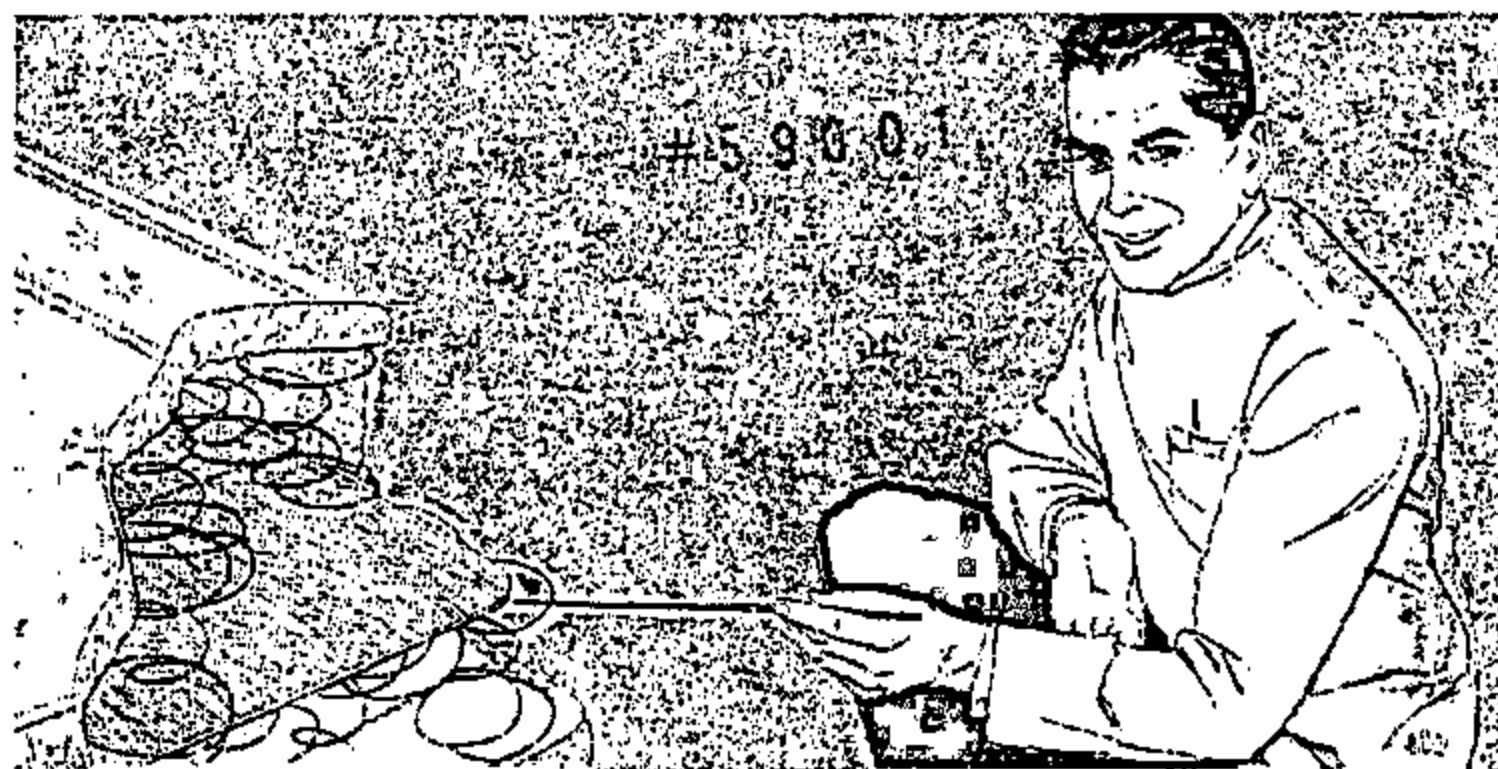
经纪人 \_\_\_\_\_

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# 笔记

## 23、医生帮助我们设计，并检验了我们最新的护背床垫



公众微信: LBC333

### Doctors helped us design and prove our new Back Care mattress

RECENT RESEARCH shows that 1 out of 3 people has a "problem" back. Some require special medical care, but in many cases a mattress causes their problem.

Doctors agree that one cause of the most common type of backache, or so-called "low-back syndrome," is inadequate mattress support. It affects the small of the back, the part most subject to stress.

Many "mature mattresses" with routine construction still sag. They fail to give support where it's needed most. Simply sliding a bedboard underneath won't prevent center sag because it's outside and too far from the top of the mattress.

**New Back Care**—first and only mattress with bedboard built into the mattress. This new mattress design was perfected at the request of doctors and under the supervision of a panel of orthopedists.

**New Back Care** helps prevent backaches. The upper layer of 312 coils adjusts to body contours for comfort. The built-in bedboard is in the center, up close

to your back where support is needed. The bottom layer of 312 springs equalizes weight and prevents sag.

The result: firm but gentle corrective action all night long.

**No extra cost** for Back Care. In spite of its superior, costlier construction, Back Care retails at only \$79.50—same price as other well-known mattresses.

If you suffer from backache, see Back Care at your store selling Simmons. Insist on the genuine Back Care.

Write for an informative free booklet called "The Prescription Mattress." Address your card to Simmons Co., Dept. AA, Merchandise Mart, Chicago, Ill.



© 1955 BY SIMMONS CO., NEW YORK, N.Y.

## 医生帮助我们设计 并检验了我们最新的护背床垫

最近调查显示, 每 3 个人中, 就有 1 个背部有“问题”。有些需要特殊医疗, 但是大多数人的背部问题, 都是床垫引起的。

医生也认为最常见的背痛, 或者所谓的“腰背综合征”, 都是由于床垫支撑不足引发的。它会影响下背部, 这里是承受压力最大的地方。

许多普通构造的“弹性床垫”, 睡下去依然会凹陷。他们无法给最需要支撑的部位以足够的支撑。仅在下面简单地加一块床板, 无法阻止中心凹陷, 因为它和床垫顶部隔得太远。

全新护背床垫——第一款, 也是目前唯一一款在床垫里加了床板的护垫。这种全新的床垫设计, 完美地满足了医生的要求, 得到了很多外科医生的支持。

全新护背床垫有助于防止背痛。床垫上层 312 个线圈, 能根据身体轮廓而改变, 极为舒适。中间内置的床板, 给你的背部以必要的支撑。底层的 312 根弹簧, 能支撑重量, 防止凹陷。

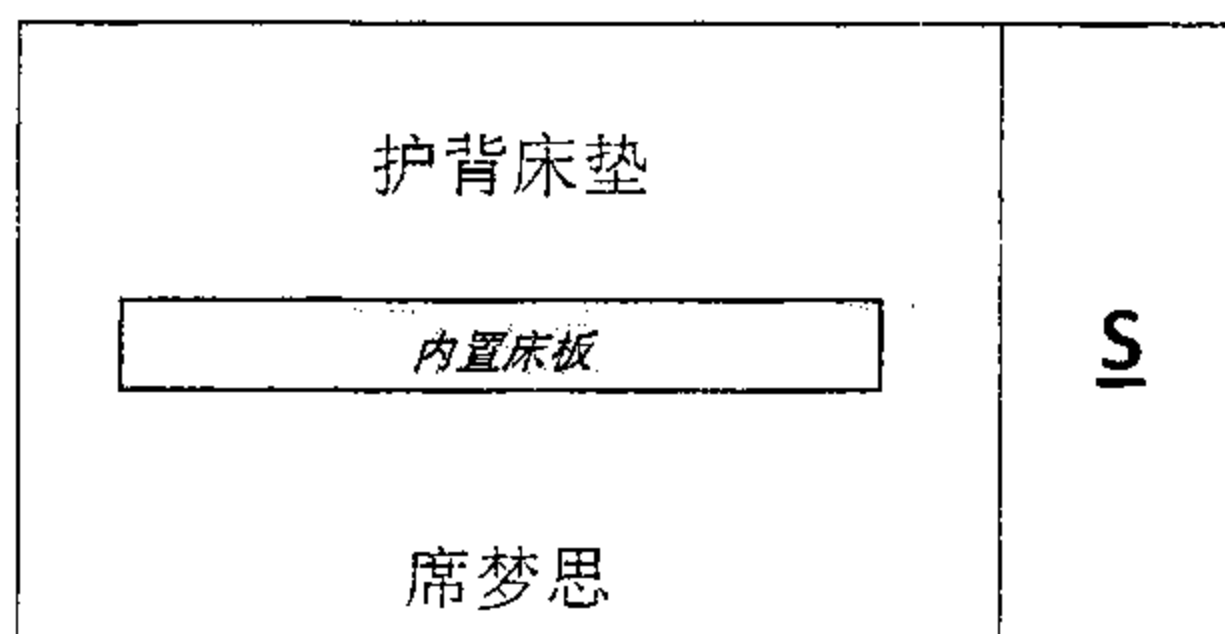
结果: 给你整夜强力, 但温和的支撑。

购买护背床垫, 不用多加额外费用。尽管这个床垫, 高级, 造价昂贵, 但是, 它的零售价只有 79.50 美元, 和其他知名床垫的价格一样。

如果你也遭受着背痛的困扰, 快去你喜欢的商店里, 看看席梦思护背床垫吧。一定要购买真正的护背床垫。

你可以写信给我们索取免费小册子《处方床垫》。来信请寄:

芝加哥商品市场 AA.部门, 席梦思公司



专利©1959 席梦思公司 商品市场 芝加哥

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# 笔记

## 24、我为什么为蓝十字会无偿服务！

### *Why I'm a no-dollar-a-year man for Blue Cross!*

by George A. Newbury, *President,  
Manufacturers & Teachers Trust Company,  
Chairman of the Board, Blue Cross Plan, Buffalo, N.Y.*



**I** MUST CONFESS that when I was asked, 14 years ago, to serve on the Board of our Blue Cross Plan in Buffalo, I did not realize fully what the assignment involved.

I knew, of course, that I would have to attend meetings and help make policy decisions. But I figured that would be that. Little did I know that this "spare time" activity was to become such an absorbing and important part of my life.

From the start, I found myself in a serious, dedicated group of hard-working people—men who represented Blue Cross members, employers, doctors and hospital officials. They "picked my brain" whenever they had a problem on which my particular business and legal experience could supplement their own. Every meeting, every discussion improved me further with my responsibility to the Blue Cross members and to the community as a whole.

I found myself continually learning more about the Blue Cross movement. For example, there are more than 80 Blue Cross Plans throughout the country. And all depend upon volunteer board members like myself to help them do the best possible job for their 51 million members.

I have also become increasingly aware of how vital a function a Blue Cross Plan performs in its community. It provides the

important link between people who need hospital care and the hospitals which supply it. It helps make possible for Americans today a far higher standard of health care than enjoyed by any other people in history.

You get some idea of its magnitude when you realize that last year alone Blue Cross Plans in the U.S. paid out over *one billion dollars* to help with members' hospital bills.

Sometimes when reviewing the agenda for a Blue Cross Board meeting, I have asked myself: "Why have I taken on this extra responsibility?" Over the years the answer has become clear. "It provides an exceptional opportunity for service to my community."

I have to admit this is not an easy assignment. And I don't do it for money. We board members never receive any pay. Nor is it done for publicity. Blue Cross trustees seldom get into print.

The reason goes deeper. I believe in Blue Cross. I believe that it is making a unique contribution to the betterment of my own community and to our American way of life. And I am convinced Blue Cross can, and *will*, do still more in the years to come. To help with this is, in my estimation, one of the most worthwhile accomplishments of my life.

#59001

公众微信: LBC333

Published in the public interest by the Blue Cross Association, Inc., 25 E. 40th St., New York 16, N.Y.



## 我为什么为蓝十字会无偿服务！

来自：乔治·A·纽伯里

制造&贸易信托公司总裁

蓝十字计划董事会会长 纽约布法罗

我必须承认，14年前，当有人请我为布法罗蓝十字会服务时，我尚未真正意识到我的工作都包含什么。

当然，我知道我必须参加会议，协助制定政策。我以为就这些。我从来没有想到这个“业余”活动，会成为我生活中极为有趣，且非常重要的一部分。

从开始工作，我就发现，我身在一个工作严肃认真、努力勤谨的一个团队——他们分别代表着红十字的会员，雇主，医生以及医院工作人员。在遇到我所处行业，以及法律相关问题时，他们都会寻求我的建议，弥补自己的不足。在这里的每一个会议，每一次讨论，都会加深我对蓝十字成员的责任感，以及团队合作意识。

我对蓝十字的了解不断增加。例如，全国有超过80个蓝十字计划。全部依赖于像我这样的董事会成员和志愿者，帮助他们为5100万个成员尽可能提供最好的服务。

我也越来越意识到蓝十字会在他们社区的重要性。它是需要住院治疗的人，以及提供相关治疗服务的医院之间的重要纽带。它使得让美国人享受到比历史上其他民族更高水准的健康关怀成为可能。

如果你知道仅去年一年，美国蓝十字就为它的成员提供了超过十亿美元的医疗费用援助，你就知道此言不虚了。

有时，回顾蓝十字董事会会议的议程时，我会问自己：“为什么要我承担这个本不属于我的责任？”年复一年，答案逐渐变得清

晰。“它给我提供了一个为社区服务的特殊机会。”

我不得不承认，这不是一项轻松的任务。而且我没有任何酬劳。我们董事会成员从未收到过任何酬劳。也没有为我们做过任何宣传。蓝十字会志愿者很少出现在印刷媒体上。

它成了我更深一层的信仰。我相信蓝十字。我相信它为改善我们的社区，以及美国人生活方式做出了独特贡献。我相信蓝十字会能够，也将会在未来做出更多贡献。我想，成为蓝十字志愿者，是我一生中最有价值的成就之一。

本文属蓝十字协会公益广告，位于纽约市 34 大街 55 号

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# 笔记

## 25、干燥肌肤的新希望

World-famous cosmetologists  
reveal the beauty secret  
that was kept for centuries

### New Hope for Dry Skin

ON a 10th-century battlefield a corpman ministers to a wounded Saracen. In the 18th a Scots woman gives a "comfort" potion. Centuries and continents apart, these two primitive healers rely on the curative powers of the same root: *camphrey*.

Was it superstition? Or did the fabled healing powers of the root have a scientific basis? Modern medical men thought they did. And the search went on till the 20th century when camphrey's secret was finally extracted and proved to have amazing power to rebuild tissue.

But it remained for Pond's research chemists to see the cosmetic value of this remarkable "rebuilder". . . in repairing dry skin! Pond's christened it "Stimulin" and started the search for a way to add it to Pond's Dry Skin Cream's world-famous Moisturized Lanolin formula. Now that way has been found.

The key to this cream's restorative powers is simply this: it encourages skin to behave naturally. The skin is always renewing itself: young cells push upward; dry lifeless surface cells flake off. But dry skin is "lazy" skin. It just can't seem to discard those dry, lifeless cells fast enough.

They accumulate on the skin surface.

Of *immediate benefit* to dry-skin sufferers is the way Stimulin in Pond's Dry Skin Cream starts to disperse this accumulation within 10 minutes of the first application.

As the dry, lifeless cells are gently creamed away, the skin begins to "breathe" normally again. Stimulin literally "opens the door" for Pond's Moisturized Lanolin formula to penetrate faster, restoring the balance necessary for the skin's freshness, vigor, tone.

But it is the *long-range benefits* of the cream which seem to be most remarkable. Continuous use of new Pond's Dry Skin Cream with Stimulin *retrains* dry skin to function as nature intended, i.e. regularly discarding its dry, flaky cells and producing fresh, well-lubricated young tissue.

Treatment may be started immediately since new Pond's Dry Skin Cream with Stimulin is now available wherever cosmetics are sold, priced at 45¢ to \$1.00 plus tax. Or write for sample trial size and explanatory booklet "The Beauty Secret that Kept for Centuries." Send 23¢ to Pond's Dry Skin Cream, Box 657, New York 46, N. Y.



In just 10 minutes the cream starts to repair and reclaim dry skin.

公众微信: LBC333

#59001

举世闻名的美容师揭示了几个世纪以来都不为人知的美容秘诀

## 干燥肌肤的新希望

在 10 世纪的战场上，一位陆军医护兵，用一种药物拯救了一位受伤的撒拉森人。16 世纪，一位苏格兰女人调配了一款“非常舒适的”药水，引起了轰动。几个世纪以来，这两种药物配方中，一直依赖着同一种有显著治愈效果的根：紫草。

这是迷信？这种根治愈力量的传说有科学依据吗？现代医学家们认为它是有科学依据的。医学家们不断探索，直到 20 世纪，紫草的秘密终于被发现，并被证明它对组织的重建有神奇的力量。

但旁氏的研究人员还需要做进一步的工作，那就是，研究这种“组织重建效果非常显著”的物质对干燥肌肤的美容价值。旁氏的科学家将其命名为“调理素”，并开始寻找一种方法，将它添加到旁氏的干性肌肤护肤霜——举世闻名的滋润羊脂配方中。如今，他们终于找到了这个方法。

这种护肤霜修复的关键在于：它可以唤醒皮肤的自我修复功能。皮肤本身通常都有自我修复功能：新细胞生成；皮肤表面没有生命力的干老细胞脱落。但是干燥的皮肤很“懒”。它无法快速代谢掉那些干燥，没有生命力的细胞，致使它们积累在皮肤表面。

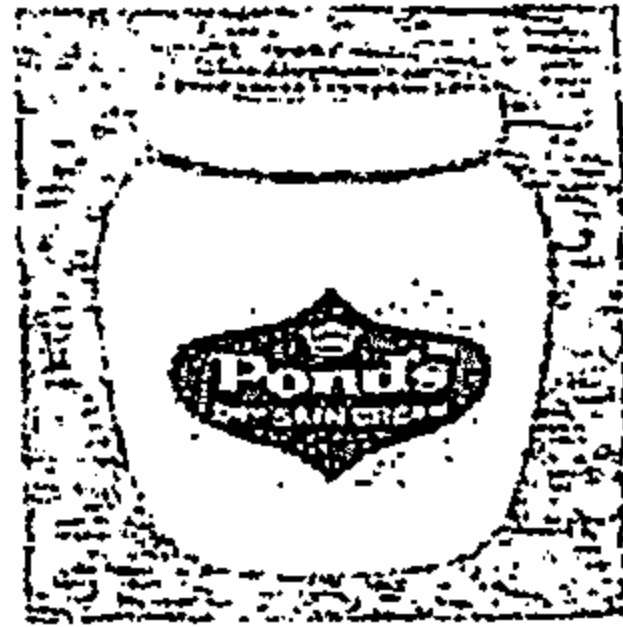
旁氏干性肌肤护肤霜中的“调理素”给干燥肌肤带来的直接好处就是，第一次使用时，10 分钟内，它就能开始祛除皮肤表面的死细胞。

由于干燥，没有生命力的肌肤被清除了，肌肤就能开始恢复正常的“呼吸”。“调理素”使得旁氏滋润羊脂霜渗透更快，让皮肤变得晶莹剔透，充满活力。

但它给肌肤带来的长远好处最令人瞩目。持续使用加有“调理

素”的新旁氏干性肌肤护肤霜，可以唤醒干燥肌肤，让其定期自动代谢干燥，片状的死细胞，生成新的，滋润的年轻细胞。

现在就可以让你的皮肤立即接受治疗，因为现在在各大销售护肤品的商店都能买到新旁氏干性肌肤护肤霜，售价为 45 美分-1 美元，含税。或者你可以写信索取试用品，以及说明手册《几世纪以来一直不为人所知的美丽秘诀》。写信到纽约 60 号，657 邮箱，旁氏干性肌肤护肤霜，并内附 25 美分即可。



在短短 10 分钟内，这款护肤霜就会开始修复干燥肌肤。

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# 笔记

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## 作业



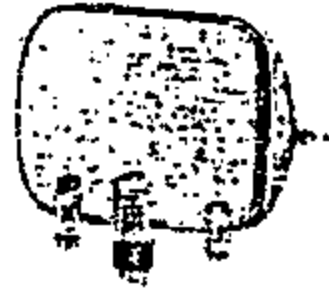
## 26、你家里有旧电视吗？

### Any second class TV citizens in your family?

In families that own two TV sets, whoever gets stuck watching the old TV might be looking at a second-rate picture. But it really doesn't have to be that way at all.

Actually, old sets can be brought up to date. It's even possible your old TV will give a better picture than one purchased last month, if you make the right choice when you replace its picture tube.

This is because most of the real advances in television have occurred in one major area—the picture tube. Today's Sylvania Silver Screen 85 picture tube is as much as 50% brighter than new tubes were five years ago.



Save two dollars on small tube replacement with purchase of Silver Screen 85.

If you insist on a Sylvania Silver Screen 85, you'll get the same performance standards demanded by 7 out of 10 leading TV set manufacturers who buy from Sylvania.

To make certain your new picture tube gets all the support it needs, have your serviceman check the small tubes that affect brightness, size and contrast.

If you replace weak or worn out small tubes when you install your Silver Screen 85, you can save \$2.00. Clip the coupon below.

**SYLVANIA**  
Subsidiary of  
GENERAL TELEPHONE & ELECTRONICS

|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                        |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| WORTH<br><b>\$2.00</b> | <p><b>GOOD FOR 6 MONTHS.</b><br/>Tape to the back of your TV</p> <p>This certificate is worth \$2.00 against the purchase of one or more Sylvania small receiving tubes when installed in combination with a Silver Screen 85 picture tube.</p> <p>To the set owner: Send this certificate with your Silver Screen 85 warranty card and the carton end of Sylvania small tube(s) to: Sylvania Electric Products Inc., Box 87, Buffalo, N. Y. You will receive \$2.00 by return mail.</p> <p><small>This coupon void if prohibited, taxed or restricted. Cash value 1/20th of 1 cent.<br/>Offer limited to continental U.S.A. and Hawaii—may be withdrawn without notice.<br/>Coupons are limited to one per Silver Screen 85.</small></p> <p><b>Expires February 29, 1960</b></p> | WORTH<br><b>\$2.00</b> |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|

## 你家里有旧电视吗？

在有两台电视机的家庭里，家人看旧电视时，看到的可能都是二流的画质。其实根本不需要这样。

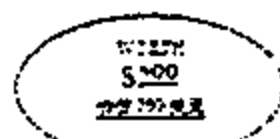
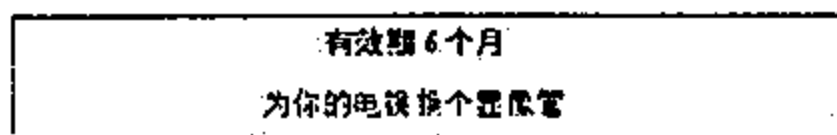
实际上，旧电视的画质也能和新电视一样。如果在更换电视显像管时，你做出了正确的选择，你的旧电视的画质，甚至要比你上个月购买的新电视的画质还要好。

这是因为，大多数电视机的升级换代，都在于一个重要的地方——电视显像管。今天的西凡尼亚银幕 85 显像管，比五年前的新型显像管还要清晰 50%。

如果你选择西凡尼亚银幕 85 显像管，你会得到和当今知名电视制造商生产的电视同样的画质，他们当中，70%的厂家都是从西凡尼亚购买显像管。

请提前让服务人员去检查影响画质亮度、大小和对比度的显像管，确保你购买的显像管适用于你的电视机。

当你购买西凡尼亚银幕 85 显像管来替换你之前画质差，或有磨损的显像管时，使用下面的优惠券，你可以节省 2.00 美元。



这个证书价值 2.00 美元，在西凡尼亚银幕 85 显像管一起安装，需要购买一个或多个西凡尼亚小接收管时，都可以使用。

致电视所有者：把这个证书，和你的西凡尼亚银幕 85 显像管保修卡，以及西凡尼亚接收管箱子上的信封寄到：西凡尼亚电气产品公司，5"信箱，希法罗，纽约。我们就会为你回寄 2.50 美元。

禁止：征税或邮购限制，此优惠券即无效。现金价值：25 美分。  
仅限于美国大陆和夏威夷——他国不另行通知。  
每个西凡尼亚银幕 85 显像管限用一次优惠券

1960 年 2 月 29 日到期

西凡尼亚照明集团 电话和电子产品公司子公司 (1959)

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# 笔记

## 27、百万美国人想让生活更美好的故事

*One million Americans who used to accept simple tension and fatigue as "part of modern life" know today that a better life is possible*

### STORY OF ONE MILLION AMERICANS WHO WANTED MORE OUT OF LIVING

**W**HAT is it that could change so many tense and tired lives (that result from the fast pace of modern living) into something better? The answer can be found in homes and offices all over America—as well as in many hospitals—*wherever a new marvel of modern science is being put to use.*

This product of painstaking research is known as *Cyclo-Massage* equipment by Niagara. It is a combination of controlled heat and gently penetrating massage—all in one soft foam rubber unit which is applied to any part of the body without disrobing. You simply adjust the controls to suit your needs, and Niagara's unique action literally radiates *throughout the body*, gently penetrating not only bones—but through muscles and soft tissue as well.

**Helps induce natural sleep:** This heat and massage action helps increase blood circulation wherever applied and promotes a marvelous feeling of relaxation or stimulation . . . controlled according to your need. And because it is so effective in helping to relieve simple physical and nervous tension, it is being used by many

people to help induce deep, natural sleep—without the aid of drugs or pills.

**Used by doctors:** Many doctors have already purchased *Niagara* equipment for their personal use and have advised their patients to do the same. Studies in leading teaching hospitals and medical colleges provide factual proof that *Niagara* equipment helps relieve simple tension and fatigue whenever they occur—while it helps increase blood circulation in areas of application—without the side effects sometimes associated with the use of drugs.

**Helpful information on request:** You can learn more about these marvels of modern science—*Cyclo-Massage* portable health appliances and health furniture by Niagara. For complete details mail this coupon today.

Niagara Therapy Mfg. Corp.

Adamsville, Pa.

Niagara Therapy Mfg. Corp., Dept. RD-29  
Adamsville, Pa.

Please send me full information about the benefits of *Niagara* health equipment.

Name

From  #5 0 0 0 1

City  State

© 1957 Niagara Therapy Mfg. Corp.

公众微信: LBC333

一百万美国人一直认为紧张、疲劳, 是“现代生活的一部分”

现在知道完全有可能过上更好的生活

## 百万美国人想让生活更美好的故事

是什么让这么多人原本紧张、疲惫的生活（由于现代生活的快节奏所致），变得更舒适，更美好？这个答案就在美国各个家庭，办公室——还有很多医院中，他们都在使用一种神奇的现代科技。

这款尼亚加拉疗养公司刻苦调研研发的设备，就是赛克隆按摩仪。它在控制温度的同时，能够温和地进行深度按摩——它是一个柔软的泡沫轴，不用脱衣服，就可以对身体任何部位进行按摩。你只需根据自己的需求，调节控制按钮，尼亚加拉独特的按摩技术，能够深入全身，非常轻柔，不仅能深入到肌肉和软组织，而且能深入到骨头。

**它能促进睡眠：**这款按摩仪的热量和按摩，有助于促进按摩部位的血液循环，让人感到彻底的放松或刺激……根据你的需求，调节控制按钮。因为它能有效缓解身体，和神经上的紧张，现在很多人都用它来促进睡眠，自然睡眠——不用服用任何药物。

**医生也在使用：**现在很多医生都购买了尼亚加拉的按摩仪，在家里自己使用，而且他们也建议自己的病人也买个。很多著名医学院校，以及研究所的研究，都证明尼亚加拉按摩仪有助于缓解紧张和疲劳，不会和服用药物一样产生副作用。

**一些有用信息：**你还可以了解更多关于这种神奇的现代科技的信息——尼亚加拉疗养公司提供的赛克隆按摩仪便携式健康器材。请立即寄出优惠券给我们，获取完整信息吧。

尼亚加拉疗养公司  
亚当斯维尔，亚拉巴马州

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尼亚加拉疗养公司 RD-29 部门  
亚当斯维尔, 亚拉巴马州

请给我完整的尼亚加拉设备信息。

姓名 \_\_\_\_\_

街道 \_\_\_\_\_

城市 \_\_\_\_\_ 州 \_\_\_\_\_

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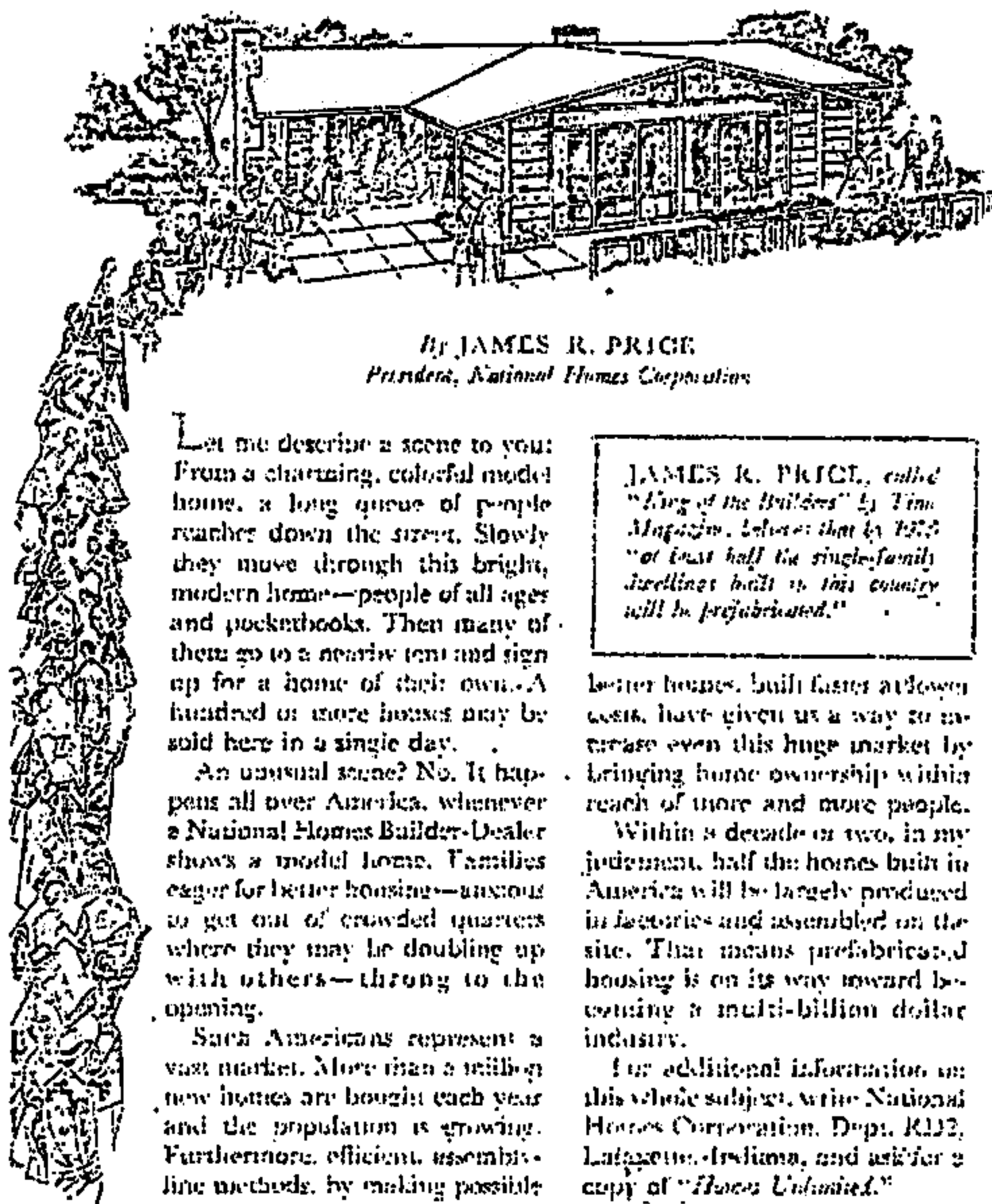
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# 笔记

## 28、预制住宅：工业巨头有多庞大？

### PREFABRICATED HOUSING: *How Big an Industrial Giant?*



By JAMES R. PRICE  
*President, National Homes Corporation*

Let me describe a scene to you: From a charming, colorful model home, a long queue of people reaches down the street. Slowly they move through this bright, modern home—people of all ages and pocketbooks. Then many of them go to a nearby tent and sign up for a home of their own. A hundred or more houses may be sold here in a single day.

An unusual scene? No. It happens all over America, whenever a National Homes Builder-Dealer shows a model home. Families eager for better housing—eager to get out of crowded quarters where they may be doubling up with others—throng to the opening.

Such Americans represent a vast market. More than a million new homes are bought each year and the population is growing. Furthermore, efficient, assembly-line methods, by making possible

JAMES R. PRICE, called "King of the Builders" by *Time Magazine*, believes that by 1975 "at least half the single-family dwellings built in this country will be prefabricated."

better homes, built faster at lower cost, have given us a way to increase even this huge market by bringing home ownership within reach of more and more people.

Within a decade or two, in my judgment, half the homes built in America will be largely produced in factories and assembled on the site. That means prefabricated housing is on its way toward becoming a multi-billion dollar industry.

For additional information on this whole subject, write National Homes Corporation, Dept. R112, Lafayette, Indiana, and ask for a copy of "Homes Unlimited."



## 预制住宅：工业巨头有多庞大？

来自：詹姆斯·R·普莱斯  
国家房产公司总裁

让我向你描述一个场景：从迷人的彩色房屋模型那里，顾客排成了一条长龙。他们慢慢地穿过这个明亮、时尚的房屋模型——这些人中，包含了各个年龄段，各个社会阶层的人。然后，很多人都向附近的一个凉棚走去，去签署购买这种房屋。在这里，这种房屋一天能卖一百个，甚至更多。

詹姆斯·R·普莱斯，被《时代》杂志称为“建筑业之王”，他认为，到1975年，“美国至少一半的独栋住宅都会采用预制住宅。”

这个场景不同寻常，对吗？不，现在，在美国这种场景随处可见。只要国家房屋建造商展示房屋模型，就会有很多渴望拥有好房子的家庭过来看，他们希望搬离拥挤的单元楼，住在视野开阔的地方。

这些美国人代表着一个巨大的市场。每年都有超过一百万个家庭购置新房，而且人口还在不断增长。此外，高效的流水生产模式，用更快的速度，更低的成本，建造更好的房屋，使得我们能够不管扩大市场，让越来越多的人能够住上这种房子。

在我看来，未来十年到二十年间，美国一半的住房，将要在工厂进行生产和组装。这意味着预制住宅将慢慢发展成一个数十亿美元产业。

想了解更多关于这个主题的信息，可以写信到印第安纳州，国家房产公司 RD2 部门，拉法叶，索取《家庭无限》手册。

（505）

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## 笔记

## 29、女孩子对重要的生理现象的困惑

*How to combat  
an age-old problem  
that still exists today...*



### Teen-age Confusion about Vital Feminine Facts

Many girls know more about books than they do about themselves. Natural functions that eventually lead to woman's rich heritage of motherhood are totally misunderstood.

This attitude dates back to primitive times when lack of knowledge about any life process led people to ascribe a sickness to it. Who has not heard that women at certain times have power to blight crops?

Fear of water, fear of people, fear of activity, all come from the ancient tribal belief that women are different when their time is upon them—and must be set apart.

Only knowledge can break down superstition. And everywhere informed adults are rising to this challenge. High schools give courses in anatomy and physiology. Girls' clubs and P.T.A. groups, too, include feminine hygiene in their discussions.

Tampax, world's largest manufacturer of internal sanitary protection, has always felt that women are en-

titled to the facts. The very product reflects the modern woman's healthy attitude toward what is actually a natural, normal part of her life.

Tampax<sup>®</sup> was invented by a doctor to take the problem out of problem days . . . to help women feel more poised, more confident, more secure on those days. Worn internally, it eliminates all the inconveniences of external protection, especially odor and chafing. It lets you swim, bathe, shower—do what you like, whenever you like—no matter what time of the month it may be.

Many mothers have been using Tampax for years. They understand it . . . they recommend it . . . they encourage their daughters to use it.

Countless letters from users attest to the contribution Tampax is making to modern living. In use now all over the world, Tampax is available wherever drug products are sold. <sup>1</sup>

*Tampax Incorporated, Lelaier, Mass.*

如何解决今天仍然存在的一个古老的问题……

## 女孩子对重要的生理现象的困惑

很多女孩子对课本知识的了解，比对自己身体的了解多得多。让女人得以孕育生命的一些自然生理功能，遭到了严重误解。

这种态度可以追溯到原始时代，那时候人们对生命形成的过程缺乏认识，以至于认为那是一种病。没有听说过女人在某些时间，能让农作物枯萎的力量吗？

怕水，怕人，怕进行任何活动，这一切都源于古代人相信当女人来例假时，和平常不一样——必须隔离。

只有知识才能打破迷信。所有有知识的成年人，都会去应对这个挑战。高中开设了解剖学和生理学课程。女孩俱乐部和家长&教师联谊会组织，也都会在会议讨论中，涉及到女性卫生。

丹碧斯卫生棉条，世界上最大的女性内部卫生安全保护用品制造商，一直认为女性有权了解真相。这款产品反映了现代女性对例假的健康认识，认识到它是生活中非常自然，正常的一部分。

丹碧斯卫生棉条是一个医生发明的，为的是解决女性在例假期间的烦恼……让女性感到更舒适，更自信，更安全。它置于身体内部，解决了传统的外部使用的卫生巾带来的不便，尤其是其产生的气味和擦伤。使用它，你在任何时候都可以游泳，洗澡，淋浴。

很多妈妈们都长年使用丹碧斯卫生棉条。她们知道它的优点……她们强烈推荐它……她们鼓励自己的女儿使用它。

无数用户的来信都证明了丹碧斯卫生棉条对现代生活的贡献。现在世界各地都在使用它，在药店都可以买到。

丹碧斯卫生棉条公司 马萨诸塞州 (S31)

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## 笔记

## 30、让你的两只耳朵再次听清楚她听到声音的新方法!

*DON McNEILL reports on an amazing new electronic discovery that does the "impossible" for the hard of hearing*



### *New Way to Hear Clearly Again...with Both Ears!*

by Don McNeill! Guest Host of the popular Breakfast Club heard every word by over 400

EVERYBODY said it was impossible. "What a wonderful idea!", they agreed. "To hear again easily with BOTH ears as nature intended, instead of straining to hear with just one over-worked ear—why, that would be like a prayer answered!"

Now it has been done. A fabulous new miracle invention by the famous Beltone Laboratories enables folks to hear again with BOTH ears—more clearly, more naturally, more easily than was ever possible before. This radically different device does away with the handicaps of trying to hear with only one ear. It offers the deaf many vital new advantages denied them until now.

Users of this long hoped-for Beltone advance are amazed and delighted with its remarkable new advantages for better hearing. One enthusiastic user says, "I can hear as if I were not deaf at all!" Another testifies, "I find carrying on conversation *so easy*." Still another, who struggled hearing with both ears in corrected hearing in just one ear, exclaimed, "It's the difference between an oxcart and a Cadillac!"

Experience of enthusiastic users confirms clinical tests which prove that hearing isn't dispensable with both ears helps the deaf there in wonderful ways: 1. Enjoy far more natural, life-like

hearing, free from distortion as never before. 2. Tell who is talking, even in crowded, noisy places. 3. Hear *where* sounds come from. 4. Tell the *distance* of sounds. 5. End head-turning like an antenna to catch sounds with the "good" ear.

The exciting new electronic marvel which makes all this possible is the new, 1967, slimmer model of Beltone Hearing Glasses. Wonderfully attractive on men and women of all ages, they introduce the new "Younger Look." They are much lighter for greater comfort and are so inconspicuous that even close friends will hardly guess your glasses conceal hearing aids.

This new Beltone may help you stay actively happy in home, family, business and church life. See if you don't agree with the delighted user who exclaimed, "It seems like a different world!"

FREE book on request. A fully illustrated new book explains how this remarkable Beltone advance may help you hear clearly, again, with BOTH ears. It will be rushed to you in a plain wrapper without obligation. Write: Dept. 4-420, Beltone Hearing Aid Co., 2930 W. 36th St., Chicago 22. A postcard will do.

唐·麦克尼尔发布了一款神奇的电子产品，能让听力很差，几乎“不可能听到声音”的人，再次听到声音

## 让你的两只耳朵 再次清楚地听到声音的新方法！

来自：唐·麦克尼尔

每个工作日在ABC电台都能听到的倍受欢迎的节目《早餐俱乐部》  
著名主持人

大家都说这不可能。“这个主意确实很棒！”他们也这么认为，“两只耳朵都能和正常人一样重新听到声音，而不是只用一只耳朵费尽力气去听——可是为什么他们觉得不可能呢？因为这个主意听起来太好了！

现在，它已经实现了。著名的贝尔通实验室推出了一个令人难以置信的新发明，它简直是一个奇迹，能让有听力障碍的人，两只耳朵再次都能听到声音——而且比以前更清晰，更自然，更轻松。这个完全不同的设备，让只能用一只耳朵听声音的人摆脱了烦恼。它给耳聋人提供了很多至今都无法获得的好处。

这款备受期待的贝尔通助听器的用户，对它显著的助听优势感到非常惊讶。一位热情的用户说道，“有了它，我感觉我好像根本没聋！”另一位用户证实道：“我现在和人对话，比以前轻松了两倍。”还有一位把用两只耳朵听，和只用一只耳朵听，进行了对比，他说道：“它的区别，就像是一辆牛车和一辆凯迪拉克的区别！”

热心用户体验，证实了临床测试结果：用双耳听声音，可以在5个方面帮到听力有障碍的人：1、享受更自然、更逼真的听力，不会和以前一样听到失真的声音。2、即使在拥挤嘈杂的地方，也能分辨出谁在说话。3、能分辨出声音是从哪里发出的。4、能分辨出声

音的距离。5、不用再和天线似的转头，用“好”耳朵来捕捉声音。

这款让这一切都成为可能的电子奇迹，就是令人兴奋的全新的贝尔通助听眼镜，它的体积比之前减少了 420%。任何年龄段的男女戴上都会非常有吸引力，而且看起来更年轻。它们比以前更轻，戴着会更舒服，而且非常隐蔽，甚至亲密的朋友也猜不到你的眼镜中含有助听设备。

这种全新的贝尔通助听器，能让你更积极乐观地生活，家庭，工作，教堂聚会都会变得更快乐。让我们看看满意的用户怎么说的：“似乎进了一个完全不同的世界！”

**免费索取：**一本非常详细的新书，介绍了这款神奇的贝尔通高级助听器，如何帮助你的两只耳朵都能清楚地听到声音。只要你需要，我们会立即平邮给你。你不用支付任何费用。

**快写信到：**芝加哥 第36 街道, 2900 西, 贝尔通助听器公司 4-420 部门。一张明信片即可。

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# 笔记

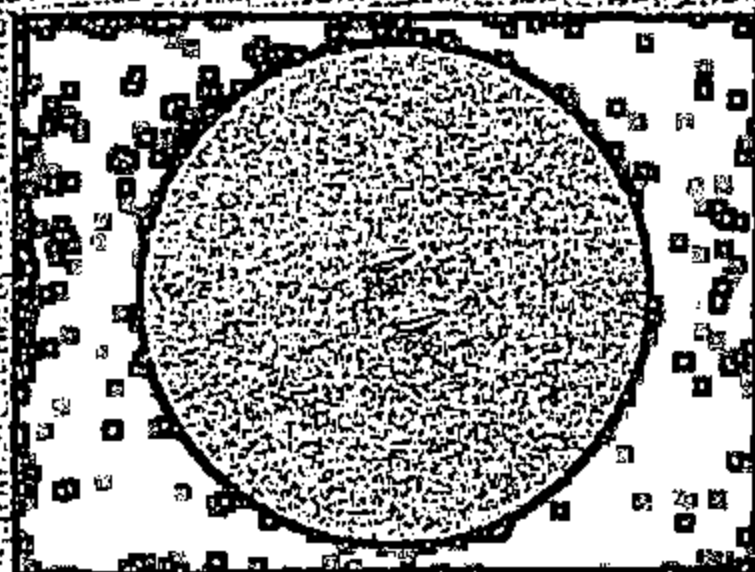
## 31、新型除草剂，上午使用，下午就能补种

New wonder chemical prevents crabgrass, lets you re-seed the same afternoon

ORTHO® KLEENUP eliminates delay, gets lawn off to a flying start

UNTIL now, gardeners who wanted to put an end to crabgrass had to wait two weeks or longer to re-seed. Not any more. Now a new chemical eliminates the wait. This astounding chemical—the new ORTHO KLEENUP—can actually sense the difference between grass seed and crabgrass seed. It wipes out crabgrass seed, leaves grass seed to grow into turf. Nor will it harm established lawn grasses. (KLEENUP is also effective against young crabgrass seedlings. So if you miss the exact moment for killing crabgrass seeds, KLEENUP will still give control of crabgrass.) For lawn owners, this means a tremendous headstart on a good lawn, unmarred by ugly crabgrass.

Grass seed in lawns treated with KLEENUP germinates fast as early spring weather quickens the pace of growth. And there's another important benefit of KLEENUP: it also attacks the seeds of certain broadleaved weeds such as dandelion and clover. Result: germinating grass seed does not have to fight growing weeds for food and water. Summer brings a thicker, lusher lawn.



Which one is the crabgrass seed? New ORTHO KLEENUP senses a difference. The human eye can't tell. It wipes out crabgrass seed, leaves grass seed to grow into good, even turf.

More good news about KLEENUP: it's easy to handle (so light weight, you can lift the bag with one hand); it's odorless, dustless, goes on with any lawn spreader. And enough to treat 2000 sq. ft. costs just \$9.95. This spring get your lawn off to a flying start. Use ORTHO KLEENUP—the crabgrass killer that lets you re-seed any time—at garden supply dealers everywhere.

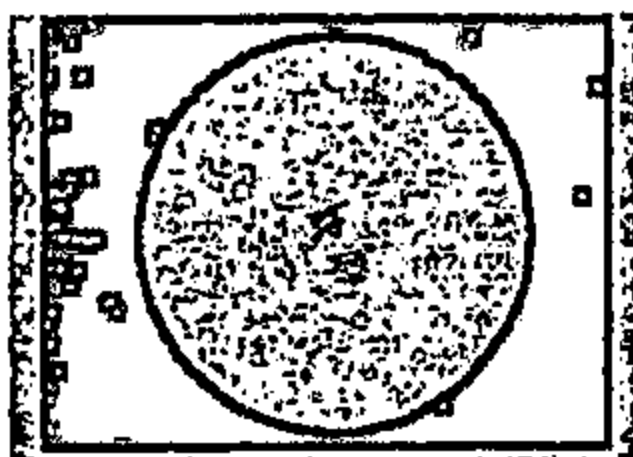
ORTHO

CALIFORNIA CHEMICAL CO., ORTHO DIVISION, 200 BUSH ST., SAN FRANCISCO, CALIF. 94102  
公众微信: LBC333 462001

## 新型除草剂，上午使用，下午就能补种

昊图公司科里纳普让你无需再等，快速播种草坪。

直到现在，园艺爱好者想要彻底除去杂草，上药后，必须等 2 周，甚至更长时间重新播种。现在不用再等了。一种新型化学除草剂诞生了，让你无需再等。这种惊人的化学方法——昊图公司科里纳普——它能“感觉”到草籽和杂草籽之间的区别。它能除去杂草籽……留下草籽茁壮成长。它也不会伤害草坪草。



哪个是杂草种子呢？新型化学除草剂能“感觉到肉眼看不出的差异！出去杂草种子……留下草种茁壮成长。

（科里纳普对新长出来的杂草也很有效。所以，如果你错过了杀除杂草种子的最佳时机，科里纳普仍然能够有效控制新长出来的杂草）。对于草坪主人来说，意味着草坪里不会再杂草丛生，为将来拥有绿油油的漂亮草坪开了一个好头。新播种的草种，在科里纳普的帮助下，能在早春就开始快速生长，加快了草坪生长的速度。

科里纳普还有一个重要的好处：它对某些阔叶植物，如蒲公英和三叶草的种子，也有抑制作用。结果：发芽的草籽不用和不断增长的杂草争夺食物和水。夏天就会长得更浓郁，更翠绿。

更多关于科里纳普的好消息：它使用起来非常方便，（非常轻巧，你用一只手就能提起来！）；它无味、无尘、适用于各种型号的草坪机。2000 平方英尺的草坪，9.95 美元就足够了。今年春天，给你的草坪一个好开端：购买昊图公司科里纳普，一种杂草杀手——在全国各地的经销商处都能买到——让你随时补种。

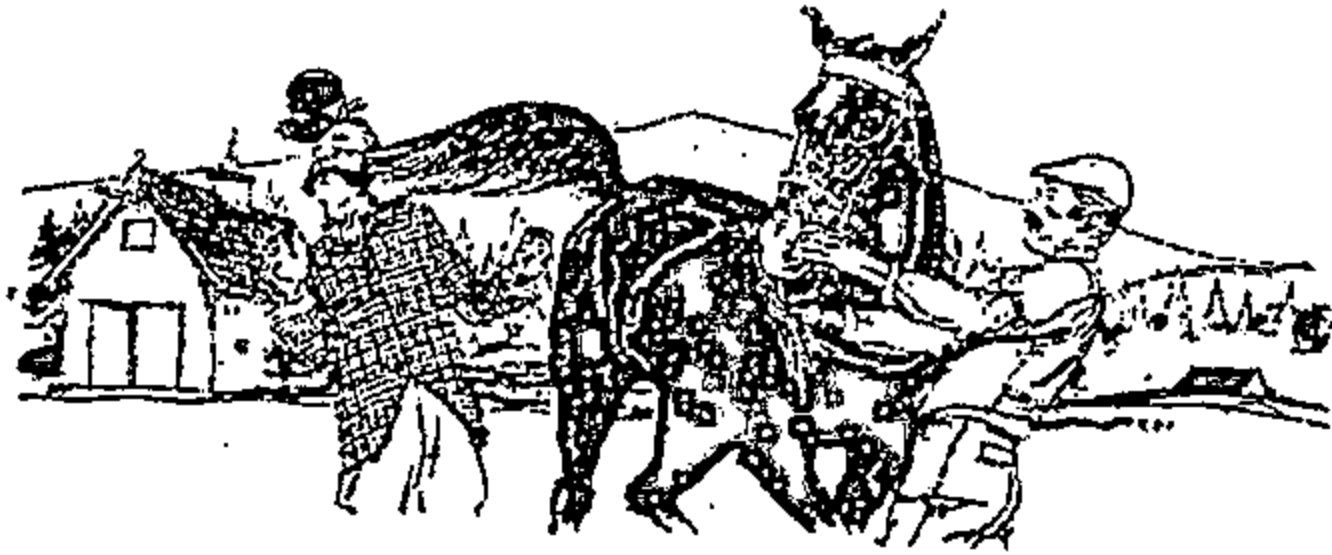
加州化工有限公司，昊图分公司

200Brush 街道，旧金山，加利福尼亚州 帕特。昊图公司科里纳普(562)

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# 笔记

## 32、一匹马挥动了几下尾巴，却让数百万人拥有了舒适的眼睛



How the switch of a horse tail  
helped bring eye comfort to millions

THIS story dates back to America's "gay nineties" era and involves a Spokane banker, a horse and a Chicago eye specialist. In a freak accident, a spirited horse swung its tail and the coarse hairs cut the cornea of Otis F. Hall's eye. When specialized medical care was needed, Hall went to Chicago. Accompanied by his son Frank, who was also troubled by an eye irritation, he sought out Dr. James B. McFatrach.

Within weeks their eye ailments were cured. Also Hall made an astonishing discovery. It was a special eye preparation which Dr. McFatrach compounded and regularly prescribed for his patients. Hall found it amazingly soothing and comforting for regular use after his eye ailment had been cured.

Why couldn't it be made available to persons outside the McFatrach practice, the banker asked. The physician was reluctant, but eventually agreed. A larger number of persons could be served than by limiting the preparation only to his practice. And so the Murine Company was founded August 11, 1897, taking its

name from the first and last syllables of a basic ingredient, muriate of berberine. Dr. James McFatrach was the Murine Company's first-president.

Today, Murine eyedrops are stocked in 99 per cent of all drug stores throughout America and in thousands of other retail outlets, as well as in more than 60 countries. Murine is an isotonic fluid which means it blends perfectly with the natural, alkaline fluids of the eye. Thus it adds to nature's system for cleansing the eyes by reinforcing the natural action of the tears. Murine washes away the discomforts of dust, smoke, dirt or wind. The eyes respond with a feeling of cool refreshment. By its soothing benefits, Murine relieves that "tired eye" feeling and so relaxes tension.

Today's Murine formula, further developed, is also easier to apply. It now comes in a new leak-proof squeeze bottle as well as the familiar glass bottle with separate dropper. The eye preparation which Mr. Otis Hall found so amazingly soothing over 50 years ago, *Murine*, has become a household word.



## 一匹马挥动了几下尾巴， 却让数百万人拥有了舒适的眼睛

这个故事，可以追溯到美国 19 世纪 90 年代，斯波坎的一位银行家、一匹马，以及一个芝加哥眼科专家身上。在一次非常巧合的事故中，一匹烈马摇摆它的尾巴，粗糙的毛发伤到了奥蒂斯·霍尔的眼角膜，需要找专业的医生为他治疗，于是他的儿子弗兰克陪着他去了芝加哥。他的儿子的眼睛也恰好有炎症，因此，他们找到了詹姆斯·B·麦克法博士。

几周的时间，他们的眼睛就痊愈了。同时霍尔还有一个惊人的发现。他发现，在他的眼睛康复后，使用麦克法博士研发的一款经常给病人用的眼药水时，眼睛会非常舒适。

银行家问到，为什么不把它用到麦克法博士诊所以外的人身上呢？麦克法医生刚开始不同意，但最终还是同意了。从此，更多的人用到了这种眼药水，而不仅仅局限于麦克法医生的病人。他们在 1897 年 8 月 11 日成立了 Murine 公司，这个名字是从选取该眼药水一种基本的成分的前后两个音节，拼写而成。它的名字从一个基本成分黄连素氯化物的第一个和最后一个音节。詹姆斯·麦克法博士是该公司第一任总裁。

如今，全国 99% 的药店，还有许许多多的零售店，还有其他 60 多个国家均有售 Murine 眼药水。Murine 是等渗溶液，也就是说它能与眼睛自身的碱性液体完美融合。因此，它能够通过强化眼泪的功能，让眼睛干净、明亮。Murine 眼药水能够冲走眼部令人不适的灰尘、烟雾、或风。让你的眼部舒适，清爽。它独特的舒缓效果，能让“疲劳的眼睛”倍感舒适、轻松。

如今的 Murine 眼药水配方又经过了进一步改进，使用起来更方

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便。现在还有全新的防泄漏挤压瓶装，以及传统的玻璃瓶单独滴管装。奥蒂斯先生 50 年前一个惊人的小发现，*Murine 眼药水*，现在已经成为了一个家喻户晓的名字。

(564)

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## 笔记



## 33、我们的轮胎即使爆裂了...也可以让你从尤马开到菲尼克斯—204 英里！

### Yuma to Phoenix 204 miles . . . on four blown-out tires!

*New Goodyear tires make roadside  
tire changes practically unnecessary  
after punctures or blowouts*

How would you like to drive 204 miles through blast-furnace heat in a car with four blown-out tires?

Doesn't sound like much fun, does it? However, a recent Goodyear test involved a car driven from Yuma to Phoenix without a moment's inconvenience even though all four tires were punctured by a cold chisel.

The trip covered 204 miles of Arizona desert where temperatures climbed higher than 120°—made roads sizzling hot.

On the lonely stretches of this road, tire failure becomes a serious hazard, but with the protection of Goodyear's built-in "spare," the test drive proceeded without difficulty.

At the end of this drive, examination proved that the Captive-Air Safety tires suffered no damage to the "inner tires" and . . . no damage to the outer tires other than the original chisel cuts.

The success of the Captive-Air Safety tire marks a significant advance in automotive security.

This means, for the first time, virtual freedom from the danger and incon-

*More people ride on Goodyear tires than on any other kind!*

Here's how Captive-Air works:



When tire is cut, punctured or blown out, only the air in the outer chamber escapes.

Reserve air in built-in spare supports car; lets you drive for 100 miles or more at normal speeds.

venience of roadside tire changing for the driver, his wife and children.

The Captive-Air design is possible because only Goodyear has a tire body made with triple-tempered, triple-tough 3-T Nylon Cord which provides a first line of defense against blowouts.

The built-in spare, made with rugged nylon cord, supports the car safely and comfortably until the driver is able to stop and have the tire repaired.

See the amazing nylon Captive-Air Safety tire at your Goodyear dealer's.

Only Goodyear has Captive-Air . . . the safety tire with the built-in spare. Goodyear, Akron 16, Ohio.

(Captive-Air, 3-T, 3-T, The Goodyear Tire & Rubber Company, Akron, Ohio.

## 我们的轮胎即使爆裂了...也可以让你 从尤马开到菲尼克斯——204 英里！

*新固特异轮胎被刺破或爆胎后，让路边换胎店变得可有可无*

车的 4 个轮胎都爆裂了，外面热得像火炉，你如何继续开 204 英里到达目的地呢？

听起来并不是很好玩，不是吗？然而，最近的一次固特异测试中，尽管 4 个轮胎都用冷凿扎破了，汽车依然从尤马行驶到了菲尼克斯，路途中没有带来一丝不便。

这次旅程覆盖 204 英里，途径亚利桑那沙漠，温度高达 120°——路面滚烫。

在这段人烟稀少的路上，爆胎简直是件灾难，但是有了固特异轮胎内置“备用零件”，这次行驶测试得以顺利进行。

在这次行驶测试的最后，我们对固特异轮胎进行了检查，结果证明，补气保用轮胎的“内胎”没有丝毫损坏……除了原来用凿子凿开的缺口，外胎其他部分也没有丝毫损坏。

补气保用安全轮胎的成功，意味着汽车安全的一个重大进步。

这意味着，有史以来，第一次让车主，他的妻子，孩子真正摆脱了路边换胎的隐患。

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### 补气保用原理是这样的：

轮胎被扎破后，出现缺口或爆胎时，只有轮胎内层外部的空气泄露。内胎内的空气可以继续支撑汽车行驶，可以让你以常速行驶 100 英里，甚至更远。

补气保用设计之所以得以实现，是因为只有固特异轮胎采用了三重回火，

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三重坚韧度的 3-T 尼龙帘线，这是防爆胎的第一道防线。

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内胎，采用坚固的尼龙帘线，可以安全地支撑汽车，让车主舒适地开到可以修车的地方。

去你附近的固特异经销商店，看看这款神奇的尼龙补气保用安全轮胎吧。

只有固特异拥有补气保用技术……拥有内胎的安全轮胎。固特异轮胎&橡胶公司，俄亥俄州，阿克伦市 16。

*使用固特异轮胎的人数远超其他品牌！*

(574)

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# 笔记

## 34、一款在紧要关头显优势的好轮胎！

The tire  
that proved good  
in a pinch!

by **GOODYEAR**

*the Greatest Name in Rubber*

THE engineers in the Akron laboratory watched anxiously as the 20-ton press crushed down on the wheel and new nylon tire.

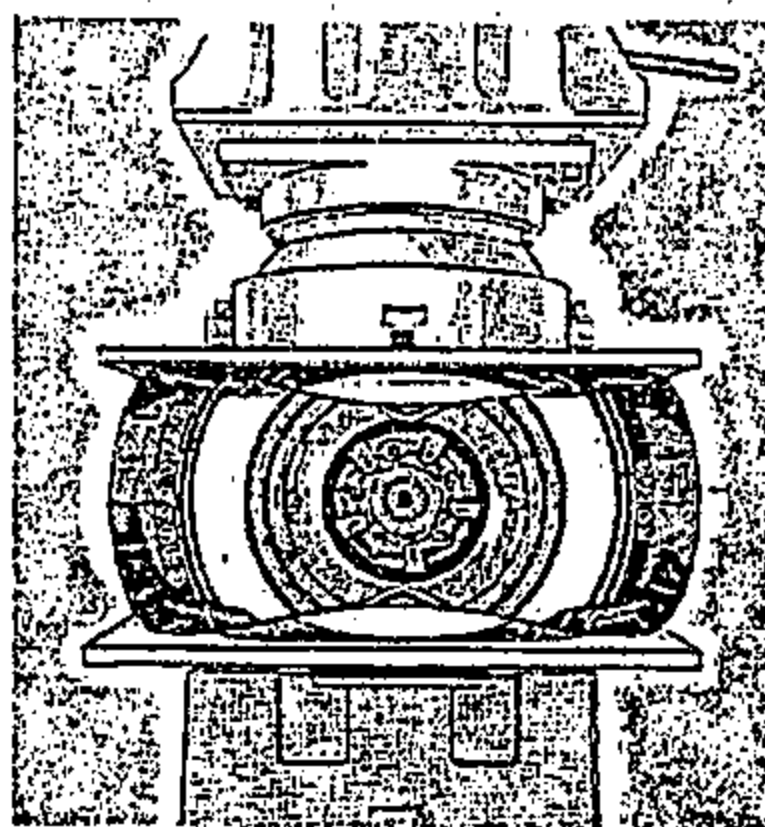
5 tons . . . 10 tons . . . 12 tons . . . 16 tons! Crunch! . . . and the steel rim crumpled under the pressure. "How about the tire?" the engineers asked.

The press was raised and the wheel and tire were removed. Examination showed that *not one Goodyear 3-T Nylon Cord was broken!*

Once again, the miracle strength of Goodyear's new 3-T Nylon Custom Super-Cushion tire had withstood more punishment than any driver would ever give it.

The secret of this lifesaving strength lies in Goodyear's exclusive triple-tempered, triple-tough 3-T Nylon Cord—pound for pound stronger than steel.

Goodyear pre-conditions nylon to control its tendency to stretch under tension. It is treated in an exclusive Goodyear process involving precisely



controlled Tension, Temperature and Time. The result: triple-tempered 3-T Nylon Cord—stabilized at its point of maximum strength and resiliency.

Triple-tempered 3-T Nylon withstands flexing better than any other tire fabric. This "high-flex" strength means you get high blowout resistance—longer, safer tire life—fewer road delays.

That's the inside story. There's extra safety on the outside, too. Goodyear's new Twin-Grip design, with two fully independent tread surfaces, gives you up to 24% more traction for quick stops, fast and easy getaways.

This new 3-T Nylon Custom Super-Cushion is today's safest insurance against all kinds of road hazards. And now—thanks to an ever increasing demand—you can buy it at the lowest price ever . . . with a Lifetime Guarantee. See your Goodyear dealer for details . . . soon! Goodyear, Akron 16, Ohio.

Super-Cushion, 3-T, 3-T, The Goodyear Tire & Rubber Company, Akron, Ohio.

*More people ride on Goodyear tires than on any other kind!*

## 一款在紧要关头显优势的好轮胎！

固特异轮胎  
最优橡胶品牌

看着 20 吨的重量缓缓地压在车轮和新尼龙胎上，阿克伦实验室的工程师们难掩脸上的焦虑。

5 吨……10 吨……12 吨……16 吨！咋哧！……钢制轮辋在重压下开始褶皱变形。“轮胎怎么样了？”工程师问。

把车顶起后，技术人员把车轮和车胎卸了下来。经检查发现，固特异 3-T 尼龙胎没有一个被损毁！

固特异新型 3-T 尼龙定制超级橡胶胎面轮胎的神奇强度，再次经受住了远超任何司机可能给予它的严厉考验。

使固特异轮胎免遭损毁的秘密在于，它独特的三重回火技术，三重 3-T 尼龙帘线——比之前的帘线能经受更大的压力。

固特异的研究人员，提前对尼龙进行了处理，来控制它在拉力下的延伸方向。这是固特异独家掌握的一门技术，整个过程在精确控制的张力，温度和时间下完成。结果：三重回火 3-T 尼龙帘线——在它所能经受的最大强度和弹性下，保持了完美的稳定性。

三重回火 3-T 尼龙帘线比其他轮胎帘线的耐折性更强。这种“高耐折”力意味着，你的轮胎拥有更高的抗爆裂能力——拥有更长久，更安全的轮胎寿命——因轮胎问题，被困在路上的次数更少。

这是轮胎内部。轮胎外部的安全性能也有极大提高。固特异独有的双重抓地设计，两个完全独立的胎面，给你提供更高的牵引力——比一般轮胎高 24%——使你更快速地停车，更快更安全地启动。

这种新型 3-T 尼龙定制超级橡胶胎面轮胎，是各种道路危险最安

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全的保障。现在——由于需求量的不断增加——你可以有史以来最低的价格拥有它——终生保障。马上向固特异轮胎经销商了解详情吧！固特异轮胎&橡胶公司，俄亥俄州，阿克伦市 16。

*使用固特异轮胎的人数远超其他品牌！*

(575)

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# 笔记



## 35、我们的轮胎即使爆裂了...也可以让你从波士顿开到纽约——231 英里！

# Boston to New York

## 231 miles . . . on four blown-out tires

*New Goodyear tires  
make roadside tire changes  
practically unnecessary  
after punctures and blowouts*

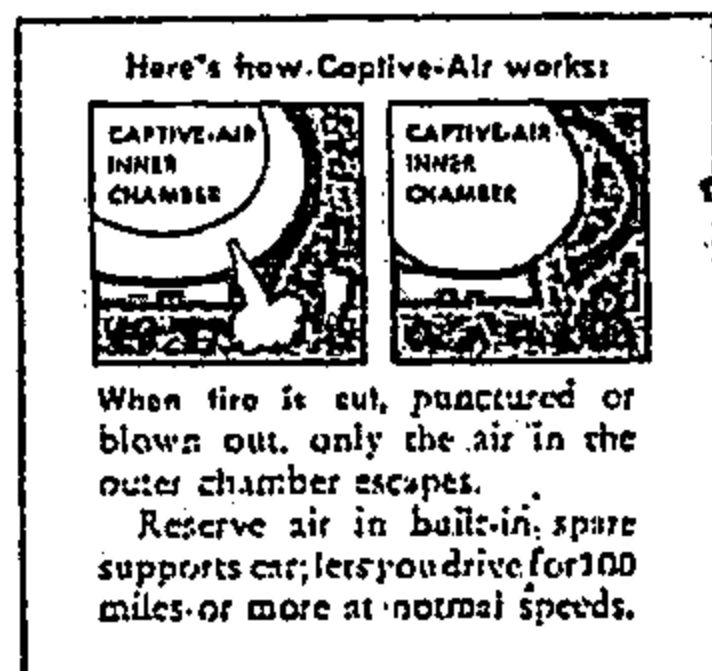
**H**ARDLY sounds possible, does it? And yet a car with all four tires blown out was driven from Boston to New York in five hours of trouble-free motoring.

Goodyear's new nylon Captive-Air Safety tires weathered the drive with no damage to the "inner tires," and . . . no damage to the outer tires other than the knife cuts with which the tires were originally blown out.

During the 231 mile trip from the heart of Boston to Times Square, nearly every type of traffic condition was encountered.

From rain-swept country roads to the crowded Merritt Parkway where tire trouble might have proved disastrous, the test drive proceeded without a moment's difficulty.

The success of the Captive-Air Safety tire marks a significant advance in automotive security. It means, for the first time, virtual freedom from the danger and inconvenience of roadside tire changing for the American driver,



his wife, and children.

This Captive-Air design is possible because only Goodyear has a tire body made with triple-tempered 3-T Nylon Cord, which provides a first line of defense against dangerous blowouts.

The built-in spare is made of rugged nylon that supports the car safely and comfortably until the driver is able to stop and have the tire repaired.

See the amazing new nylon Captive-Air Safety tire at your Goodyear dealer's this week.

Only Goodyear has Captive-Air . . . the safety tire with the built-in spare. Goodyear, Akron 16, Ohio.

Captive-Air, T. M., The Goodyear Tire & Rubber Company, Akron, Ohio.

*More people ride on Goodyear tires than on any other kind!*

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## 我们的轮胎即使爆裂了...也可以让你 从波士顿开到纽约——231 英里！

*新固特异轮胎被刺破或爆胎后，让路边换胎店变得可有可无*

听起来令人难以置信，是吗？然而，一辆四个轮胎都爆胎了的车，依旧从波士顿开到了纽约，没有受到一丝影响，全程历经 5 个小时。

固特异新型尼龙帘线补气保用安全轮胎，可以保护“内胎”不受损坏……并且保护外胎除了被刀割坏，引发爆胎的地方，其他地方依旧完好。

从波士顿市中心到纽约时代广场 231 英里的行程中，几乎经历了所有可能的路况。

从泥泞的乡间小路，到拥挤的康涅狄格马路，任何轮胎问题都可能是灾难性的，而这次行驶测试没有遇到一点困难，进行的非常顺利。

补气保用安全轮胎的成功，意味着汽车安全的一个重大进步。这意味着，有史以来，第一次让车主，他的妻子，孩子真正摆脱了路边换胎的隐患。

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**补气保用原理是这样的：**

轮胎被扎破后，出现缺口或爆胎时，只有轮胎内层外部的空气泄露。内胎内的空气可以继续支撑汽车行驶，可以让你以常速行驶 100 英里，甚至更远。

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补气保用设计之所以得以实现，是因为只有固特异轮胎采用了三重回火，三重坚韧度的 3-T 尼龙帘线，这是防爆胎的第一道防线。

内胎，采用坚固的尼龙帘线，可以安全地支撑汽车，让车主舒适地开到可以修车的地方。

去你附近的固特异经销商店，看看这款神奇的尼龙补气保用安全轮胎吧。

只有固特异拥有补气保用技术……拥有内胎的安全轮胎。固特异轮胎&橡胶公司，俄亥俄州，阿克伦市 16。

*使用固特异轮胎的人数远超其他品牌！*

(576)

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# 笔记

## 36、让家人更健康

### Raise a Healthier Family



*Research shows how you can help your children avoid many childhood ailments*

A REPORT in a Medical Journal illustrates how important it is that every parent understand the vital role that protein plays during the "growing" years.

This report, based on observations of hundreds of children, indicates that even a mild protein deficiency may result in a number of childhood ailments.

Poor appetite, failure to gain weight, decreased resistance to many infections, persistent boils and sores, all were observed in children whose diets were deficient in protein. But "prompt and dramatic response" followed when these children ate meals that supplied plenty of top quality protein—the kind you get in meat.

Significant as they may be to parents, these observations were not surprising to nutritionists, for it is well known that meat provides essential nutritive values that are beneficial to everyone, at every age, and especially to growing children.

Life-giving protein. Meat is one of

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current prevailing medical opinion.

our richest natural sources of complete, top-quality protein—the kind your body needs *every day* to build blood and muscle, maintain resistance to an infection, nourish nerves and tissues.

B-vitamins, iron and other important minerals. Meat goes a long way toward meeting the body's requirements of these necessary nutrients.

The fat in meat, too, plays a helpful role. Easily digested, and not too excessive in amount, it contributes not only to the joy of eating, but also to the energy we need.

Protein, B-vitamins, minerals, energy — meat provides them all so abundantly (and so deliciously!) that it is little wonder people often speak of it as "Meat — the Good Provider."

*Published as a public service by the American Meat Institute*

## 让家人更健康

*调查报告显示，如何帮助孩子远离许多儿童疾病*

医学期刊上发表的一份报告说明了，父母弄明白蛋白质“在孩子的成长中”扮演的角色，有多么重要。

这份报告，通过对数百名儿童的观察，表明，即使是轻微地缺少蛋白质，也会导致很多儿童疾病。

患有食欲不振，消瘦，免疫力下降，烦躁，麦粒肿，等等疾病的孩子，据观察，饮食中都缺乏蛋白质。

这个发现对父母可能有重要意义，但是对营养学家来说，已经不足为奇了，因为众所周知，肉给每个人，不管什么年龄阶段，尤其是处于成长期的孩子提供着重要的营养价值。

蛋白质是人维持生命的重要元素。肉是人体所需蛋白质含量最丰富，最优质的天然食品之一——供我们身体制造血液，肌肉生长，增强免疫力，抵抗感染，营养神经和组织。

B族维生素，铁和其他重要的矿物质。肉能提供身体所需的大部分必要营养物质。

肉中的脂肪也扮演着非常有益的角色。易消化，不会过量，不仅能增加饮食的乐趣，而且还能提供我们需要的能量。

肉中包含丰富的蛋白质，B族维生素，矿物质，能量（而且非常美味！）难怪人们都说“肉，真是好东西。”

*美国肉类协会公益广告*

(582)

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# 作业

## 37、血液中的抗感染战士

### Infection Fighters *in your blood*

Research has demonstrated that the foods we eat, especially *protein* foods, play a very important role in building the body's ability to fight infection.

One reason is that antibodies in the blood (which actually do the "fighting") are made of protein—the kind you get in meat.

The body's ability to produce these antibodies *decreases* when meals provide too little protein over a period of time. A good diet containing adequate protein keeps the body in "fighting form."

This is just one of many reasons why a good, nutritious diet is vitally important—so important that "Food Comes First" was the general theme when famous scientists, educators and medical authorities, plus leaders in commerce and industry, met last month in a great National Food Conference at Washington, D. C.,

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.



keynoted by the President of the United States.

Their aim: to re-awaken America to the fact that good food means better living and to set forth urgent need for correcting the inadequacy and imbalance of many family meals.

Good food, naturally, includes plenty of *good meat*, for meat provides so many necessary nutrients in such generous amounts. It is one of our richest natural sources of complete, top-quality protein—an *every day* essential. It goes a long way toward meeting the body's requirements of B-vitamins, iron and other important minerals. And the fat in meat—easily digested—contributes not only to the joy of eating, but to the energy we need.

Protein, B-vitamins, minerals, energy—meat provides them all—so deliciously—that it is little wonder people often speak of it as "Meat—the Good Provider."

*Published as a public service by the American Meat Institute*



## 血液中的抗感染战士

研究表明，我们吃的食物，尤其是蛋白质食物，在增强身体抵抗感染能力方面，发挥着非常重要的作用。其中一个原因是，血液中的抗体“战士”是由蛋白质构成的——你从肉中获得的动物蛋白。

当超过一段时间，由肉类提供的蛋白质摄入过少的话，身体制造这些抗体的能力就会降低。含有丰富的蛋白质的健康饮食结构，能让身体始终处于“战斗形式。”

这就是为什么搭配均衡，营养丰富的饮食至关重要的原因之一——“饮食第一”成了上个月在华盛顿举办国家食品会议上的主题，参加会议的有著名科学家，教育家，医疗权威，商业，工业领袖等，美国总统在会议上发表了关于饮食健康的重要讲话，其重要程度可见一斑。

他们的目的是：重新让美国人民认识到营养丰富的饮食，意味着更好的生活。唤起很多家庭意识到改善饮食中的不足，和营养不均现象的迫切性。

好的饮食，当然包括大量优质的肉，因为肉能提供大量必要的营养元素。它是我们获取每天身体必须的丰富，优质蛋白的天然来源之一。它在为身体提供必需的B族维生素，铁，以及其他矿物质方面，起着至关重要的作用。而且肉的脂肪容易消化，不仅能增加饮食的乐趣，还为我们提供了身体所需的能量。

肉中包含丰富的蛋白质，B族维生素，矿物质，能量（而且非常美味！）。难怪人们都说“肉，真是好东西。”

这个广告中关于营养的说明，得到了美国医学协会食品和营养委员会的认可，符合当前权威的医疗意见。（619）

**美国肉类协会公益广告**

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# 笔记

## 38、自从购买了托马斯风琴，我比以前更快乐，更满足了

*"I have been happier and more content since buying my Thomas than I have been for years"*

says Mrs. Edward McIntosh of Dayton, Ohio



*...and this fine home organ is only \$695!*

**S**ELDOM HAS A musical instrument had such a significant effect on its owners—whether doctors, salesmen, or homemakers—families or people who live alone. The Thomas Organ for the first time, has brought all the world of music—from Bach to Bebop—within reach of almost every home. The Thomas has brightened sad moments, consoled lonely times—made many a family life whole again. Neighbors and friends are drawn closer together by the universal pleasures of music.

Many play tunes the first evening—without previous training. Because the Thomas is amazingly simple to play. No need to fear the Thomas' single keyboard, nor is there a maze of buttons and pulls to confuse you. Just flick the exclusive Thomas Dial-A-Tone controls—sound like a string ensemble, a melodious flute, or get thousands of other effects *plus* the organ's own rich voice, which we all love.

The Exclusive Solo Control gives the effect of two keyboards with one keyboard simplicity. A twist of the Variable Vibrato gives your

music the exact "singing" quality you desire. And Thomas Tone is famous for clear, sweet highs, deep full bass.

You'll be proud of the Thomas in your home. A variety of attractive furniture styles and finishes for contemporary or traditional homes.

How can we build and sell the Thomas for only \$695? Because of our own patented invention and long electronics experience, almost every family can now enjoy a fine Thomas Organ.

See how easy the Thomas is to play—how easy it is to own. FOR YOUR NEAREST THOMAS DEALER CALL WESTERN UNION BY NUMBER AND ASK FOR OPERATOR 25. Prices slightly higher in Canada.

**Thomas**

ELECTRONIC ORGANS

FREE... Demonstration Record!

In Canada—EATON'S OF CANADA

----- Send coupon Today! -----

THOMAS ORGAN COMPANY  
A Division of Pacific Records Corp.  
4325 Mayfield Ave., San Diego, California  
To get your Free Record of organ music.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PHONE \_\_\_\_\_

STATE \_\_\_\_\_

## “自从购买了托马斯风琴，我比以前更快乐，更满足了”

来自俄亥俄州代顿的爱德华·麦金托什如是说

…而且这个漂亮的家庭风琴只售 695 美元！

很少有一种乐器能对它的用户产生如此显著的影响——无论是医生、推销员、还是家庭主妇——无论是有家室的人，还是单身的人。托马斯风琴第一次把全世界的音乐带到了大家身边——从巴赫到比波普爵士乐——让几乎每个家庭都触手可及。托马斯给悲伤的人带来了快乐，给孤独的人带来了安慰——让许多家庭变得其乐融融。音乐的快乐拉近了邻居和朋友之间的距离。

很多人在购买托马斯风琴的第一个晚上就能弹奏乐曲——完全不用提前培训。因为托马斯弹奏起来非常简单。完全不用担心，托马斯没有复杂的键盘，没有迷宫似的按钮。只要轻击托马斯独有的 Dial-A-Tone 按键——就会得到美妙的乐曲，听起来合奏，像悠扬的笛子，或者也可以在风琴丰富的曲调中，加上我们喜欢的其他效果。

这种特有的独奏按钮，一个键盘能带来两个键盘的效果。变量颤音的交融，能让你的音乐具有你想要的“歌唱”效果。托马斯的曲调正是以清晰、甜美的高音、深沉的低音而闻名。

家里有一台托马斯风琴，一定会让你自豪无比。它的外形风格迷人，适用于各种现代或传统的家具风格。

我们怎么做到能以 695 美元的低价销售托马斯呢？因为托马斯是我们自己的专利发明，我们有着丰富的电子产品生产经验，现在几乎家家都享受着托马斯风琴带来的快乐。

想看看托马斯风琴弹奏起来多么简单——购买有多么方便吗？

---

快去离你最近的托马斯经销商那里看看吧。在加拿大的售价略高。

托马斯

电子风琴

免费……教学视频!

加拿大——Eaton's 百货公司有售

---

立刻寄出优惠券!

托马斯风琴公司

太平洋水星集团分公司

加利福尼亚州 塞普尔韦达 海温赫斯特大街 325 号

我想要免费风琴乐曲辑

姓名\_\_\_\_\_

地址\_\_\_\_\_

市\_\_\_\_\_区\_\_\_\_\_

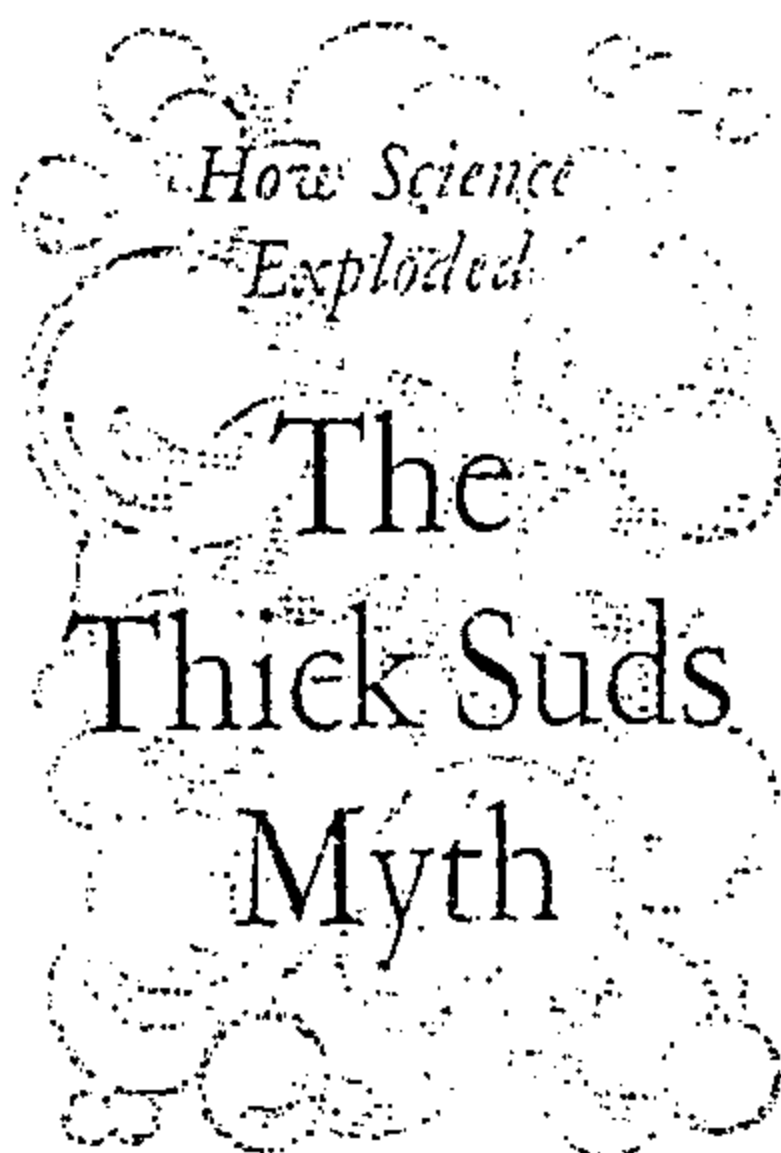
州\_\_\_\_\_

(591)

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# 作业

## 39、科学是如何打破厚厚的泡沫之谜的



Automatic washer manufacturers demanded a new kind of detergent. Chemistry responded with a formula that had everything—everything, that is, except old-fashioned thick suds.

THE REQUIREMENTS washer makers outlined for an ideal detergent were challenging. It must be able to clean at least as well or better than available detergents. It must be able to suspend dirt once it is removed, until the rinse cycle begins. *It must not make thick suds.*

It has been found early by washer makers that thick suds were inade-

quate for automatic washing. They slowed washing action, frequently refused to rinse; often overflowed to clog delicate washer parts, leading to expensive repairs.

In answer, chemistry created *all*. *all* with "controlled suds" has been bursting the thick-suds bubble ever since. Instead of choking washing action with a smothering blanket of suds on top of the water, "controlled suds" wash *underwater* where the clothes are. Instead of clinging to clothes during rinsing, "controlled suds" drain away almost as easily as water itself.

Today, still in its infancy compared to competitive soaps and detergents, *all* ranks first in sales among detergents made and prescribed exclusively for automatic washers. Indeed, it is credited with a large part of the success of the automatic washer itself.

And housewives have proven that *all* is economical. *all* is a condensed detergent, measurable by the tablespoon. One tablespoon of *all* gives wash water greater washability than three tablespoons of the leading thick-suds products.

To match the cleaning concept of "controlled suds"—a remarkable new whitening discovery has recently been added to the *all* formula. Now linens, cottons, and nylons "yellowed" by age or suds scum deposits can be *washed* back to white again... gently, without bleaching.

If you own an automatic washer, you owe it to your clothes and your washer to try new Super-Rinse *all*. New *all* with AE-160 is unconditionally guaranteed to do a better washing job in your automatic. Full purchase price refunded by Lever Brothers unless you agree.

## 科学是如何打破厚厚的泡沫之谜的

自动洗衣机制造商想要一种新的洗涤剂——  
一种能去除各类污渍，又不会和以前的洗涤剂一样，产生厚厚的泡沫。

洗衣机制造商对理想洗涤剂做出的一些要求，非常具有挑战性：它的清洁能力至少要比目前洗涤剂好。它必须能够锁住清洗下来的灰尘，直到第二轮冲洗开始后，把灰尘冲洗掉。它不能产生厚厚的泡沫。

洗衣机制造商很早就发现，厚厚的泡沫对自动洗衣机不好。它会减慢洗衣机清洗速度，通常不容易清洗干净；而且经常会阻塞洗衣机的小配件，导致高昂的维修费用。

为了满足这些需求，化学家研发出了奥。奥含有“泡沫控制”成分，能打破厚厚的泡沫。在清洗的过程中，它不会在水面上产生厚厚的泡沫，减慢清洗速度，“泡沫控制”成分，能在水下发挥作用，把衣服洗干净。“泡沫控制”成分在衣服冲洗期间，不会附着在衣服上，而会和水一同流走。

今天，虽然奥仍然处于起步阶段，但是和那些实力雄厚的肥皂和洗涤剂、清洁剂相比，奥在洗涤品牌中销量却稳占第一位。而且它还是自动洗衣机洗涤剂指定用品。事实上，它的成功很大一部分要归功于自动洗衣机本身。

而且家庭主妇都证明，奥非常经济实惠。奥是浓缩清洁剂，用可用汤匙量取。一汤匙奥，比普通造成厚厚泡沫的名牌洗涤剂3汤匙的清洗能力都强。

为了贴合“泡沫控制”理念——研究人员还在奥的配方中新加



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入了一个非常强大的美白剂。奥可以让那些永久发黄，或粘上了污渍的床单、棉制品，和尼龙长袜变得洁白如新，而且不褪色。

如果你有自动洗衣机，你一定要试一下奥超能洗衣液。新一代 AE-160 奥洗衣液一定会让你拥有全新的清洗体验。如不满意，全额退款。

(599)

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# 笔记

## 40、让沙拉更美味，更新鲜的新理念！

*Good Seasons Salad Dressing Mix is changing America's salad-making habits. It's a famous chef's secret blend of rare seasonings in an envelope—you add fresh vinegar and oil.*

### *New Idea Adds Fresh Appeal to Salads!*



*ROBERT KREIS, an internationally known chef, describes a whole new idea in salad dressing:*

"So many friends kept asking me how they could make my salad dressings at home that I developed something new—a salad dressing mix. With Good Seasons Salad Dressing Mix you'll find it simple to make distinguished dressing—fresh—the sort you'd find in celebrated restaurants. And you do it in seconds.

"You'll give your salads a new taste, fresh interest—make them so appetizing. In each

envelope of Good Seasons I've mixed my own secret blend of delicate herbs and spices. You just add oil and vinegar—and a little water for smooth blending, to the marks on the Good Seasons Self-Measuring Bottle.

"There are 5 entirely different Good Seasons Mixes. I think you'll find each dressing delicious just as it is. But here's your chance to give free rein to your own ingenuity. Use vermouth or tomato juice instead of water, if you like. Add anchovies or sliced olives. To make Good Seasons sweeter add a tablespoonful of sugar or honey to the dressing.

"Great numbers of people have already changed to Good Seasons Salad Dressing Mix. Won't you try this new idea? I think it will appeal to you."

*5 different mixes:  
Old Fashion French, California French, Old Fashion Garlic, Exotic Herbs, Bleu Cheese.*

Get this Self-Measuring Bottle  
in the

#### **SALAD DRESSING KIT**

Also two Good Seasons Mixes  
(each makes half pint) and a salad  
recipe booklet... all for 39c.



## *GOOD SEASONS Salad Dressing Mix*

ANOTHER FINE PRODUCT OF GENERAL FOODS

好时混合沙拉料正在改变美国人制作沙拉的习惯。它来自一位著名厨师的秘方，料包理加了许多稀有调味料——你只要加点鲜醋和油即可。

## 让沙拉更美味，更新鲜的新理念！

罗伯特·克瑞斯，国际著名厨师，提出了一个全新的沙拉酱新理念：

“很多朋友一直问我，怎么才能在家里做出和我一样美味的新式沙拉料——一种混合沙拉料。使用好时混合沙拉料，你会发现，很轻松就能做出超级美味的沙拉酱——美味、新鲜——和你在高档餐厅吃到的一样。这一切，只要几秒钟就能完成。

“你会做出全新口味的沙拉，新鲜，美味——十分开胃。每包好时沙拉料里，我都融合了多种珍贵香草及香料。你只要加入鲜醋和油——再根据好时量杯，加适量水，充分搅拌即可。

“好时沙拉料一共有 5 种完全不同的口味。我想，你一定会觉得都非常美味。这时就到发挥你聪明才智的机会了。如果你喜欢，你还可以用苦艾酒或西红柿汁代替水。再加点凤尾鱼或切片橄榄。如果喜欢甜味，还可以加一汤匙糖或蜜。

“许多人都改用好时沙拉料了。难道你不想试试这种新型沙拉料吗？你一定会被它迷倒的。”

5 种不同口味的沙拉料。古典法国风味，法加风味，古典蒜香味，异国香草味，蓝色奶酪味。

一个好时量杯

两包好时沙拉料（每包半品脱），一个沙拉

配方小册子…一共只需 39 美分。

好时混合沙拉料

通用食品的又一个好产品

(621)

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# 笔记

## 41、它悄然来袭，没有一点预警



*A hurricane  
changed its course  
and disaster struck  
a sleeping town . . .*

### *It Came Without Warning*

*By Gene Wilburn, Medical News Writer, Houston Chronicle*

It was a dark and wretched day when Hurricane Diane ripped through a small New England town—lashing its trees and swelling its river into a raging torrent. As night fell, sudden hills became great waterfalls . . . gullies became rivers . . . and valleys became lakes. The flood had begun—and within minutes, the nation was alerted to a great disaster.

Then came the awful aftermath . . . The waters receded, leaving death and debris in their wake. Slowly the dazed evacuees returned to face the task of restoring their homes. Neighboring towns rushed to their aid—with food, clothing, medicine, including Lysol to help protect the people from spread of contagious disease.

Because silt and debris make perfect havens for deadly disease germs, public health notices often include the caution to wash down stricken homes with a solution containing an efficient germicide like Lysol.

But disaster conditions are not the only times when Lysol is needed in the home. One of the critical areas for spread of infection can be the bathroom. For,

dangerous disease germs (like "staph" which is currently making medical news headlines) are readily deposited by carriers on bathroom surfaces.

Lysol Brand Disinfectant kills disease germs on contact—even resistant "staph" germs and many deadly viruses. In laboratory tests, its anti-germ action was found to last 7 full days.

That is why housewives should use Lysol for weekly bathroom cleaning. A few drops in cleaning solution will disinfect from one cleaning to the next as nothing else can.

Here are 3 basic steps for weekly bathroom cleaning: 1. Add Lysol to solution as directed. 2. Wipe floors, walls, bowls, fixtures with this solution. 3. When laundering bath mats and lid covers, soak in Lysol solution before adding detergent. *Note:* If anyone in your home has a boil (a direct source of "staph" contamination)—disinfect basin, bowl, seat with Lysol after every use.

There is now a pine-scented form of Lysol too. Regular or pine Lysol costs as little as 29¢.

飓风改了风向，灾难袭击了一座沉睡的小镇……

## 它悄然来袭，没有一点预警

来自：吉恩·威尔，医疗新闻作家，休斯顿纪事报

这是一个漆黑，悲惨的夜晚，飓风戴安席卷了这个小小的新英格兰小镇——吹倒了树木，河水猛涨，流速湍急，咆哮着进入了小镇。夜幕降临，山上山洪爆发……水沟成了河流……山谷成了湖泊。洪水已经开始——几分钟的时间，这个地方就进入了高危预警。

然后就是可怕的灾难后果……洪水消退，留下了死亡和废墟。慢慢地返回家园的灾民茫然四顾，他们面临的任務就是重建自己的家园。邻镇立刻送来了援助——还有一些食物、衣服、药品，包括来苏尔消毒液，防止传染性疾病的传播。

因为淤泥和碎片，是致命病菌温床，国家公共卫生通告，通常会提醒人们用有效的杀菌剂，如来苏尔，清洗灾后物品。

但灾后重建，并不是家里唯一需要来苏尔消毒液的时候。家中还有一个传播感染病菌的关键区域，那就是浴室。因为，危险的病菌（如目前医学头条“葡萄球菌”），就很容易在其表面沉积。

来苏尔消毒液，能够杀死它所接触到的病菌——即使是耐药葡萄球菌，还有其他许多致命的病菌。通过实验室的测试，使用来苏尔消毒液消毒7天后，它依旧有抗菌效果。

这就是为什么家庭主妇每周都应该使用来苏尔清洗浴室。在水中加入几滴来苏尔消毒液，消毒效果能持续到下周。

下面是每周清洁浴室的3个基本步骤：1.根据提示添加来苏尔消毒液。2.用配好的清洗水擦地板、墙壁、碗。3.当清洗浴垫以及浴室盖子时，在添加洗涤剂前，在来苏尔溶液浸泡片刻。注意：如果你

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家里已经有人感染了这种病菌（“金黄色葡萄球菌”的直接污染来源），请在病人每次使用完盆、碗、座位后，都进行消毒。

现在，来苏儿新增了松木香型。  
原味或松木香型来苏尔，都仅售 29 美分

(352)



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# 笔记

## 42、你害怕电热毯？

*Are you missing one of life's  
pleasantest comforts because you're*

*afraid of electric blankets?*

*Let's talk about it . . . this timidity  
that even some smart moderns feel  
about electric blankets.*

Since General Electric enjoys a  
position of authority in the field of  
electronics, perhaps you'll agree  
that we can give you the facts fairly:

Today, some 20 years and some  
20,000,000 blankets after their in-  
troduction in the early 1930's,  
there's no more reason to fear an  
electric blanket than to fear a lamp  
cord or an electric shaver.

Today's electric blankets are sub-  
jected to the most rigid tests before  
they receive approval from Under-  
writers' Laboratories, whose tiny  
tag on an electrical product means  
it has passed all safety tests.

On General Electric Blankets you  
will find also the famous Good  
Housekeeping Guaranty Seal.

Above all in importance to you  
is the General Electric monogram,  
your best safeguard and guarantee.  
*Is overheating a problem? Thanks*

*to Sleep-Guard.® introduced by  
General Electric, overheating, if it  
should ever occur, will result in the  
automatic shutting off of current.*

*Sleep-Guard also insures continu-  
ous thermostatic temperature con-  
trol over every inch of heated area.*

*What if it should get wet? No matter.  
General Electric Blankets are com-  
pletely at home in water, completely  
washable. Heating elements are  
fully insulated.*

*How does an electric blanket feel?  
Marvelously comfortable. Light as  
down, yet you need only one for  
complete protection.*

You're never cold, yet never too  
warm. Never have to get up for  
more covers if the night turns colder.  
The blanket—not you—does all the  
adjusting, automatically.

Why not discover the incompa-  
rable comfort of an electric blanket,  
as 20,000,000 others have already  
done? Write for new free booklet,  
"A Modern Bedtime Story."

#58001

For your free booklet, write to Box 9147,  
General Electric Company, Automatic Blanket  
and Fan Department, Bridgeport 2, Connecticut

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC

你是不是错失了生活中相当舒适的一面，因为...

## 你害怕电热毯？

今天我们就来谈谈电热毯……谈谈甚至对于一些聪明的现代人士都心存胆怯的电热毯。

因为通用电器在电子产品领域拥有权威地位，所以，你可能会相信我们能够给你提供一些比较客观的事实：

今天，大约 20 年来，在 20 世纪 30 年代早期，大约 20000000 个电热毯被推向市场，人们对电热毯和对灯线或电动剃须刀一样，不再恐惧。

如今的电热毯，只有经过最严格的测试，才能得到美国安全检测实验室的批准认可，电热毯上面贴有小标签，就意味着它通过了安全测试。

在通用电器电热毯上，你还会看到品质保证印章。

通用电器标志对你来说最重要的作用是，质量的保障和承诺。

温度过高是个问题吗？通用电器承保的睡眠卫士®电热毯，如果出现温度过高的情况，它将会自动切断电流。

睡眠卫士电热毯，还确保了每寸加热区都能保持恒温。

如果电热毯湿了怎么办？没关系。通用电器电热毯不怕水，完全可以水洗。它的加热元件都是防水材料。

电热毯感觉如何？特别舒适。只需要一个，就可以为你提供足够的保护。

你再也不会觉得冷了，不过也不会觉得太热。再也不用因为夜里温度降低，半夜起来加被子了。这款电热毯就可以为你自动调节温度。

---

为什么不和其他 20,000,000 人一样，给自己购置一个舒适无比的电热毯呢？写信给我们，免费索取最新的小册子《现代睡前小故事》。

*进步是我们最重要的产品*

**通用电器**

写信到康涅狄格州，布里奇波特，通用电器公司，

自动电热毯及风扇部门，21-CA 信箱

免费索取你的小册子

(645)

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# 笔记

## 43、我们说 540 美元往返欧洲——意思是“包含所有费用”

When we say  
\$540\* to Europe and back  
—we mean “all the way”!

\*And we mean Cabin Class—not Tourist or Economy Class

Some trips to Europe are fantastic bargains. Others only sound like it. What is a bargain, and what is not?

A BARGAIN IS NOT a 17-day, hurry-up excursion at a fare that feeds you a quick meal; drops you in Shannon, let's say; and then forgets you. For those next 17 days, you're going to spend money. You'll pay for trains, buses, taxis...hotels and meals and tips. You'll struggle with Customs, baggage and a hundred other exasperations. It may be adventure, but it's not a bargain.

A BARGAIN IS a Sunlane cruise to Europe. All included... for as little as \$540...you can enjoy 28 carefree days without a single restaurant check or hotel bill to pay! Nothing but fun, entertainment and superb meals. Unpack

just once in your air-conditioned stateroom with private bathroom (shower). Above all, relax. You'll visit up to 9 ports, where you can shop and sight-see. Or, you can buy a low-cost, 3-day land tour visiting Rome and the French Riviera, then rejoin your ship at Cannes.

What a delightful way to see Europe! And what could be easier—on you and your pocket? Five November and December cruises to choose from at these Thrift Season prices. The full luxury of First Class is also available from \$698 up. May, and August through October, Sunlane cruises are slightly higher. Regular transatlantic sailings almost weekly. See your travel agent for sailing dates and more information. Or, send the coupon below.

  
INDEPENDENCE  
CONSTITUTION • ATLANTIC  
**AMERICAN  
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真正的实惠，是坐着豪华三联油轮去欧洲。所有费用都包含——只需支付 540 美元——你可以享受 23 天无忧无虑的悠闲时光，你不用支付任何餐饮费用，或住宿费用！没有任何烦恼，你只要快乐地享受各种娱乐，和美食。你不用大费周折，不断地换宾馆，我们为你提供了带有空调、大客厅、私人浴室（淋浴）的豪华房间。你要做的最重要的事就是，放松。你将参观到 9 个港口，在这里你可以购物和观光。或者，你可以支付一点点费用，去罗马、法国里维埃拉 3 日游，然后在戛纳和我们会合。

多么令人愉快的欧洲游！还有什么比这更轻松，更划算的方式吗？11 月和 12 月有 5 个时间段的特价欧洲游供你选择。也有头等舱，价格是 698 美元。5 月，8 月——10 月的三联油轮欧洲游，价格稍高一些。我们几乎每周都定期有跨大西洋航行。你可以去旅行社查询航行日期，了解更多信息。或者，寄送下面的优惠券给我们。

---

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(654)



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## 笔记

## 44、如何让生活发挥最大价值



*Advertisement*

How to get

### *More Out of Life*

Be a healthier, more active family. Discover how the 30 vital proteins, vitamins and minerals in Wheat Germ can help give you more zest for living!

**G**ood living, good health, good nutrition go hand in hand...and Kretschmer Wheat Germ is one of nature's most abundantly nutritious foods. The U.S. Dept. of Agriculture reports show:

Ounce for ounce, it provides:

Twice as much protein as fresh eggs

Twice as much iron as raisins

More natural B-vitamins than any other food

More Vitamin E than any other natural food

Great source of polyunsaturated vegetable oil

Low in salt content

PLUS—24 other essential vitamins,

minerals and food elements!

What is Wheat Germ? It's the wholesome heart, or germ, of the whole wheat kernel. It's where nature stores most of the wheat's health-giving nutrients. Kretschmer toasts these natural golden flakes to bring out the fresh wheat flavor. No artificial vitamins are added.

How do you use it? Kretschmer Wheat Germ is a *ready-to-eat* cereal—or add

it to other cereals and fruits. It's a *topping* for salads, desserts, ice cream, pies. It's a *breadcrumb* for fish, meat, poultry. Add it to casseroles, meat loaf, breads, pie crusts, stuffings. Just 3 tablespoons a day—at a cost of only 3¢—provide 30 essential nutrients...helps boost your good health...helps balance your diet.

Try 30-day test. Include Wheat Germ in your diet—for just 30 days. Discover the difference it can make in your feeling of well being. You'll find Kretschmer Wheat Germ in 100% fresh, vacuum-packed glass jars in your neighborhood grocer's cereal section.

"Quick and Easy Ways."

For the complete Kretschmer Wheat Germ story, "Quick and Easy Ways," send 10¢ and your name and address to Kretschmer Wheat Germ Corp., Dept. Q, Carrollton, Michigan.



## 如何让生活发挥最大价值

让家人更健康,更加充满活力。看看小麦胚芽中 30 多种维生素以及矿物质,如何给你的生活带来更多的热情!

好生活,好身体,好的营养,这三者是紧密相关的…… 克雷奇默小麦胚芽是自然界营养最丰富的食物之一。美国农业部的报告显示:

**一盎司小麦胚芽,能提供:**

两倍于新鲜鸡蛋的蛋白质

两倍于葡萄干的铁

天然 B 族维生素高于其他任何食物

维生素 E 高于任何其他食物

含丰富的不饱和植物油

低盐

此外还有一—24 种其他关键维生素,矿物质,以及食物元素!

---

什么是小麦胚芽?它是小麦的核心,或胚。它存储着小麦的绝大部分营养。克雷奇默通过把小麦胚芽进行烘烤,使新鲜的小麦的味道充分散发了出来。它不添加任何人工维生素。

如何食用?克雷奇默小麦胚芽是即食谷物——也可以把它加到其他谷物或水果中一起食用。它可以作为沙拉、甜点、冰淇淋,以及派的配料。它也可以作为鱼,肉,鸡鸭肉类的佐料。也可以将其添加到砂锅菜、肉饼、面包、鸡蛋饼、馅料中食用。每天 3 汤匙—

---

——只要 3 美分——就能获取身体需要的 30 多种必需营养素…让你更健康…帮助平衡你的膳食营养。

**30 天测试。**在饮食中添加小麦胚芽——只要 30 天。就会发现它给你带来的不一样的幸福感。在你附近的商店就可以买到 100%新鲜，真空玻璃瓶包装的克雷奇默小麦胚芽。

**“快速且简单的方法。”**想获取完整的克雷奇默小麦胚芽故事，《快速且简单的方法》，可以把你的姓名地址，附寄 10 美分，寄到密歇根卡罗尔顿克雷奇默公司即可。

(656)

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# 笔记

## 45、现有！一个让你的牙齿亮白有光泽的方法

10-Day Test FREE—

Mail the Coupon

Maybe your teeth are gloriously clean, simply clouded with a film coat. Make this remarkable test and find out.

**Now!**  
A new way  
to lighten  
cloudy teeth



— and without bleaching or harsh grit. The way foremost dentists now are urging for dazzling teeth and firm and healthy gums

**D**ULL teeth, "off-color" teeth; gums that are softening, itching, firmness—modern science has made important, new discoveries in overcoming them.

Now, in as little as ten days, you can work a transformation in your mouth, can add substantially to your appearance and attractiveness.

This offers you a test without charge... the most remarkable, according to dental authorities, of all dental tests. In fairness to yourself, send the coupon.

**FILM—your enemy. How it invites tooth and gum troubles**

Dental science now traces scores of tooth and gum troubles, directly or indirectly, to a germ-laden film that forms on your teeth.

You can't see it with your eyes, but run your tongue across your teeth and you will feel it... a slippery, vicious coating.



That film absorbs discolorations from food, smoking, etc. And that is why your teeth look "off color" and dingy. It clings to teeth, gets into crevices and stays.

It lays your gums open to bacterial attack. Germs by the millions breed in it. And they, with tartar, are a chief cause of pyorrhea and decay.

**Bruising won't end it**

Ordinary dentifrices and cleansing won't fight film successfully. Feel for it now with your tongue. Note how your present cleansing method is failing in its duty.

Now new methods are being used. A dentifrice called Pepsodent—different in formula, action and effect from any other known.

**It removes that film. And Firmes the Gums**

It accomplishes two important things at once: removes that film, then firms the gums. No harsh grit, judged dangerous to enamel.

A few days' use will prove its power beyond all doubt. Why cling to old methods when world's authorities urge a better way?

**FREE** Mail Coupon for  
10-Day Tube to  
THE PEPSODENT COMPANY  
Dept. 14 118 S. Wabash Ave.  
Chicago, Ill., U. S. A.

**Pepsodent**  
The New Day Quality Dentifrice  
Favored by World's Dental Authorities

Name.....

Address.....

Only use tube to a family.

1139

邮寄优惠券--免费领取 10 天试用装

也许你的牙齿非常干净，只是因为外面的一层粘膜，显得暗淡无光。请尝试一下这款牙膏，亲自看看效果吧！

**现有！**

## **一个让你的牙齿亮白有光泽的方法**

——不用漂白，不用洗牙。现在国内著名医生都呼吁，保持牙齿亮白有光泽，保证牙龈健康。

暗淡，变色牙齿；牙龈变软，不坚韧——现代科学家们找到了解决这些问题的一个全新，且非常有效的方法。

在短短 10 天内，你就可以让你的牙齿发生重大变化，让你变得更漂亮，更迷人。

现在你可以免费试用它……据牙医权威说，这是所有牙齿测试使用，效果最显著的。为了不错过它，立刻寄出优惠券吧。

### **粘膜——你的敌人 它是如何引发牙齿及牙龈问题的**

根据口腔科学研究，现在大多数牙齿和牙龈问题，都是由牙齿上的含菌粘膜直接或间接引起的。这种粘膜你用肉眼看不到，但是你的舌头能够感觉到，它是一种湿滑的粘性薄膜。

这种粘膜会在你吃东西，或吸烟时，吸收变色。这就是为什么你的牙齿看起来“不洁白”，脏脏的。它附着在牙齿上，进入齿缝中，并停留在那里。

它让你的牙龈遭受着细菌的不断攻击。数百万细菌在里面繁殖。它和牙垢，是导致牙齿形成脓漏和蛀牙的主要原因。

## 刷牙无法除去它

普通牙膏、牙粉，以及清洗方法都无法对付粘膜。你现在用舌头感觉一下。你就会知道普通的牙膏刷牙效果有多么糟糕。

现在有了新方法。全新百普素登牙膏——不同的配方，不同的功效，比以前任何一款牙膏效果都好。

## 它可以除去粘膜，坚固牙龈

它一次完成两个主要工作：去除粘膜，巩固牙龈。不会磨损牙齿，损害牙釉质。

经过几天的使用，你就会切实地看到它的威力。世界上的牙医权威都呼吁大家使用这种更好的方法，为什么你还不肯试试呢？

### 10天免费试用优惠券邮寄至

伊利诺斯州，芝加哥，沃巴什大街1104号，百普素登公司，510部。

现在各个地方的权威牙医们都在推荐的一款新型牙膏。

姓名：\_\_\_\_\_

地址：\_\_\_\_\_

每个家庭只限领取一管试用装牙膏

(998)



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# 笔记

## 46、每天都把牙齿刷的很干净，为什么还有牙垢



### Why That Tartar

If You Keep Teeth Clean?

*All Statements Approved by High Dental Authorities*

#### It is Due to Film

**T**ARTAR shows that teeth are not kept clean. The basis is a slimy film. If you removed it daily tartar would not form.

That film on your teeth causes most tooth troubles. It is ever-present, ever-forming. You can feel it with your tongue.

The film is what discolors, not the teeth. It holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay.

Millions of germs breed in it. They, with tartar, are the chief cause of pyorrhea.

This film is viscous, so it clings. It gets into crevices and stays. The ordinary dentifrice does not dissolve it. The tooth brush leaves much of it intact. That is why the best brushed teeth so often discolor and decay.

Every dentist knows this. Dental science has for years sought a way to combat that film. That way has now been found. And, for daily use, it is embodied in a dentifrice called *Pepsodent*.

We ask you to write for a free 10-day Tube and learn what it means to your teeth.

#### Watch It Disappear

Get this free tube of *Pepsodent* and use like any tooth paste. Note how clean the teeth feel after using. Mark the absence of the slimy film. See how the teeth whiten as the fixed film disappears. You will know in a few days what clean teeth mean.

*Pepsodent* is based on pepsin, the digester of albumin. This film is albuminous matter. The object of *Pepsodent* is to dissolve it then to constantly combat it.

The way seems simple but for long it seemed

impossible. Pepsin must be activated, and the usual method is an acid harmful to the teeth.

Then the invention of a harmless activating method made this application possible. And it seems to solve the problem of this undecaying film.

*Pepsodent* has been proved under able authority by many clinical tests. Leading dentists all over America have come to endorse and adopt it. Now we urge you to try it.

**Pepsodent**  
PAT. OFF.  
REG. U.S.

The New-Day Dentifrice

Now advised by leading dentists. Druggists everywhere are supplied with large tubes

#### Send the Coupon for a 10-Day Tube

Note how clean the teeth feel after using. Mark the absence of the slimy film. See how the teeth whiten as the fixed film disappears.

Compare the results with the methods you now use. Judge for yourself which best protects the teeth. Do this for your sake and your children's sake. Cut out the coupon now.

#### Ten-Day Tube Free

THE PEPSODENT COMPANY,

Dept. 101, 1100 N. Western Ave., Chicago, Ill.

Mail 10-Day Tube of *Pepsodent* to

Name .....

Address .....

"Mention The Geographic—it identifies you"

1937

# 每天都把牙齿刷的很干净

## 为什么还有牙垢

下面所有的说法都通过了权威牙医的认可

### 一切都源于粘膜

牙垢表明牙齿并没有清洗干净。牙垢形成的基础就是粘膜。如果你每天清洁粘膜，牙垢就不会形成。

附着在你牙齿上的这个粘膜是大多数牙齿问题的罪魁祸首。它一直存在，一直在产生。你用舌头就能感觉到。

粘膜指的是牙齿上那层变色的薄膜，而不是牙齿。它会粘住食物，使其发酵，产生酸。它会锁住这些酸，使其和牙齿持续接触，从而引起蛀牙。

数百万细菌在里面繁殖。这些细菌，以及牙垢，是牙齿脓漏的主要成因。

这层薄膜有粘性，所以会粘住食物。它会进入牙齿缝隙中，并停留在那里。普通牙膏无法溶解它。牙刷的刷毛无法够到它。这就是为什么每天都把牙齿刷的很干净，牙齿依旧会变色，腐烂。

所有牙医都知道这点。口腔科学多年来一直在寻求对付这种粘膜的方法。这个方法终于被找到，并应用于一款叫做每天都可使用的百普素登的牙膏中。

我们呼吁你立刻写信向我们索取 10 天免费试用装，亲自体验一下它给你牙齿带来的变化。

### 看着它消失

得到这管免费试用装后，就像你平常使用其他牙膏一样使用它。使用后请注意感受一下你的牙齿有多么干净。你能看到粘膜的消失，感受到牙齿变白。这时候，你才会真正明白真正干净的牙齿是什么样子的。

百普素登的主要成分是蛋白酶，消化白蛋白的成分。而粘膜就是白蛋白物质。百普素登的主要目的就是分解它，然后预防它的形成。

这个方法听起来很简单，但长期以来，都看起来似乎无法做到。蛋白酶必须被激活，通常是要用一种对牙齿有害的酸来激活。

后来，一种对牙齿无害的激活方式，使得这个方法成为了可能。而且可以对付这种破坏牙齿的粘膜。

百普素登已经被许多牙医权威通过临床测试，证明有效。国内著名牙医都已经认可并采用。现在我们请求你来试一试。

## 百普素登

### 美国注册专利

现在各个地方的主要牙医们都在推荐它，并且所有药店老板都供应大管牙膏。

**回寄优惠券，即可获得10天免费试用装**

请注意在使用之后牙齿会变得多么干净。记住粘膜不见了的时刻。看看粘膜衣消失之后，牙齿可以变得多么洁白。

把结果和你目前的洁牙方法进行对比。自己看看哪种能更好地保护牙齿。为了孩子和你的牙齿健康，请尝试一下百普素登吧。快快立刻剪下优惠券并回寄给我们吧。

### 10天免费试用

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伊利诺斯州，芝加哥，沃巴什大街1104号，百普素登公司，704部。

10天免费试用百普素登牙膏，邮寄至：

姓名\_\_\_\_\_

地址\_\_\_\_\_

“注明你的地址——方便我们邮寄”

(999)

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# 笔记

# 47、10 天的免费测试，已经向数百万人证明了洁白牙齿的新方法



## This 10-Day Test

Has shown millions the way to white teeth

*All statements approved by high dental authorities*

This is how millions have found the way to whiter, safer teeth. You see the result on every hand—perhaps in teeth you envy. Send now for this simple ten-day test and see what your own teeth show.

### Why teeth discolor

There is on your teeth a viscous film. You can feel it with your tongue. It clings to teeth, enters crevices and stays. That film is the teeth's great enemy. It dims them and destroys them.

The tooth brush fails to end it. For the ordinary tooth paste cannot dissolve it. So

for months between your dental cleanings it may do a ceaseless damage.

It is the film-coat that discolors, not the teeth. Film is the basis of tartar. It holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay.

Millions of germs breed in it. They, with tartar, are the chief cause of pyorrhea—a trouble which few escape.

Dental science has for years sought a way to fight that film. Five years ago the way was found, and convincing tests have proved it. Now

leading dentists everywhere advise it, and millions of people have been led to employ it.

The method is embodied in a dentifrice called Pepsodent—a tooth paste considered ideal by authorities. It is believed that its use will create a new dental era.

### Supplied on request

A ten-day tube of Pepsodent is now sent to all who ask—to 10,000 people daily. This is done to let every one know quickly what it does.

Pepsodent is based on pepsin, the digestant of albumin. The film is albuminous matter. The object of Pepsodent is to dissolve it, then to day by day combat it.

Pepsin must be activated, and the usual agent is an acid harmful to the teeth. That is why it long seemed barred. But science has found a harmless activating method, so it can be daily applied to the film.

Two other new factors in tooth protection are also combined in Pepsodent.

Send the coupon for a 10-Day Tube. Note how clean the teeth feel after using. Mark the absence of the viscous film. See how teeth whiten as the film-coat disappears. A ten-day test will be a revelation.

Compare this new method with the old. Then let the clear results decide what is best for you and yours. Cut out the coupon now.

**Pepsodent**  
REG. U.S. PAT. OFF.

*The New-Day Dentifrice*

A scientific film combatant which, after 5 years' test, is now advised by leading dentists everywhere.

Druggists supply the large tubes.

### Ten-Day tube free

THE PEPSODENT COMPANY.

Dept. 593, 1104 S. Wabash Ave., Chicago, Ill.

Mail 10-Day Tube of Pepsodent to:

Only one tube to a family

Mention "The Geographer"—It identifies you"

## 10 天的免费测试

### 已经向数百万人证明了洁白牙齿的新方法

下面所有的说法都通过了权威牙医的认可

数百万人通过试用，都发现这是更安全的一种让牙齿变得更白的方式。从每个试用者身上你都能看到效果——看到让你羡慕的洁白的牙齿。现在就邮寄优惠券，领取 10 天免费试用装吧，亲自看看效果。

### 为什么牙齿会变色

在你的牙齿上，附有一层有粘性的薄膜。用你的舌头可以感觉到。它附着在牙齿上，进入牙齿缝隙，并停留在那里。这层粘膜是牙齿的大敌。它会使牙齿变暗，并损坏它。

牙刷刷不掉它，因为普通牙膏无法溶解。所以，你两次洗牙间隔的几个月里，它可能还一直在不断地伤害你的牙齿。

变色的是粘膜层，而不是牙齿。粘膜层是牙垢形成的温床。它会粘住食物残渣，使其发酵，形成酸。它使酸不断接触牙齿，从而引起牙齿腐烂。

数百万细菌在上面繁殖。细菌和牙垢是形成脓包——一个大多数人都逃不掉的牙齿问题，的主要原因。

口腔科学家多年来一直在寻求一种能对付粘膜的方法。五年前他们终于找到了这个方法，而且经过科学的测试，证明了它的有效性。现在，国内各处的知名牙医都推荐它，现在已经有数百万人开始使用它了。

这个方法，就包含在一款叫做百普素登的牙膏中——这是权威



医生们认为非常理想的一款牙膏。

## 按需供应

对所有来信索取的人，我们都会立刻为其寄出一款百普素登 10 天免费试用装——每天限 10000 位。这么做的目的，是为了让所有人迅速认识这款牙膏。

百普素登的主要成分是蛋白酶，消化白蛋白的成分。而粘膜就是白蛋白物质。百普素登的主要目的就是分解它，然后预防它再次形成。

蛋白酶必须被激活，通常是要用一种对牙齿有害的酸来激活。因此这个方法长期无法被应用。但是，科学家们发现了一种无损牙齿的激活方法，使得它能进入日常使用中。

百普素登中还包含其他两种保护牙齿的成分。

把下面这张优惠券填好寄给我们，你就可以得到一管免费的 10 天试用装牙膏。请注意在使用之后牙齿会变得多么干净。记住黏膜不见了的时刻。看看黏膜衣消失之后，牙齿可以变得多么洁白。10 天试用，就会让你有个很大的改变。

把结果和你目前的洁牙方法进行对比。自己看看哪种能更好地保护牙齿。为了孩子和你的牙齿健康，请尝试一下百普素登吧。快快立刻剪下优惠券并回寄给我们。

美国专利局

## 百普素登 新型牙膏问世

经过五年的测试，这个对付牙齿粘膜的科学方法终于诞生了，如今受到国内著名牙医们的普遍推荐。

---

商店有大管牙膏销售。

### 10天免费试用

伊利诺斯州，芝加哥，沃巴什大街1104号，百普素登公司，704部。

邮寄10天免费试用百普素登牙膏至：

姓名\_\_\_\_\_

地址\_\_\_\_\_

每个家庭限领一管试用装

“注明你的地址——方便我们邮寄”

(1003)

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## 笔记

## 48、“我看不出来你如何能做到”

# “I DON'T SEE HOW YOU CAN DO IT”

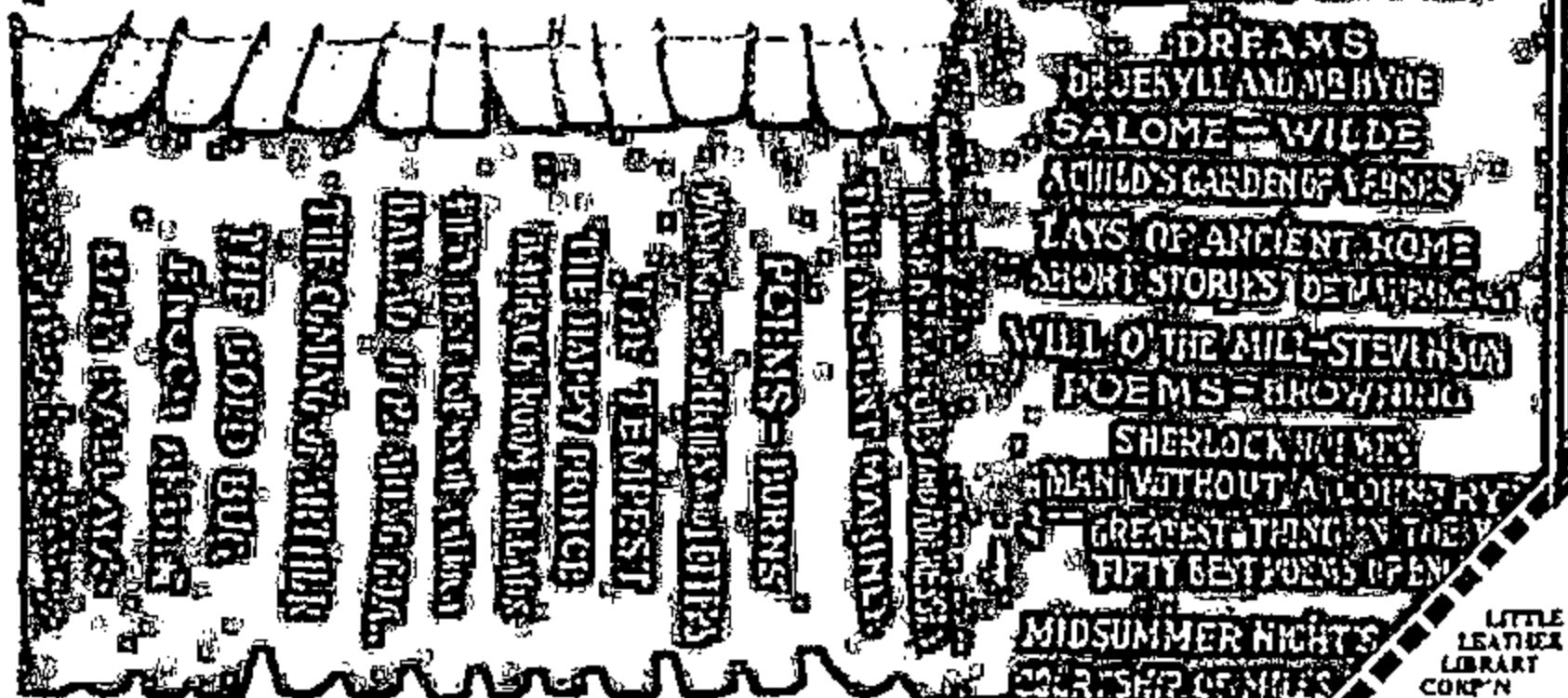
“You Are Doing A Great Work,” “Greatest Bargain of My Life,” “Best Collection in My Entire Library,” “Most Beautiful Books I Ever Saw,” “Send Me 10 More Sets”

These are but a few of the hundreds of expressions that have come to us from every part of the country—from men and women in every walk of life—clerks, college professors, lawyers, housewives, stenographers—from people of wealth as well as from those who work hard for every penny they earn. For here is the rarest amazing bargain ever offered by a publisher—30 of the world's greatest masterpieces all for only \$2.98. These are books everyone must read and now everyone can afford to own them. Note list of wonderful titles.

**\$2.98** For **30** World's Greatest Masterpieces All These

**BOUND IN FLEXIBLE REDCROFT**

Each book complete—and a collection of extracts. Printed in clear, readable type. Bound beautifully in Limp Redcroft which looks and wears like leather. Convenient pocket size for reading at odd moments anywhere. \$2.98 for ALL THIRTY and there are NO FURTHER PAYMENTS. Over FOUR MILLION VOLUMES were sold before they were advertised.



## SEND NO MONEY

Read these wonderful books for a month. Then if not pleased, send them back and lose no money. Mail coupon and we will send the entire 30 volumes at once. Simply pay postman \$2.98 plus postage, and examine the books. The publisher of this magazine guarantees REFUND if you are not more than pleased. At this price of \$2.98 they will be cleared out quickly. Compare these books with those offered by mail at higher prices and decide for yourself which is the greatest value. Mail coupon at once.

**LITTLE LEATHER LIBRARY CORPORATION**

Dept. 385, 354-4th Ave., New York, N. Y.

Name.....

Address.....

LITTLE LEATHER LIBRARY CORP'N  
Dept. 385  
354-4th Ave.,  
New York.

Please send me a set of 30 volumes of world's greatest masterpieces, bound in Flexible Redcroft. I will pay the postman \$2.98 plus postage but if I am not satisfied I will mail books back at your expense within 30 days and you are to refund my money at once. It is distinctly understood that there are no further payments.

**“我看不出来你如何能做到”**

**“你做得真棒”**

**“我见过的最划算的交易”**

**“我的藏书中最好的一套”**

**“我见过的最美的书籍”**

**“再给我寄 10 套”**

这是从几百条，来自全国各个行业，各个阶层男男女女们发给我们的留言中，选取的几条。这些人中，有大学教授、律师、家庭主妇、速记员——有家财万贯的，也有每天需要为每分钱精打细算的。因为，这是有史以来最划算的一套书——30 本世界上最伟大的杰作，只要 2.98 美元。这些都是每个人都必须阅读的书，现在每个人都能买得起了。下面是这些精彩书籍的书名列表。

**2.98 美元，就能得到这 30 本书**

**世界上最伟大的杰作**

**红色柔软皮革包装**

每本书都是完整的——而非节选。印刷字体清晰可读。书籍采用漂亮的柔软皮革包装，看起来就像穿了件皮衣。口袋般大小，方便你随身携带，在任何闲暇的时候，都能随手拿来阅读。全部只需 2.98 美元，不会再收取任何费用。在我们发出这个广告之前，已经销售了四百万册。

## 不用提前付款

这些书你可以免费试读 1 个月。如果不满意，把它们寄回来，你不会损失一分钱。把下面的优惠券寄给我们，我们会立即把 30 本书邮寄给你。等你收到书后，只要给快递员支付 2.98 美元，还有快递费，然后查收就可以了。如果你有一点点不满意，出版商都承诺会立即为你退款。这些书售价 2.98 美元，相信很快就会被抢购一空。你可以和其他售价比我们高的直邮营销的人卖的书对比一下，自己决定哪个价值更高。如果想购买，请立即邮寄优惠券给我们。

### 小皮图书馆公司

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小皮图书馆公司

纽约 354-第四街道 385 部门

请给我一套世界上最伟大 30 本杰作，红色柔软皮革包装的。我会给快递员支付 2.98 美元+邮费，但如果我不满意，我会在 30 天内把书退回去，你会立即给我退款。我非常清楚，你不会再加收任何费用。

姓名.....

地址.....

(1033)

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## 笔记





准备，发射！紧接着数百万谷物被喷射出来。每分钟，或人们的早餐桌上，都会有这些谷物被喷射出来。

## 从枪中射出的食物！

著名的科学家将小麦和大米的每个颗粒中的一亿个食物细胞都爆裂出来

*这便是膨化谷物更加容易消化  
——并且拥有热烹谷物的营养的原因*

什么？从枪里面射出来的小麦和大米？没错，正是因为如此，才使得它们可以完全被消化，也使得它们拥有和热烹谷物同样的营养。

因为每粒谷物都包含 1250 万个食物细胞。为了使每粒谷物都被完全地消化，就必须要将每个细胞都打破。因此，专家安德森说，“我要让这 1250 万个食物细胞爆裂。”

他将谷物颗粒密封在枪支中，将它们在高温中旋转数小时，然后开枪。这种做法致使每颗谷物中的 1250 多万个细胞都爆裂了。

但是，谷物们还保持着它们固有的形状……它们只是比通常的大小膨胀了 8 倍。每一口都可以被彻底消化，就像是它已经被烹调了数小时一样。

### 易消化，所以有营养

因为谷物的每部分都完全可以用作食物，所以它可以包含更多营养。实际上，膨化小麦和膨化大米所提供的营养，与热烹谷物的营养是一样的。并且，当你把它们从盒子里倒出来的时候，加上奶油和糖，就可以直接食用。

如今，75 支巨大的枪每分钟内可以喷射出无数个膨化谷物……

散发出世界上最美味、最诱人的味道。它闻起来就好像以前厨房里烘焙时，飘出来的味道一样。它闻起来真的很棒，以至于你都不舍得吃一小口。而实际上它的味道，跟闻起来一样的好！

### 全麦很诱人

膨化大米拥有精选大米的所有重要食物价值。它能提供蛋白质，是让身体快速复原的极好的食物。它可以瞬间释放大量丰富的能量。膨化小麦可以提供无与伦比的矿物质，可以强健骨骼……提高红细胞的质量。它有 25%的糖。因此这两种美味的谷物对你的孩子非常有益。请今天就向你的食品商——桂格燕麦公司来订购吧。

### 桂格牌膨化小麦和膨化大米

(1077)

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## 笔记

# 50、一款发动机的故事

The American Magazine

120

## What an Engine Did

By R. E. Olds, Designer

My fame as a car builder, after 26 years, is based in large part on my engine.

To me it's an old, old story. Perhaps it is new to you.

### A Lifetime

I was one of the world's first builders of gas engines. Long before the days of automobiles, the Olds Engine Company was among the world's best. And here we are today.

It was when a lifetime of designing an engine like the one in this car was first. And ever since, my work has been in the line of the great engines of the world.

My experience of this kind of work is not to be compared with any other. But the fame of this engine is based on the fact that

- It is a great power—
- It is a great engine—
- It is a great car—
- It is a great car—

### Radical Tests

We build engines for cars by putting each engine to the most radical tests we can make.

Each engine for our cars is built with more power than is needed to drive the car. Then we take it apart and inspect it.

Then it is made to run at high speeds and under all kinds of conditions. Then it runs at a constant speed, as a measure of its power. Then it is the final test, we give it the hardest work of all.

Three tests require 12 hours. But thousands of these engines run for years and years, and still in perfect condition.

We use in this engine to save engine trouble, a 5% margin. As we build each one, we have to deal with any problem.

### So Everywhere

It is the part of this car that is the same everywhere.

The work is done in the same way. The parts are tested to make

71,000 pounds per inch. The springs are 100,000 pounds.

We use 18-amp. lamps.

We use 17-amp. lamps.

The tires are 312.

The body is 17 inches.

When you see a car built like this, you know it is very good.

### Unique Control

We use in this car the only one we have ever made. It is a unique car of the world.

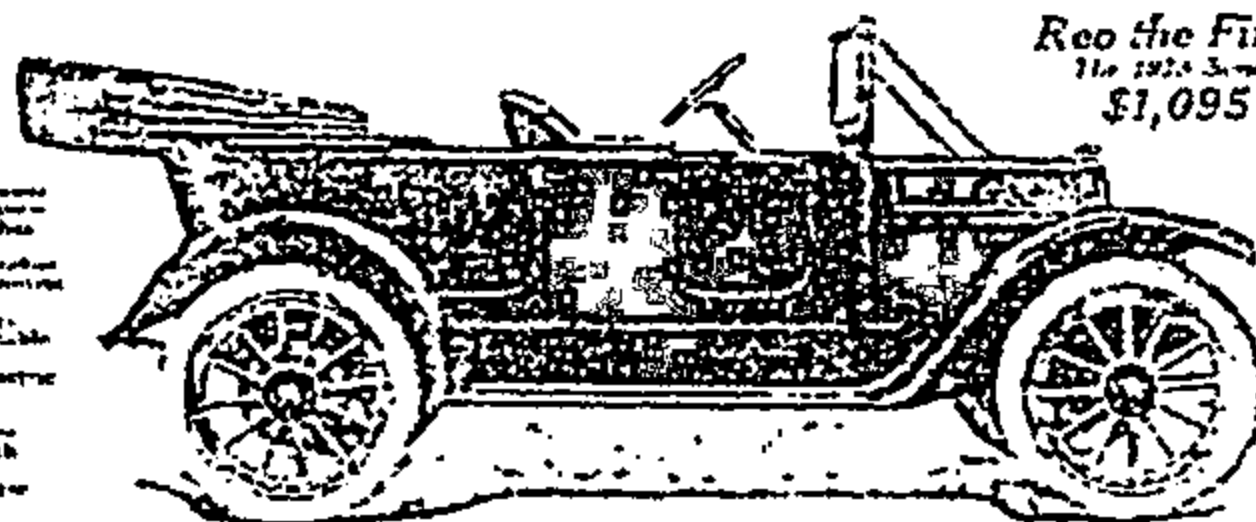
All the great things in our car are made in a small and easy way. There is no need of any other.

There are no lights, like we have in the first car. But, there are lights, like we have in the first car.

And in this car you find the first car, as to the first car, this year.

Write for our catalog and we'll direct you to the nearest showroom.

R. M. Owen & Co., General Sales Agents for Reo Motor Car Co., Lansing, Mich.  
Canadian Factory, St. Catharines, Ont.



Reo the Fifth  
The 1915 3-door  
\$1,095

26-30  
Horsepower  
Wheel Base—  
112 inches  
Tires—  
36 x 4  
Cylinder Control  
In Action  
Steering—  
Downward Motion  
Power  
Three Electric  
Lamps  
100 Tons  
3-Door  
Body with  
8 and 2  
Passenger  
Seats

Top and underneath are included in price. We equip this car with multiple top, side curtains and other accessories. You have the right to the specifications, etc., etc., etc. and more. All for \$1,095. See page 4170.

## 一款发动机的故事

由 R. E. 奥兹设计

我作为汽车制造商，这 26 年来，我的声誉大部分来自我设计的发动机。

可能对你来说，这款发动机是新型的，但对我来说，这已经是一个旧故事了。

### 终生事业

我是世界上使用燃气发动机最早的汽车制造商之一。在汽车大范围普及之前，奥兹燃气发动机已经享誉大半个地球。如今也是。

研发雷奥 5 代的发动机，投入了我毕生心血。就连我的竞争对手都认为，它是世界上最好的发动机之一。

---

我的目录册中详细介绍了这款发动机。在这里我就不详述了。但是，这款发动机的声誉主要基于 4 点：

超常的动力——

超低音——

超长寿命——

方便调整——

### 严酷的测试

为了给你省去烦恼，我们对每个发动机都进行了 5 次严酷的测试。

每次持续 20 个小时，10 小时来自外部动力，10 小时来自自身

动力。然后，我们会拆开，进行检查。

然后启动鼓风机，并测试不同的速度。然后通过阻尼式测力测试其动力。当最终安装到车上后，我们还会进行最艰难的路试。

这些测试一共持续 48 小时。我们的发动机，绝大多数经过数年的使用，依旧保持着最佳状态。

---

这款发动机采用了 75 美元的磁发电机，解决了点火问题。此外，我们还采用了双重加热汽化器，使其可以应对任何质量的汽油。

### 因此，任何地方

这款车的任何部分，我们都严格把关。

钢材经过双重核验。

齿轮通过了每个齿都能承受 7 万 5 千磅的重量的测试。

弹簧通过了 10 万次震动测试。

我们采用 190 落锻铸件。

我们采用 15 滚柱轴承。

轮胎尺寸 34x4。

车身涂层 17 层。

拥有一款雷奥 5 代这样的车，你的维护费会非常少。

### 独特的控制系统

这款车我们采用了中心控制系统，使汽车操控更简单便捷。

所有换挡只要通过一个把手在四个方向上移动三英寸就可以完成了。

该汽车无论在两边还是在中间都没有控制杆，不会阻碍驾驶员驾驶。

---

作为今年最好的一款车, 它为你实现了左侧驾驶。

---

写信给我们索取目录册, 我们会告诉你离你最近的雷奥体验店。

密歇根, 兰辛, 雷奥汽车公司的总经纪人, 欧文

加拿大制造厂, 安大略省圣凯瑟琳斯

|                  |            |
|------------------|------------|
| 30-35 马力         | \$1,095    |
| 轴距——112 英寸       |            |
| 轮胎——34x4 英寸      | 雷奥汽车       |
| 中心控制             | 1913年系列    |
| 15 个滚柱轴承         | 售价\$1, 095 |
| 可拆卸轮辋            |            |
| 3 个车灯            |            |
| 190 落锻铸件         |            |
| 有可乘坐 2 人, 5 人款可选 |            |

1095 美元, 不包含顶棚和前挡风玻璃的价格。我们为这款车配备马海毛顶棚, 窗帘和家具套, 挡风玻璃, 油箱, 前灯, 速度计, 电动式起动装置, 备用轮辋和围板支架——一共只需 100 美元 (标价 170 美元)。

(1083)

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# 作业



## 51、你在食物上花费太多吗？

### Does your food cost too much?

**N**O matter how much food you can buy for a dollar, it costs too much if it doesn't contain a hundred cents' worth of food value. Quaker Oats is greater in food value and costs less money than any food you can buy.

*Read this Testimony from London.*

London, England, June 24, 1907—At a gathering of great doctors under the presidency of the Lord Mayor of London, Sir James Crichton Browne, one of the greatest authorities on foods and health, said that right feeding is better than education and he insisted that "wage earners spend too much for food." He deplored the fact that there is not more oatmeal eaten, and asserted that "a small plate of oatmeal porridge is equal to two thick slices from a four pound loaf."

A package of Quaker Oats costs ten cents and will make thirty plates of porridge, or the equivalent in food value of sixty slices of bread. The best and cheapest food you can eat.

#### Quaker Wheat Berries

The most nutritious form of whole wheat. Four grains—your meal, bran, germ, and delicious. Ten cents a package.

#### Quaker Rice

The most generally eaten cereal in the world. It is delicious. Easy and economical. Ten cents a package.

**The Quaker Oats Company**  
CHICAGO



Notes: The Quaker Oats Company is not responsible for any claims made for the Quaker Oats Company.

## 你在食物上花费太多吗？

不管你用1美元买到多少食物，如果它的营养价值达不到100%，那你就没有做到物有所值。桂格燕麦片比你可以购买到的其它任何食物的营养价值都高，并且花费的钱更少。

*请阅读这份来自伦敦的客户评价*

英国，伦敦，1997年6月26日——在伦敦市长大人的管辖范围内，优秀的医生云集，而詹姆斯·克赖顿·布朗先生是在食物与健康方面最有权威的人物之一，他曾说过，选择正确的饮食，比接受良好的教育更重要，并且他坚持认为，“靠工资为生的人在食物上的花费太多了。”他对“人们没有食用更多燕麦片”而深表遗憾，并声称“一小碗燕麦粥相当于两片的四磅厚面包。”

一包燕麦片售价10美分，可以做30碗燕麦粥，或者说，它的营养价值相当于60片面包。因此，燕麦片是你可以吃到的最好也是最便宜的食物。

### 桂格小麦

最好的全麦品种：全部都是谷粒——经过膨化，烘焙——呈现棕色，而且十分美味。每包售价10美分

### 桂格大米

世界上食用最普遍的谷物，而桂格大米是其最好的品种。不仅美味，而且吃完可以让人拥有更棒的体力。每包售价10美分

*桂格燕麦公司*

*芝加哥*

注意：在最南边和最西边的地区售价不是10美分。（1103）

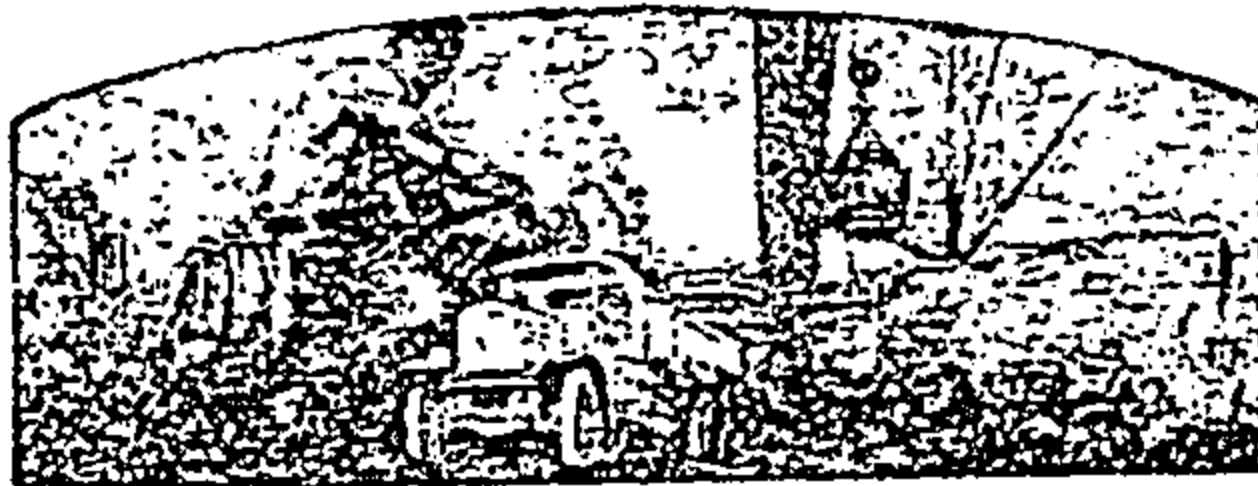
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# 作业

## 52、更好的轮胎——更高的销量

THE SATURDAY EVENING POST

June 21, 1917



### BETTER TIRES—BETTER SOLD

From the very beginning of the motor truck industry Goodyear has led in the introduction of new and better types of tires—enabling manufacturers to build machines more and more efficient.

First came the hard-rubber-base tire, strikingly better than any former tire, yet but a crude promise of Goodyear's present product.

Then came the first demountable, then the pressed-on type—greatest single advance in the making of tires for trucks.

Finally came a perfect demountable tire, called the Goodyear Hump-Attachable, and the Goodyear RV Press-On Tire—winning honors and laurels for their marvelous mileage, sometimes exceeding 40,000 in the year. Then the Goodyear Motor Coaching Tire, used everywhere for light, fast delivery service.

Then Goodyear has now a perfected tire for every type of truck and service. If new uses develop Goodyear will be ready with tires to meet them.

But the making of an article is only half the battle, selling it, today, counts equally.

So Goodyear has not rested with improving the quality of tires but has improved the *distribution* of them, establishing more and more Goodyear Truck Tire Service Station Branches until now hundreds of these are the country and give customers prompt, efficient service to every truck owner in the land. Only Goodyear does this.

So Goodyear Truck Tires, better, are also better sold.

The Goodyear Tire & Rubber Co.  
Akron, Ohio.

**GOODYEAR**  
AKRON, OHIO  
LBC333

## 更好的轮胎——更高的销量

从载货卡车行业兴起，固特异就引进了一款全新的，更好的轮胎——使制造商能更高效地生产机器。

首先是硬橡胶轮胎，明显优于之前的任何轮胎，但是比固特异现在的产品，是差之千里。

然后，出现了第一款可拆卸的轮胎。接着，是压配式实心轮胎，这是卡车轮胎制造史上一次重大进步。

最后出现了完美的可拆轮胎，固特异手装轮胎，和固特异 S-V 压配式实心轮胎——这是以卓越的里程文明的两款兄弟胎，城市使用数量有时超过 40000 个。然后出现了固特异莫兹缓冲轮胎，广泛用于快速送货服务中。

现在，固特异拥有各种类型的卡车和服务的完美轮胎。如果有新的使用需求，固特异随时会满足他们的需求。

但是，广告只是成功的一般。能销售出去同样重要。

因此，固特异从未停止提高轮胎质量的脚步，而且完善了它们的分销系统：建立了越来越多的固特异卡车轮胎服务经销商站点，现在已经有数以百计的站点，为每位卡车主提供方便、及时、高效的服务。只有固特异做到了这一点。

因此，固特异轮胎，更好，更受欢迎。

固特异轮胎&橡胶公司，俄亥俄州，阿克伦市

固特异轮胎 阿克伦市

(1112)

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# 作业



# 出炉了！

## 一个整形医生的减肥方法！

这套减肥方法能让你一个月瘦 20 磅！  
但是脸蛋却看起来更年轻——比你以往任何时候都漂亮！

**重要提示：**

科学地讲，遵循这套减肥方法，你不可能不瘦，除非你腺体有问题。

再重复一遍：如果你的健康状况正常，遵循这套减肥方法，你就不可能不瘦。第一个月，你就可能减重多达 20 磅。不过，这是它带给你的最不重要的好处。更令人吃惊的是，它在你脸上留下的美容效果。具体情况如下……

**你不会有一点点饥饿感！**

**你不会有任何想吃甜食的欲望！**

**你的脸蛋会越来越漂亮！**

**你的身体一周会减掉 4-5 磅！**

再重复一次：如果你认真遵循这套减肥方法，你不可能不瘦。仅用一个月，你就能减重多达 20 磅。

从你的脸上就能看到它的效果！你的脸不会因为减肥变得干瘪，下垂，无光泽。不会像其他减肥的人一样，疲惫，苍老。

为什么？因为这是整形医生的减肥方法！这个减肥法是由一个为世界上最美丽、最迷人的、最富有的女人服务的人发明的。无论如何，如果一套减肥方案，会让脸部显得苍老，即使它能让人减去几磅，这些女人也根本不会采用！



所以，必须有一个全新的减肥方法！那就是，在让身体苗条的情况下，还必须保护漂亮的脸蛋！让脸蛋看起来容光焕发——春风满面——愈发年轻，甚至能让老朋友看到你，还没注意到你已经减去20磅，就已经被你脸蛋神奇的变化惊呆了！

秘诀是什么？超级蛋白质！  
以及一套循序渐进完美瘦身的方法，  
你不用有任何忧虑！

只要你把下面的优惠券寄给我们，你就能得到你需要的一切。对，是一切。确切地说，是在未来的一整个月，你都要把空余时间投入到这个方法中，这个方法是美国著名的一个整形医生，把自己在加州好莱坞的诊所使用的方法改进而成。

不允许有任何偏差。如果你用其中的一小块食物代替另一种，这个方法就会失效。不同于任何你曾经见过的任何方法，它是一个科学的，均衡的美体方案。因此，它完全克服了你以前减肥时经常会遇到的可怕陷阱。

（例如，一般低卡减肥餐，都无法避免低营养。这会导致慢性疲劳，肌肉变得松弛。另一方面，食用普通“高蛋白质”食物——而不是这里介绍给你的超级蛋白质——你又会遇到高卡路里和高胆固醇的问题。这会让你感觉非常不好，所以，你的身体就无法继续坚持减肥。从而造成复胖，看上去比以前更丑了。）

所有这些陷阱在这里都将不复存在。因为你吃的是超级蛋白质，而不是高蛋白质。而且，它还会在你体内产生一个神奇的效果：1g 超级蛋白质，能燃烧你体内的3g 糖。脂肪会在它的作用下一天天燃烧掉！

所以，这一次，你将科学地饮食。而且你会吃得好。你不会感觉饥饿痛苦，不会有对糖果的渴望。你将有足够多的精力，让自己

去享受快乐。并且，在第一个月的减肥期结束后，你不会“复胖”——你会继续减重！

这还只是开始！

因为真正的回报是——你的脸蛋会发生翻天覆地的变化，  
变得更加漂亮，迷人！

记住这是整形医生的减肥方法——因此，整形医生的美颜方法也蕴含在里面！

在几乎一天减重1磅的同时，你还在脸、脖子、手上的每一寸肌肤，以及头发上施加着“医疗魔法”！好莱坞美容秘诀可以让你的外形发生如下变化：

如何才能只要“张张嘴”——就能轻松甩掉双下巴。

如何只用普通的早餐麦片，让黑头去无踪。

一个简单的家庭头发护理方法，让你的头发告别稀疏，几乎不用投入任何时间和精力！（把这个方法告诉你的丈夫，他会感激你一辈子。）

如何把普通沙子变成快速止痛药。

冷水——是的，就是冷水——如何让你的乳房变得更有形，更坚挺，给它带来明显的“奇迹”。

如何通过简单的按摩，使面部肌肉放松，瞬间除去你面部许多可怕的皱纹。（这些巧妙的小“方法”对鱼尾纹和眼袋尤其有效。）

自制化妆品——新鲜、有机、纯天然——它的效果，足以让你扔掉你浴室里那些昂贵的人工合成化妆品！

（举几个简单的例子：一种简单的水果晚霜，有助于溶解皮肤的坏死组织，同时保护活组织。一种超舒缓洗发露，在冲洗时，不

会杀死你皮肤上的天然油脂，因此，不会让你的脸在每次洗头后，看起来都很苍老。）

此外还有**轻瑜伽**，因为现在的女性都很忙碌，每天最多只能抽出5分钟时间练习瑜伽——所以，5分钟内必须浓缩它的精华。

此外还有**超级练习**，能快速祛斑！（有些练习每天只需15秒，一周内就能看到惊人效果！）

此外还有一个**超级整形手术流程指导**。几分钟就能完成，不需要住院，即刻就能正常活动。还有一个快速祛除你脸上最深的皱纹的方法，不留任何痕迹，完全看不出来你曾经有过皱纹！

外加其他几十个“整形医生的秘诀”  
——你没有任何风险，既可拥有！

**医学证明这是一个全新的突破，能让你一个月摆脱原本肥胖的身躯和脸庞，脱胎换骨！能让你减重多达20磅！能让你的脸蛋看起来年轻好几岁！**

只要一个月——短短的一个月——如果无效，你不用支付一分钱！就这么简单！短短一个月内，能让你减重多达20磅——让你的脸蛋看上去年轻好几岁——否则，你不用支付一分钱！

记住——再说一次——如果你的健康状况正常，遵循这套减肥方法，你就不可能不瘦。你不会有一点饥饿的感觉。你的脸蛋会变得更美……更迷人……每天都会变得更年轻！

想成为你想成为的那个人，什么时候都不晚。机会来了，它就在本页下方的优惠券中。为什么不今天就立刻邮寄呢——一切风险我们承担！

今天就赶快邮寄优惠券吧, 你没有任何风险

4500 N.W. 135<sup>th</sup> St., Miami, Fla. 33059

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先生: 请尽快为我寄一份罗伯特·A·富兰克林医学博士的《医生实现持久美丽的快速方法》# 80016! 我将全额支付 5.98 美元。此外, 我知道, 我可以试用这本书整整 30 天, 你承担所有风险。如果在这段时间里, 我不满意, 我将会把书寄还给你, 我会得到全额退款。

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# 作业



## 仅此一次大减价！

抓住这个仅此一次的降价机会，你可以立省 1 美元！

是的！现在支付 4.98 美元，购买格伦博士这本精彩新书的人数，已经超过了 150000 人。为了清算股票，现在同样的书，同样的内容，同样的包装，只要 4.98 美元！你可以立省整整 1 美元！不过，这么优惠的价格，只会有这么一次！因为纸张的价格又上涨了，过了这次，我们就再没有能力以这么低的价格再次销售了！请仔细阅读下面关于这本书的细节介绍！抓住这个仅有一次的大好机会——立省整整 1 美元——今天就赶紧行动吧！

如果你有决心遵循这个闻名世界的医生撰写的终极饮食指南，那么

## 你能够减肥 20, 40, 60, 80 甚至 100 磅，而且永不反弹

这是一则完全不同于以往的减肥广告——目的是宣传一本完全不同于以往的减肥书籍。这是一本终极减肥书籍……如果你有决心了解成功减肥，永不反弹的真相，并遵循书上的指导，那么这本书是你必须购买的，也是最后一个减肥产品！

让我们再重复一次这个重要的事实。如果你遵循这个终极饮食指南，你可以减肥 20, 40, 60, 80, 甚至 100 磅，而且永不反弹。

我们会在这个广告中，一遍遍地重复这个事实，让你牢记于心：

*如果你遵循这个终极饮食指南，你可以减肥 20, 40, 60, 80, 甚至 100 磅，而且永不反弹。*

这是一个关键的事实。下面，我们一起来看看细节：

成千上万的肥胖患者都证明，如果你严格遵循它上面的饮食方

法，按照它让你吃饭的时间来吃，即使你那时候并不饿——那么，它一定可以给你一个全新的身材，一个全新的生活！

本书为你设定了严格且精确的饮食方案——科学、精心地控制着你的每一餐——遵循它，你会得到惊人的结果，你会发现减肥并没有你想象的那么难！

这里是它会带给你的一些“惊喜”：

当然，尽管这个饮食方案是强制你减少整体摄入量，但是，它可能会要求你在一天内的某段时间内，比现在吃更多的食物。比如，如果你和很多肥胖人士一样，你可能要在早餐时，多吃，不管你想不想吃。这个饮食方案允许你在每餐之间，每天睡觉前，吃超过 30 种不同的零食。

*减肥不再需要饿肚子。因为当你遵循这个终极饮食方案，你可以减重高达 100 磅，而且不会复胖。*

当然，有些食物是不允许吃的。但，有些食物，却可以放心吃。比如，允许你每周最多吃 3 次冰激凌。（看着你吃着美味的冰激凌甜点——却依然轻松地减着肥，你的朋友一定会惊讶的瞪大了眼！）

同时，你午餐还可以吃三明治，如果你想，你还可以在用餐前来杯鸡尾酒或葡萄酒。

而且，非常重要的一点——如果你某天吃得太多了，那么不要通过第二天少吃来“弥补”！这时大多数减肥的人常犯的一个致命错误。相反，第二天你还要照常吃，并且原谅自己，然后继续减肥。

你体型不匀称？你害怕节食会让你的脸看起来显老？你在聚会上会暴饮暴食？本书中的医学方法，会帮你解决这些难题：

*再说一次，如果你遵循这个终极饮食指南，你可以减肥 20，40，60，80，甚至 100 磅，而且永不反弹。*



现在，我们来看看这个饮食方案的一些显著效果：

首先，因为这个饮食方案很科学，一个个的案例都证明，这个饮食方案能够帮助那些下半身尤其肥胖的人士成功减肥。

其次，因为这个饮食方案不是速效减肥饮食，不会让你挨饿，所以不会和一般的速效减肥饮食方案一样，导致你的脸部松弛，出现皱纹。

相反，如果你严格地遵循这个终极饮食方案，几乎在一周时间内，你就会看起来会更年轻。你可以减肥 20，40，60，80，甚至 100 磅，而且永不反弹。

尽管你和其他人一样，每周都会有“社交聚会”吃吃喝喝，但是你依旧能够成功减肥，并保持身材，永不反弹。因为你见过的第一个教你应付这些“饮食陷阱”的饮食方案。这个方案可以让你看起来和朋友们吃的一样多，而你在她们发胖的同时，你的体重还一直在减，围度也一直在减！

很多肥胖患者都发现这个方法非常有效，他们成功地减掉了原本希望减掉的重量的 2 倍！

让我们再清楚地说明一下。当你收到这本书后，第一件事就是在里面写下你想减掉的确切体重。10 磅，20 磅，40 磅，还是更多。多少都没有关系。

然后，你开始按照里面的饮食方案安排饮食。但是，你要记住：

在你前面减肥成功的几千位肥胖人士，都在书中写下了他们想减去的体重。但是，一旦他们养成了新的饮食习惯，很多人都减去了更多的体重。

比如，一个人想减 10 磅，想和他 5 年前一样瘦。但是，当他成功减去 10 磅后，他决定继续减，又减了 20 磅，最后和他结婚的时候一样瘦了。

这些人为什么最后能减去更多体重呢？一个原因，因为他们没有复胖！因为严格遵循这个饮食方案，这些人养成了新的饮食习惯。他们重新调整了自己的胃口！他们打破了之前爱吃增胖食品，让他们肥胖了很多年的饮食习惯。

这个其实一点也不简单——但是他们做到了，你也能做到！一旦你做到这点，你就不可能再回到原来容易引起肥胖的饮食习惯，也就是你今天的饮食习惯！

如果你遵循这个终极饮食指南，你可以减肥 20，40，60，80，甚至 100 磅，而且永不反弹。

### 我们承担风险，你来亲自验证

现在选择权在你手里。你可能尝试过当下流行的减肥方案——轻松减肥——奇迹减肥。也确实瘦了一些。但是，后来你又复胖了！

### 你想不想永久减肥，不反弹？

世界上没有什么衣服能让你看起来更迷人。也没有什么药物能让你更有活力，更健康。

这本书是写给认真的人的。如果你很认真，那么今天就给我们邮寄优惠券吧！

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### 我们一起来看看这些惊人的医学事实！

- 一个致命的时间错误，导致了大多数人的肥胖（90%的肥胖人士都犯有这个错误）。不在于你吃什么，而在于你怎么吃。见 19 页。
- 这个简单的秘诀，可以让相同数量的食物看起来有 2 倍多。见 20 页。

- 如何成功戒烟，且不长胖。见 25 页。
- 如何使人造甜味剂效果加倍。见 125 页。
- 27 种你可以放开胃口任意吃的低热量食物。见 120 页。
- “轻脂”——美味、满足、低热量的零食。见 114 页。
- 吃这些美味食物，满足你对糖果“无法控制的”渴望。见 122 页。
- 科学减肥——合理制定你每周希望减去的体重。为什么你第一周，或前两周减的体重，是预期重量的 2 倍，甚至 3 倍时，你必须把它当作额外收获，接下来一周的饮食要格外注意，防止暴食！

本书的饮食要求非常严格吗？是的！但是一定会给你带来效果！让你摆脱减肥，狂吃，复胖的恶性循环。今天就去亲自去见证效果吧，一切风险我们承担。

关于作者：

莫顿·B·格伦博士，格伦博士是美国营养学院的前任主席。他曾担任联合国医疗顾问，纽约食品和营养委员会主席。

已经销售了 150000 册了

为什么销量这么高？因为它有效！看看本页中令人惊喜的一些细节描述吧！亲自去尝试一下——一切风险我们承担！

**使用这个优惠券, 可立省 1 美元**

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先生们: 请立刻给我寄一本格伦博士的新书《如何成功减肥, 且永不反弹》。我不用像以前一样支付 5.98 美元, 现在我只要支付 4.98 美元, 就可以获得! 我知道这本书有风险保证。如果它对我没有起到你所说的作用……如果我 10 天内不满意, 我会立刻退回这本书, 并得到全额退款。

【 】如果你想使用支票, 或货到付款, 请支付 1 美元的诚意定金, 来支付邮费和手续费。当然, 通过这种方式购买, 你同样享有退款保证!

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## Safe Advertising

We want to see your ad in the safe advertising space. The safe advertising space is the only place where you can get the most for your money. A safe advertising space is the only place where you can get the most for your money. A safe advertising space is the only place where you can get the most for your money.

Our service is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe.

The safe advertising space is the only place where you can get the most for your money. The safe advertising space is the only place where you can get the most for your money. The safe advertising space is the only place where you can get the most for your money.

We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe.

There is no other place where you can get the most for your money.

### We Pay One Ad-Writer \$1,000 per Week

Mr. Charles A. Hopkins, who is the only person who can get the most for your money, is the only person who can get the most for your money. Mr. Charles A. Hopkins, who is the only person who can get the most for your money, is the only person who can get the most for your money. Mr. Charles A. Hopkins, who is the only person who can get the most for your money, is the only person who can get the most for your money.

We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe. We are the only service that is safe.

### Our Advisory Board

Our Advisory Board is the only board that is safe. Our Advisory Board is the only board that is safe. Our Advisory Board is the only board that is safe. Our Advisory Board is the only board that is safe. Our Advisory Board is the only board that is safe. Our Advisory Board is the only board that is safe. Our Advisory Board is the only board that is safe.

The safe advertising space is the only place where you can get the most for your money. The safe advertising space is the only place where you can get the most for your money. The safe advertising space is the only place where you can get the most for your money.

### To New Advertisers

If you want to get the most for your money, you should get the most for your money. If you want to get the most for your money, you should get the most for your money. If you want to get the most for your money, you should get the most for your money.

### To Old Advertisers

One of the best ways to get the most for your money is to get the most for your money. One of the best ways to get the most for your money is to get the most for your money. One of the best ways to get the most for your money is to get the most for your money.

There is no other place where you can get the most for your money. There is no other place where you can get the most for your money. There is no other place where you can get the most for your money.

### A Reminder

To get the most for your money, you should get the most for your money. To get the most for your money, you should get the most for your money. To get the most for your money, you should get the most for your money.

**LORD & THOMAS**  
NEWSPAPER, MAGAZINE AND OUTDOOR  
ADVERTISING

ALL TRADING MARKS  
NEW YORK

THEIR OFFICE  
CHICAGO

## 安全广告

我们支持安全广告。

其他任何类型的广告都是多余。

对于专业人士来说，广告代表着猜测的时代结束了。

在 600 个城镇中可以证明一个报纸广告的效果，在 6 个城镇中同样可以。

60 家杂志媒体可以显现广告的效果，6 家也可以。

在扩大宣传之前，我们可以确切地预测到广告的效果。

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我们从来不问：你到底要花多少钱？

尽管和所有的广告公司一样，我们的收入来自杂志和报纸，根据广告费用，所支付的佣金。

相反，我们问自己：产品的潜力有多大？

我们对此进行判断，从而拒绝或接受某一客户。

我们能做到这点，因为我们有能力使任何有发展潜力的产品取得成功。

我们愿意承担后果。

---

我们目前最大的客户，开始时的消费也很少。

我们曾花费十倍的佣金，为许多人策划第一份广告。

每一分钱都带来了一定的利润。我们毫无疑问地证明了这点。

于是，广告商自然就投入了力所能及的最大数额的资金。

如果你的产品有发展潜力，我们随时准备为你提供同样的服务。

我们从事广告业已有 35 年的历史。

然而，每周，我们都对广告有新的了解。

看看过去短短的几年里，广告业有了多大的增长。

看看各种产品，不论大小，现在正赚取多大的利润。

十年前，所有这些似乎遥不可及。

曾经尚待发展的领域里，数百家新客户因为我们的发展而成长。

我们做过如此多的空前之事，我们逐渐开始意识到，广告使一切皆有可能。

然而，在今天，没有经验和能力，则不行。

优秀的广告真是俯拾即是，让外行人士无处容身。

### 我们支付给一个广告文案作者的 周薪是 1000 美元

克劳德·霍普金斯先生，现在是我们文案部的经理，其周薪是 1000 美元。

这是广告业史上最高的薪资。

但作为广告业的销售人员，霍普金斯先生无可匹敌。

他为广告商赚取的利润，其文案所涉及的产品种类，比其他任何文案作者都多。

过去 20 年里取得的最大成功中，有许多要归功于他设计的出色



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文案和方案。

而且他的方法很安全。他经验丰富，足以避免任何困难。他才华出众，足以使潜力转化成利润。

---

我们的文案部，以霍普金斯先生为首，个个都是最厉害的人。

我们不考虑支付的薪酬高低，仅凭他们的出色表现，而选出他们。

我们时时刻刻在到处寻觅那些创下非凡记录的人才。

在广告业的波涛中，在这所经验的学校里，这些人不断地提升着自己的能力。

他们每个人都向霍普金斯先生汇报工作。所有的文案都要经过他的批准。

### 我们的咨询委员会

我们的咨询委员会由 16 人组成，他们都是广告大师。

每个人都有着非凡的才能和丰富的阅历。

该委员会以霍普金斯先生为首。

现有客户和潜在客户提出的所有重大问题，都会经过全体委员会成员的商讨。

在会上，我们讨论向我们咨询的顾客提供怎样的建议。而且是免费提供。

这 16 人判断哪些产品有潜力，哪些没有。他们在方法、方案和文案上作出决策。

所以，对于每个问题，我们都会使出所有的能力和经验。

这就是我们成功的原因。

但是，这些报酬高的人才不是我们的经济负担，也不是客户的负担。

我们的收入来自佣金。

这些人才都是通过把小客户发展成大客户，才领取如此高的薪酬。

他们使广告获利，从而使广告商扩大广告，而低劣的广告人则会置他们于死地。

对我们来说，留住广告商，并发展他们，比不断寻求新客户要划算得多。

### 致新的广告商

如果你的产品有进一步发展的潜力，请告诉我们。我们将乐意给出我们的判断。

如果不可能有结果，我们不会承揽这个任务，我们浪费不起这个时间。

如果它有前途，我们会告诉你怎样安全地证明它的潜力。

我们已用这种方法，为数百个客户赚取了巨额财富。

### 致老的广告商

给我们一个限定区域，某一定量的媒介。

如果你愿意，你可以继续维持现有的广告代理关系。

让我们来证明自己的承诺。了解一下，我们的专家们能为你带来哪些新的点子——他们能想出哪些新的观点。

然后对比结果。

不要让我们辩论。让我们把“谁应该承接你的广告”的问题交给实际的结果。

企业家先生，你能忽略这样的一种服务吗？

请把该优惠券剪下——趁现在你还能想起它的时候。寄出它，索取我们的《安全广告》——这本书展示了我们的广告才能。

然后，你自己判断一下，我们能为你做什么。

**友情提示**

请寄至洛德暨托马斯广告公司，芝加哥办公部，索取《安全广告》这本书。

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\_\_\_\_\_  
\_\_\_\_\_

请写明姓名、地址和企业名称，还有申请人在该公司中的职位。

**洛德暨托马斯公司**

第二国民银行大厦  
纽约

报纸、杂志和户外广告

楚德大厦  
芝加哥

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# 作业



## 你的神经能自我治愈

一旦你学会如何让你的神经不那么敏感，学会这个医生独创的新方法…你的神经就能自我治愈

如果你正在遭受神经痛、紧张或慢性焦虑等任何一方面的痛苦。那么，下面可能会是你一生中读过的最重要的信息！

因为这些信息首次揭示了你的神经是如何欺骗你，让你感觉自己有以下精神症状的：

持续紧张，易怒…优柔寡断…抑郁…对自己和他人丧失信心…总感觉什么都不真实…无法自制地痴迷于一两个可怕的想法。

感觉绝望，人格分裂…性格不稳定…或者可能感到神经衰弱，彷徨无助！

同样糟糕的是——你的神经还可能欺骗你，让你感觉到以下生理现象：

从早晨开始就感觉到很疲劳，随着一天时间的消逝，会感觉越来越疲劳……

心脏“骤停”——心跳“过快”——心悸——或心脏突然很痛…

双手冒汗——或手或腿“发麻”…

“反胃”…恶心…喉咙感觉不舒服…无法深呼吸…头疼，头皮发紧…“无辜感到恐慌”…发音不清晰…夜复一夜地失眠…

手抖…恐慌痉挛…胸部郁结…头晕…吞咽困难…呕吐…以及其他各种身体上的折磨，把你的生活变成了一个挥之不去的噩梦！

所有这些神经症状都可以控制…  
并逐渐减少…直到消除  
——只要你看清引发这些症状的潜在原因！

具体如下：

如果你患有上述神经症状，那么你必须明白，你的神经并没有生病……它们也没有衰退……不论如何，它们生理上并没有出现任何病症！它们只是变得过于敏感了……太多的外部刺激使得它们“感到疼痛”……以至于如今即使一点点不顺，它们都会把这种恐惧反应到你的心理和生理上！

因此，抑郁症…优柔寡断…没有信心，以及其他你感觉到的心理症状，都是由于神经过于敏感造成的！反胃…心跳过速…无休无止的头痛和其他你感觉到的生理紧张症状——依旧——是由于神经过于敏感造成的！

要治疗所有这些症状，根本不用服药…不用激光…不用看医生，不用住院！治疗这些神经紧张的方法，就是改变使它们感到疼痛刺激的有害思想！

这一切只要简单的4个步骤（通过国际知名医师在许多患者身上的测试，证明有效），就能完成！第1个步骤，在开始实施的那一刻即可阻止神经质的症状（包括生理和心理）继续增加！第2个步骤，能让过于敏感的神经安静下来，变得平和，比之前任何医生给你开的药都有威力！

第3个步骤，让你不必再和这些症状做斗争（这么做只会不断加重这些症状对你的折磨），——相反——用一个巧妙的方法顺其自然，就可以让它们开始自我治愈！

第4个步骤——巨大回报——这一步可以让你慢慢成为之前的自己！重新感到对自己有了把控，恢复了自信，再没有什么能毁掉它！甚至医生都会站出来直言不讳地说：“只要你遵循它，上面的

建议，一定会治好你”！

事实上，一个个案例都证明，  
这个方法的治愈速度如此之快，  
你的朋友和家人都会求你告诉他们你的秘密！

再说一次，不管你现在所遭受怎样的身体或心理上的症状…不管它们有多么“根深蒂固”…不管你遭受这种折磨有多久时间…不管你感到自己如今有多么“衰老”或“虚弱”，或“无法控制自己”！  
下面这些具体的方法，能一步步引导你（这里再次直接引用医生的语言）“消除每一个令人不舒服的紧张，重新获得身心的平和”！

比如：

两分钟自我治愈法（如果你突然心慌，你只要胸部做一个小小的动作），*症状就能立即消失——包括它带来的所有副作用，如头晕、手脚发麻、关节僵硬、无法呼吸等等。*

*“喉咙里总觉得如骨鲠在喉，这种感觉总是挥之不去”……如何让它在几分钟内消失……并且再次享用任何喜欢吃的食物！*

身体疲惫——可能是最可怕的症状了——（令人惊讶的是）它也许是消失最快的症状！

如何对付疲劳和内疚这两个怪物！如何扫除精神上的疲惫……早晨的抑郁……以及那些整天挥之不去的想法！（让它们永远消失！）

为什么那么多尝试这些简单方法的病人，*最终都彻底摆脱了神经方面的问题，变得比以前更容光焕发，更精神抖擞了呢！*

如何摆脱由于无法解决的问题造成的长期精神紧张！克服它的唯一合理方法！如何避免自己或他人造成的不必要的痛苦！也许，*它真的可以把你的失败转化成巨大的成功！*

治疗强迫症最可靠、最持久的方式！



**如何每天早晨利用大自然的力量治愈自己！**

如何让你每天的生活重新充满快乐！不是等待一些大事件或奖励…而是用发现的眼光，发现周围一些小事中蕴含的快乐！

最终目标：如何培养神经控制方法，让它自动把恐慌扼杀在摇篮中！让你永远摆脱“神经依赖”，如药物或酒精！让你重新充满自信地回到神经过于敏感之前的日子，沉着镇定地去实现你一直想要实现的目标！

这本书已经在国外 9 个国家，以及美国成为了畅销书！请从头到尾读一遍。我们承担所有的风险！够公平吧？为什么不今天立刻寄出优惠券呢！

### 重要提示！

为了最大限度地获得这本书的好处，让你在你第一次拿起这本书五分钟内，就能对你生活的各个方面产生影响——你完全不需要研究它，甚至不需要逐字逐句地从头到尾细读，也不需要浪费过多的精力在上面，你只需要每天在闲暇时间浏览一两分钟！

它不是教科书！不是学习手册！上面没有说教内容——甚至没有你需要思考的理论！

相反，第一次：这本革命性的新突破，实现了帮助你的神经自我治愈的目的…从你第一天开始学习，就能逐渐彻底摆脱生理和心理上的神经紧张症状——一切只需几个非常简单的方法，你第一次学习，就能轻松应用。

因此，我们不希望你把这本神奇的书，当作一本普通的书！相反，我们请你：

把它放在你的床头柜上 30 天，我们承担一切风险！每天晚上休息前浏览几页！如果你喜欢，你还可以跳过某些章节继续阅读！但是，

绝对不要下意识地去“研究”、“学习”，这本书，不要去记忆你在书中看到的任何令人兴奋的方法！

相反，仅仅在前30天，你只要每天随便翻看几页，就会有惊人的发现——你的大脑会自动吸收本书为你制定的方法！你将毫不费力地学到书中打破传统的突破性方法！

日复一日，随着时间的进展，你自然而然地会发现，你的身体几乎完全依靠自己，摆脱了以前挥之不去的神经紧张…无法抵抗的抑郁…缺乏自信…经常疲劳…心跳过快，或心脏骤停…或手脚发麻…甚至恶心想吐，呼吸急促，胸部和胃部疼痛，说话困难，还有失眠的折磨！等等，等等。

所有这些——都消失不见了！在短短一天里！

### 其他人怎么说

“……帮助了我太多，让我彻底摆脱了6年来地狱般的生活。”

“我钦佩威克斯博士，并且深深地感激他，我相信还有许许多多的人和我有同样的感觉。”

“在这么短的时间内取得的进步让我很惊讶。”

“毫不夸张地说，你的书救了我的命。”

“你给我提供的治愈神经紧张的方法非常有效——而且非常简单——我忍不住想，为什么之前一直没有类似的有效方法推荐给我呢。”

“我从你书中得到的最大好处，是你让我对由于混乱的神经系统带来的痛苦的身体症状感到安心。”

“你可能想象不到，能够恢复正常生活，不用再时刻感到恐慌是

多么大的一种解脱。”

“当终于发现有人真正能理解我的问题，并听她说这种情况能够改善时，那种心情，简直无法描述……”

“我希望你知道，从你最珍贵和无价的书中学到的方法，我的精神紧张状况已大大改善……如今所有的症状都消失了，我几乎不用再服用利眠宁胶囊了。”

“我的医生对我的改变感到很惊讶，当然，我把你的书给他看了看，他借去从头到尾读了一遍，现在他把这本书推荐给了其他病人。”

“我妻子自从用你的书后，取得了巨大的进步，她第一次感觉自己离医院这么远。我相信，如果她早些年看到你的书的话，可能就不用去医院治疗了。”

### 出版商怎么说

《治愈你神经的希望和帮助》已经售出 350000 册。许许多多美国人都在电视和电台节目上听说过威克斯博士，也在《读者文摘》上读到过该书的一些摘录。如果你是众多受神经紧张困扰，有时会感到恐慌并且不知道为什么的人之一，那么这本优秀的书就是专门为你写的。

**目前已售超过 350000 册！**

**为什么销量这么高！因为它有效！**

**请仔细阅读本页令人兴奋的详细信息！并零风险尝试它吧！**

**今天立即寄出零风险优惠券****提升书库公司 7757 部门****西北 13490 第 45 街道 奥帕劳卡 佛罗里达州 33059**

先生: 请立即给我寄一份克莱尔·威克斯医学博士的《治愈你神经的希望和帮助》# 80035! 我全额支付 6.98 美元。我知道, 我可以试用这本书整整 30 天, 不用承担任何风险。如果我不满意, 我只要把它寄回给你, 你就会给我全额退款。

内附支票或汇票 \$ \_\_\_\_\_

**你可以通过我下面的卡扣除费用**☐ 万事达卡 ☐ 美洲银行信用卡

账户号码 \_\_\_\_\_

Inter Bank # \_\_\_\_\_ (在姓名下方可以看到)

信用卡有效期 \_\_\_\_\_

姓名 \_\_\_\_\_ 请打印

地址 \_\_\_\_\_

城市 \_\_\_\_\_

州 \_\_\_\_\_ 邮编 \_\_\_\_\_

纽约, 佛罗里达州。请加适当的销售税

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