

# 539 档案

有史以来最经典的 539 篇广告文案

(第六期)

顶尖大师亲笔撰写

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 合赢岛  
HEYINGDAO

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# 目 录

前言 / 5

- 1、500 美元一天，撰稿人的乌托邦 / 9
- 2、我在短短的 2 个月内，甩掉了 85 磅的丑陋脂肪 / 17
- 3、想减多少减多少，20，40，60，80，甚至 100 磅，  
而且永不反弹！ / 24
- 4、据西尔斯报告证明，打字机能帮助孩子学得更快 / 32
- 5、被困在家中了？你只要打个电话，开个账户，就能在  
西尔斯下单 / 36
- 6、为什么没人能否定西尔斯实验室？ / 39
- 7、谁拥有西尔斯？ / 42
- 8、“年轻之城”帮助西尔斯研发出了孩子耐穿的鞋 / 45
- 9、婴儿死亡，一个令人担忧的问题 / 48
- 10、让火鸡更美味...肉更多的快捷方法 / 52
- 11、一款新型止咳药片，能从内部发挥作用——直达引  
发咳嗽的根源！ / 56
- 12、送给特殊饮食人群的温情建议 / 60

- 13、特殊饮食不一定非得让人痛苦不堪 / 63
- 14、与你的健康有关的.....面包革命 / 66
- 15、制造立可舒需要 336 个小时-但是 第一瓶免费 / 70
- 16、“事实”减肥法成功了，而“流行”减肥法失败了！  
/ 77
- 17、“去年夏天，中西部停止了打喷嚏” / 81
- 18、关于新经济型汽车你应该知道的事 / 85
- 19、你拥有汽车.....还是汽车拥有你？ / 89
- 20、想想还是小的好 / 93
- 21、汽车的引擎应该在前面，还是在后面？ / 96
- 22、玻璃间的塑料层解决了“隐形三明治”的问题 / 100
- 23、你家的车上是否有“安全线”？ / 103
- 24、眼镜：新身份的象征？ / 107
- 25、安家的快速方法 / 111
- 26、贝尔先生的发明后来怎样了？ / 115
- 27、灰衣女士 / 119
- 28、一匙就白 / 123
- 29、癌症.....就像星星之火.....需要立刻采取行动 / 127

- 30、 “他下一步会遇到什么？” / 131
- 31、 你每天都背负着过多的体重吗？ / 135
- 32、 你的家庭早餐存在这些问题吗？ / 139
- 33、 过度饮酒 / 143
- 34、 开启美好一天的一个好方法！ / 147
- 35、 要想得到空调供热及制冷的满意效果，只有品牌远远不够 / 151
- 36、 免费的清新空气，雷诺士家用空调额外带给你的大福利 / 155
- 37、 请考虑雷诺士冷热设备，不仅因为它可靠，还因为它经济！ / 159
- 38、 伟大的思想来自哪里？ / 163
- 39、 给厨师千万条赞美 / 166
- 40、 塞维尔故事：对抗 42 年的气候战争，科学最终取得胜利 / 170
- 41、 “送我一个爱阅读的人！” / 174
- 42、 “送我一个爱阅读的人！” / 178
- 43、 “送我一个爱阅读的人！” / 182

- 44、为什么蛋白质解决了青少年的一个问题 / 186
- 45、给美国 4800 万佩戴假牙人士的建议 / 189
- 46、关于膨化谷物的童话故事 / 193
- 47、临床研究发现，大多数超重的人都缺乏这 8 种能燃烧脂肪的营养 / 196
- 48、在短短 4 周内 培养你做梦都想不到的超强记忆力！ / 204
- 49、他们画画 / 213
- 50、在我购买经典斯图兹汽车那年，正盛行迷你高尔夫 / 217
- 51、“当我刚买经典汽车帕卡德时，快乐勇士正在竞选总统” / 220
- 52、营养有多重？ / 223
- 53、茶叶酷刑室——揭示的重大秘密！ / 226

## 前言

《539 档案》已申请了版权，恭喜你拥有了它！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。如有不明白的可以咨询李炳池，微信：zixun8）。

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。本册是第四期，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

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2016 年 8 月 16 日



## 500 美元一天，撰稿人的乌托邦

我发现了一个销售我一直以来赠送的东西的方法！市场非常巨大，我要把这个方法分享给你！



杰瑞·布坎南 美国塔俱乐部董事长  
撰稿人的乌托邦方法创始人

不，这和出卖灵魂无关，但却能给你带来巨大回报……而且，非常有趣！请阅读下面的文字，我将告诉你如何销售你已有的大量产品，而且你卖的越多，你得到的就越多。

懒人不可能拥有财富，然而，尽管我经常被人称为懒惰的人，我却找到了一种致富方法！

18年来，我一直做教育类销售员，收取佣金。刚开始我和函授学校合作，后来又和大型商业大学合作。所有和我合作过的人，都认为我是他们有史以来聘用过的最有效的销售人员，但最终都解雇了我。

因为我不能创造出我应创造的销量。我的解释，永远无法让他们满意，我说我喜欢面对面销售，但是我讨厌穿着西装，皮鞋，系着领带站在大街上去销售。我甚至讨厌每天去市中心挨着一个一个的办公室去销售！

他们说需求是发明之母。在辞去最后一份收取佣金的销售工作后，我告诉自己，永远也不再做穿着西装，系着领带，拿着公文包去让别人致富，自己收取佣金的工作了。

所以，我申请了国家失业补贴，回头审视我的处境。我用了足够长的时间，来策划一个在我脑海里盘旋了很多年的一个想法。方案开始实施后，我几乎只通过销售文字赚了很多钱——我再也不用出去工作了！这就是现在人们说的撰稿人的乌托邦的开始。

今天，我比之前上班时的工作时间更长了，但是我很享受每一分钟——而且，得到了我应有的财富！（你知道吗？我是我遇到过的最好的老板。）除了星期六，我在家里，穿着舒适的旧衣服，每天就能赚 100—500 美元！

现在，我不敢保证你也能赚这么多，至少在初期我不能保证——但是，你很可能会赚这么多！我花了 7 年时间，才做出了让我赚这么多钱的计划——我没有你的优势，因为当时没有人给我提供这样一个蓝图！

说到我的写作能力——我从来没有接受过一天的正式培训。我到现在也不知道什么是垂悬分词！让我赚钱的不是我的写作能力，而是方法！任何智力正常的人，都能复制我的成功。

而且，这个市场永远不会过于饱和！能够写作的主题是取之不尽的！我能说出过去 2-3 年中，至少 5 位通过这个方法成为新晋百万富翁！他们中没有一个人是专业作家！我在撰稿人的乌托邦公式报告中，提到了他们。

还记得那个经典漫画吗？一个躺在公园长椅上的流浪汉对另一个说：“你知道吗——为了成为百万富翁，我愿意付 1000 美元！”为了我现在给你的这个公式，我愿意支付 1000 美元，可现在只需要 10 美元。实际上，我的这个公式，能让你提前 7 年拥有世界上最令人满意的职业……自由写作及营销。这是份光荣，能让你感到自我

满足的职业，最重要的是，它能为你赚钱！

下面是我从最近收到的一些信件中摘取的部分内容。（我打印了出来）。

“亲爱的杰瑞……你给我们写的这个公式非常详尽！在这个‘给我-给我的世界’里，你真是一个罕见的家伙。世界上再多一些像杰瑞·布坎南这样的人，该多好！” L·哈格蒂·奇科，加利福尼亚州

### 完全独特的体验!!!

“令人难以置信！我付了钱，读了你的书，现在真的一一（重复一次）真的觉得太值了！我不能相信！真诚地感谢！” 斯坦·科尔孔比·维罗纳，宾夕法尼亚州

“谢谢给我这个机会！这个公式，还有塔俱乐部正是我30年来一直在寻找的东西。你给我的比超级服务还要多。你是魔术师，通过你的启示和指导，梦想就能变成现实！” J. B.W.USMC（瑞德）上校，加利福尼亚州

“杰瑞，你的公式确实有效。这是我的切身体验。它让我在39岁就成功退休了。” 肯·威洛比，亚利桑那州

“亲爱的杰瑞……没有什么比，没有老板，没有员工，自由自在就赚一大笔一大笔的钱，更让人兴奋的了。” 唐·阿姆·诺斯布鲁克，伊利诺斯州

“我之前一直坚信一个理论‘付出多少，才能收获多少’你摧毁了这个理论。花了几美元，我就赚了大一笔钱！” M·B，俄勒冈州梅德福

“……你收取的价格这么低，就和免费送的一样。我知道它价值很高，很高！” R·盖蒂 纽约

“我一遍遍地阅读你的报告，然后再看时事通讯。太令人兴奋

了！我几乎无法抑制自己的兴奋，和对这则信息的感激之情。我加入了你的塔俱乐部，祝愿你和你的家人生活幸福！” J·沃德（飞行员），得克萨斯州，科珀斯克里斯蒂

“当跟一些邮购产品进行对比，就会发现，你的产品比其他所有产品价值都高，它特立独行，价值远非其他产品可比。这可能是继《独立宣言》的编写和批准之后，美国公众见到的最伟大的文件。这是个人独立的完美的一个声明！” E. L. W.，费城，宾夕法尼亚州

“在遇到你之前，为了通过写作挣钱，我花了近 180 美元，收获却很少。我想知道 T.H.用这些钱来干什么？我知道，你，我的朋友杰瑞，给我的东西，只收很少很少的一点钱，我下半辈子都会觉得欠你什么了。你唤醒了被长期遗忘的欲望；现在，我想要去山里生活，想要自由了。在塔俱乐部，我觉得很自在。谢谢你，杰瑞！（签名）一个不再因为努力写作而感到孤独的人。” D. G. G. 切萨皮克，弗吉尼亚州

“…作为一个新闻、杂志和专栏作家，我觉得这份指导，是我读过所有关于如何通过写作赚钱的内容中，最特别的！” R.U. 毕比，阿肯色州

“……放眼望去，你是我遇到过的最专业，最纯粹的人！” 蒂姆·希利泰格德，波特兰市 23027

“极好的材料。” E. 凡·比弗 萨利纳斯，加利福尼亚州

“我收到的这个信息，价值是我为之付出的价格的 10 倍，未来一年，我还将得到优质的时事通讯，想想它的价值将会多高。你怎么做？” J. E.塔克，佐治亚州



### 来自贝弗利·布坎南的个人信息

是的，我们每周都会收到这样的信，我的银行存款，每天都会增加 100—500 美元。这可能并不是一个真正的“乌托邦”，但在我们看来，它就像一个乌托邦！

你现在继续读这个广告，意味着你正在认真考虑我们。你会采用我的一个技巧，并支付 34 美元的全额费用吗？这样，你不仅会得到公式……还会加入到世界上最特别的成功俱乐部。你一年内都会陆陆续续收到撰稿人的乌托邦报告。为了节约时间和邮寄费用，全额付款的话，我会寄给你 5 份相关文件，作为奖励。无论哪种方式，30 天免费试用计划都有效。

俱乐部成员能够获得很多额外的好处，这封信上无法全部罗列出来。你相信我吗？我保证，如果你真觉得这个信息不适合你，你只要把材料退回来，我会给你全额退款。

*有了想法，立刻去行动，你的梦想将成为现实！*

**撰稿人的乌托邦公式报告 L-CR1 部门  
麦迪逊大街 380 号，纽约 10017**

➤ 杰瑞，我想要你的撰稿人的乌托邦公式报告。这是我申请 30 天免费试用的 10 美元的支票或汇票。



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664

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# 作业



一位纽约医生在治愈肥胖上，取得了引人注目的新突破  
10000 名患者成功快速减重，从未挨饿！

## 我在短短的 2 个月内 甩掉了 85 磅的丑陋脂肪

是的，这是我的惊人故事。在短短 60 天内…我没有节食…没有计算卡路里…从未挨饿…绝对安全地减掉了多余的 85 磅。

1967 年夏天，我无意中看到一位纽约内科医生的报告。他在报告中说，他曾帮助 10000 名超重的男性和女性，成功地减掉了他们想减的体重。这些人包括医生、护士、营养师、人寿保险专家、演员、模特，和其他不论如何努力，都从未成功减肥的人。

然而，在减肥期间，这些人可以想吃多少就吃多少——不用计算卡路里。他们可以以前吃的一样多，甚至可以比以前吃的都多。他们从来没有挨饿。根据这个方法，在第一个 3 天里，他们就看到了惊人的效果，下降的体重，让每个人都觉得难以置信。有些人，第一周就减掉了 25 磅。在仔细研究完这个医疗报告后，我决定试一试这位医生的方法。

我开始遵循这个医生的轰动计划，结果令我大吃一惊，我前 3 天，减去的重量，比我之前几乎不吃任何东西，减去的重量都多。在看到 3 天中这样惊人的结果后，我继续按照这个方法减肥——从来没有挨饿过一次——在短短 2 个月内，我一共减了 85 磅。

这个快速，显著的减肥方法，没有给我带来任何不良影响。我试过很多次通过节食挨饿的方法减肥，但是这个方法——不用计算卡路里，第一周就减去那么多，给了我坚持下去的信心。

现在我可以想减多少减多少，我希望你也可以。是的！我吃的越能满足我的身体，我减去的体重就越多。

现在,即使我爱吃美食,我也可以把体重控制在合理的范围内。我强烈建议,每个超重的男性或女性,都应立即用我的方法减去危害你的健康,影响你的寿命的多余体重。**肥胖是当今美国第一健康危害!!!是的,这些额外的体重会杀了你……只是时间长短问题。**

**现在开始,吃饱饭,成功减肥吧!**

仅仅3天,你就能看到体重大幅下降。而且,你会感觉更健康,气色更好,精力和以前一样充沛。

**我吃得好,还把多余的体重吃了下去  
而且,我越需要更多的食物来满足我的身体  
我就会减去越多的体重!**

这可能吗?对我,还有其他成千上万像我一样,为了减肥,不敢吃自己身体所需的食物和营养,让自己挨饿的人来说,这一切都成了可能。现在,用这个新方法,你就可以不挨饿,吃自己喜欢吃的健康美味,把体重控制在合理的范围内。而且,最重要的是,不用计算卡路里!这个方法给我带来的好处,以及它将带给你的好处,是无法用语言形容的。

**这个神奇的方法  
已经给美国成千上万像你一样的人  
带去了100%的成功和满意,而且绝对安全**

是的,用这个简单的方法,你想减多少体重,都可以。你要做的就是,遵循我的指导,很简单。

我把我的方法称为:阿纳帕斯。是的,阿纳帕斯让我摆脱了肥胖的困扰,让成千上万想让自己看起来更年轻,想让自己更长寿,想要像以前一样充满活力的人实现了自己的愿望……它也可以帮你

实现愿望。

**这位医生的发现，使你能够轻松减肥，并永久保持身材**

**我们看看我一直说的这个减肥方法有多么简单——永远结束肥胖问题!!!**

你只需遵循阿纳帕斯减肥法。你只需每餐前吃 3 片我的特殊药片，遵循附件中的简单方法……就这么简单。阿纳帕斯将会快速地，为你做剩下的事情。不管你信不信，3 天肯定会让你看到效果。和我一样，快速、安全地减去几乎体重的一半。我的比例变得相当完美，让我感觉自己看起来和之前完全不像同一个人。我不仅感觉自己更年轻了，而且，我两三个月没见的的朋友，见到我几乎快认不出我了。

**用我的神奇方法**

**前 3 天就能获得惊人的效果——在 60 天，甚至更短的时间内  
就能成功减掉 25, 60, 90 磅或更多**

阿纳帕斯减肥法不仅是目前大众市场上最好的减肥方法，而且，许多影视界，演艺界的名人，也用这个方法，平生第一次减肥成功。

**我们都知道，如果你不吃饭，也能减肥**

**但是，这样你会生病，感觉不舒服，无法满足身体的重要需求**

但是现在……这一切都将成为过去——现在，用阿纳帕斯减肥法，你就可以轻松、快速、安全地减肥。

**3 天保证见效，否则全额退款**

今天就试试阿纳帕斯减肥法吧！你等的时间越长，肥胖对你的健康和幸福损害就越大。试试我的 3 天试用装，完全免费。记住，如果你没有立刻看到效果，我们会全额退款。我不是说阿纳帕斯减

肥法可能对你有效……我说的是阿纳帕斯减肥法一定会对你有效……否则，全额退款。今天，我承担一切风险，你来尝试阿纳帕斯减肥法。机不可失。

### 这是我减肥取得的令人难以置信的效果

前2个月，我减掉35磅，第3个月月底，（我的计划开始90天之后），我减掉85磅。是的，我只用了90天，就成功减肥85磅。

### 仔细阅读我的零风险保证

- 1.在前3天，你肯定能看到体重开始下降。
- 2.你肯定不会感觉饿。
- 3.你的减肥效果一定比你之前看到过的都好。
- 4.你肯定会比一周前看起来更好，你的身体感觉也会更好。
- 5.你一定会减掉你想减去的体重——否则，你把没用完的部分退回来，就能得到全额退款。

阿纳帕斯减肥法

请填写附件中的信息表, 说明你希望多快减肥。	平邮
我想在 7 天内, 减掉____磅。	阿纳帕斯产品部 881 184 邮政信箱, 赖德站, 11234 纽约布鲁克林
我想在 14 天内, 减掉____磅。	附件中是我给神奇的阿纳帕斯减肥法的全额付款。我知道, 如果我用你的阿纳帕斯减肥法, 没有减去我想减的体重……我有权获得全额退款。
我想在 21 天内, 减掉____磅。	附件中: <input type="checkbox"/> 现金 <input type="checkbox"/> 支票 <input type="checkbox"/> 汇票
我想在 25 天内, 减掉____磅。	<input type="checkbox"/> 30 天量阿纳帕斯, 只要 5.98 美元
我想在 60 天内, 减掉____磅。	<input type="checkbox"/> 60 天量阿纳帕斯, 只要 10.98 美元 (节省 2 美元)
我想在 90 天内, 减掉____磅。	<input type="checkbox"/> 90 天量阿纳帕斯, 只要 15.98 美元 (节省 3 美元)
	<input type="checkbox"/> 120 天量阿纳帕斯, 只要 20.98 美元 (节省 4 美元)
	姓名_____
	地址_____
	城市_____州____邮编_____
	对不起……我们不支持货到付款

1335



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# 作业



如果你有决心遵循这个世界著名医生的终极减肥方案，  
你将

## 想减多少减多少

**20, 40, 60, 80, 甚至 100 磅**

**而且永不反弹！**

这是一则完全不同的广告——一本完全不同的减肥书广告。如果你有决心学习这个永久减肥法，并严格遵循，那么这将是你的最后一本减肥书……最后一款减肥产品……最后一个你绝对不能错过的终极的减肥方法！

这则广告没有任何不实之言。它没有向你承诺不可能实现的梦想。而是给你提供了一些永久减肥的事实——关于成功减肥，永不反弹的事实——虽然要求比较苛刻，但也是激动人心的，让人乍听起来，可能很难相信。

让我们再陈述一下这个重要的事实：

**如果你遵循这个终极减肥方案，你将想减多少减多少……20 磅，50 磅，60 磅，80 磅——甚至 100 磅……而且永不反弹。**

永远不会反弹！

在这个广告中，我们将一次次重复这个事实，你肯定不会忽略它。

**如果你遵循这个终极减肥方案，你将想减多少减多少……20 磅，50 磅，60 磅，80 磅——甚至 100 磅……而且永不反弹。**

这是至关重要的事实。现在，让我们一起看看详细内容——

让我们先介绍一下这个令人困惑的事实。

在这本书中，你将得到一个严格和精确的饮食方案——它科学地，严谨地控制你的吃饭时间——但是，却有着惊人的效果，能让你的许多的减肥问题变得比你之前想象的简单许多！

这个方案，在成千上万的患者身上得到了医学证明。它会带给你一个新的身材，一个新的生活——如果你严格遵循它，它会告诉你什么时候吃东西，即使你感觉不饿！

下面是你在这本书中将看到的一些“惊喜”：

当然，尽管这个减肥方法要求你总体上少吃，但可能会让你在一天内的某个时间段内多吃。比如，如果你和大多数肥胖人士一样，你就要在早晨多吃一些，不管你是否想吃。这个减肥方法，允许你吃 30 多种不同种类的零食——每餐之间，你可以吃一种，每天睡觉前，你还可以吃一种。

**你再也不用为了减肥，让自己挨饿了。因为，如果你遵循这个终极减肥饮食方法，正常情况下，你将减去 20 磅，50 磅，60 磅，80 磅——甚至 100 磅……而且永不反弹。**

当然，有些食物是禁止吃的。但是，还有一些食物，一些令人惊讶的食物却可以吃。比如，一周你可以吃 3 次冰激凌。（看到你吃着美味的冰激凌——却依旧能减肥，你的朋友一定会大跌眼镜！）

同时，你在午餐时，还可以吃三明治，如果你想，还可以在正餐前喝一杯鸡尾酒。换句话说，这个饮食方案一点也不会让你痛苦——只会教你科学的饮食。

而且，非常重要的一点是，如果你有一天犯错了（这位医生知道你肯定会犯错），吃多了。他不允许你减少第二天的饮食，来“弥补”前一天的过错！这是大多数减肥的人都会犯的错误的，这会毁了他们的减肥计划。相反，他会强迫你第二天按照计划正常吃，原谅你自己，继续减肥。

你的体重是否分布不均匀? 你是否担心节食会让你的脸看起来苍老? 在聚会上, 你是否会习惯性地暴饮暴食? 本书将会告诉你解决所有这些问题的医学方法。

**再重复一次——如果你遵循这个终极减肥方案, 你将想减多少减多少……20 磅, 50 磅, 60 磅, 80 磅——甚至 100 磅……而且永不反弹。**

现在, 让我们一起来看看这个减肥方法带给我们的一些意义非凡的副作用吧——一些世界上任何快速减肥法都不能带给你的额外好处。

首先, 因为这个减肥方法的科学性, 很多案例都表明, 它对腰部或腰以下部位脂肪堆积过多的男性及女性, 特别有效。

其次, 因为这个减肥方法不是快速减肥法, 也不会让人倍受折磨。所以, 它不会像其他快速减肥法一样, 造成你的脸部皮肤下垂, 起皱纹。

**相反, 如果你严格遵循这个终极减肥方法, 你的脸会看起来比开始时更年轻。你将想减多少减多少……20 磅, 50 磅, 60 磅, 80 磅——甚至 100 磅……而且永不反弹。**

而且, 你能减去这么多, 并继续保持体重, 虽然你也去参加聚会——虽然俱乐部午餐和晚宴都很丰盛——虽然你也和我们大家一样, 每周都必须参加很多“社交性饭局”。但是, 你依旧能保持体重!

因为, 这是你看到的第一个为你提供独特的方法, 教你处理每一个“食物陷阱”的减肥方法。这个减肥方法, 能满足你的身体, 满足你的食欲——丝毫不会让你感觉你在减肥, 在不知不觉中, 你就减了很多体重, 而你的朋友却涨了很多!

## 关于作者

### 莫顿·B·格列医生

格列医生，是美国营养学院院长。他担任过 U.N. 的医疗顾问，以及大纽约食品和营养委员会会长。除了他的私人诊所，他还担任着莫里萨尼亚营养诊所荷兰籍纽约人医院肥胖科主任，纽约市卫生署主任，远离肥胖诊所主任，以及纽约市卫生部门主任。

**是的，即使你每天都要参加生意上的聚会，但是，如果你严格遵循这个终极减肥方法，你将想减多少减多少……20 磅，50 磅，60 磅，80 磅——甚至 100 磅……而且永不反弹。**

事实上——

很多肥胖患者都发现，这个方法如此有效，让他们减去了之前希望减重的 2 倍！请看下面他们是如何成功减肥的，以及你也可以做到的原因。

这个减肥方法是否有效，当然要从它带给你的结果来看。这就是为什么我们会提供零风险保证，让你从头到尾阅读它，你不用冒一分钱的风险，就能免费试用整整 30 天。

让我们说的再清楚一点：当你收到这本书后，第一件事就是在里面写下你想减去的确切体重。可能是 10 磅—20 磅—40 磅或更多。想减多少都没有关系。

然后，你就可以开始实施这个减肥方法了。但是，你要记住：

在你之前，用这个方法减肥成功的无数人，每个人都写下了自己想减的重量。但是，一旦他们开始了——他们学会了这些新的饮食习惯——很多人减的都比他们当初认为减去那么多，身材就很“完美”了的体重多很多。

例如，有位女士，本来想减 10 磅，希望身材像 5 年前一样。但

是，开始用这个方法后，脂肪一直在消失，她决定继续减，最后减了 20 磅，身材和她结婚时一样了！

为什么这些肥胖患者会减去很多，很多，甚至还可以继续减很多？他们的原因都一样，因为他们一斤都没有反弹！因为他们严格遵循这个减肥方法，学会了新的饮食习惯。其实，他们在减肥的同时也满足了自己的食欲！不同的是，他们打破了原来让他们多年来一直肥胖的饮食模式！

这一点也不简单——但是他们做到了，你也可以做到！一旦你做到了，你就不可能再回到以前你习惯的让人变胖的饮食方法！

一旦你严格遵循了这个终极减肥方法……一旦你开始用这种科学的新饮食习惯，让自己变得越来越健康，越来越漂亮……那么你将想减多少减多少……20 磅，50 磅，60 磅，80 磅——甚至 100 磅……而且永不反弹。

### 我们承担一切风险——你亲自去验证吧

现在，决定权就在你手里。你可能尝试过时尚减肥法，轻松减肥法，神奇减肥法，也可能减了一些体重。但最后又反弹了！

### 你想永远变瘦不反弹吗？

没有任何衣服会比它让你看起来如此迷人。没有任何药物会比它让你变得这么精力充沛，充满活力，或让你变得更长寿。

决定权就在你手里。这是一本送给说到做到的人的书。如果你能说到做到，请剪下这张优惠券，并寄给我们——我们承担一切风险！

在这本书中你将看到的一些惊人的医学事实：

- 让大多数人变得肥胖（占肥胖人数的 90%）的一个致命错

误,不是你吃了什么,而是你怎么吃。见 19 页。

- 一个简单到令人难以置信的秘诀,让同样数量的食物看起来有 2 倍多。见第 30 页。
- 解决紧张性进食的唯一一个有效方法。见第 22 页。
- 如何处理戒烟后,饭后还想吃东西的冲动。换句话说,如何戒烟后,还不变胖。见第 25 页。
- 如何变得更瘦。见第 125 页。27 种你可以适量吃的食物。见第 130 页。

今天就邮寄零风险的优惠券!

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先生:请快速为我寄一本神奇的新书,《如何变瘦,永不反弹》。附件中是全额费用 5.98 美元。我知道这本书有充分保证。如果它不像你说的那样……如果我在 30 天内,对这本书不是特别满意,我会退回这本书,立刻获得全额退款。

[ ] 如果你想货到付款,只要在信封中附上 1 美元诚意金。货到后,向邮递员支付余额即可。当然,你同样享有退款保证!

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# 作业

## 4、据西尔斯报告证明，打字机能帮助孩子学得更快

**Sears** reports evidence a typewriter may help children learn faster

University of North Dakota test shows electric typewriters boosted vocabulary and reading of 24 children. Sears, Roebuck and Co. tells how.

Third and fourth grade children greatly increased vocabulary growth by learning how to type.

This is one of many surprising facts revealed by Dr. John L. Rowe of the University of North Dakota, who headed an extraordinary experiment in teaching nine-year-old children to type.

### Results amaze professor

1. In eight weeks, the children in the experiment learned to type an average of 42 words a minute by touch.
2. The children increased seven months in vocabulary development. (This means their vocabulary growth in the eight weeks was as much as would be expected in seven months.)
3. The children increased four

months in reading comprehension. *NOTE: Electric typewriters were necessary to the experiment because they are so much easier for children to operate than manual typewriters.*

### Remarkable Sears typewriter

Sears has the most extraordinary electric portable typewriter value you can buy. \$159 plus tax. Or as little as \$12.50 a month at Sears.

The keyboard has *l*, *+*, *=* and *!* keys not found on most portables. You can zip off a series of underlines by simply holding down the key.

Sears electric portables start at \$139. Manual models at \$44.95. See and try them at most Sears stores and catalog sales offices. *Satisfaction guaranteed or your money back.*

← \$159 plus tax with 12-inch carriage at Sears. A 10-inch carriage model costs \$139 plus tax. Buy either during October and get a \$9.95 Sears Touch Typing Course on records free.

公众微信: LBC333

# 6 3 0 0 1

## 据西尔斯报告证明 打字机能帮助孩子学得更快

北达科他州大学测试表明,电子打字机快速提升了 24 个孩子的词汇量和阅读速度。西尔斯·罗巴克公司将告诉你为什么。

通过学习如何打字,三年级和四年级的学生大大地增加了词汇量。

这是北达科他州大学约翰·L·罗博士,在开展的教 9 岁孩子如何打字的特别实验中,发现的很多惊人的事实之一。

### 结果令专家们震惊

- 1.在 8 周,实验中的孩子们学会了一分钟平均打出 42 个字。
- 2.这些孩子增加了 7 个月的词汇量。(也就是说,他们在 8 周时间内,掌握了 7 个月才能掌握的词汇量。)
- 3.这些孩子的阅读理解能力提升到了 4 个月才能达到的水平。

注:电子打字机对实验非常必要,因为对孩子来说,它比任何手动打字机,都更容易操作。

### 神奇的西尔斯打字机

在西尔斯你能买到品质最好的电子便携式打字机。一共只要 159 美元含税。你也可以采用分期付款,每月只需 12.50 美元。

西尔斯电子打印机上,有大多数便携式打字机都没有的 1,+,=,! 键。你只要按住相应的键,就能打出一系列下划线。

西尔斯电子便携式打字机 139 美元起。手动打字机 44.95 美元起。

在大多数西尔斯商店，以及目录册销售办公室，都能找到这样的打字机，你可以去试一试。保证满意，否则退款。

←西尔斯 12 英寸便携式电子打字机， 59 美元含税。10 英寸便携式电子打字机， 139 美元含税。在 10 月份购买任意一款都能免费获得价值 9.95 美元的打字课程。

281

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# 作业

## 5、被困在家中了？你只要打个电话， 开个账户，就能在西尔斯下单

Trapped at home? It takes  
one call to open a charge account  
and place an order at **Sears**

At Sears, Roebuck and Co., you can charge any item Sears sells. And you can do it by telephone. There's no down payment needed. Read why 12,198,987 thrifty shoppers now have active credit accounts at Sears.

**S**IMPLY call Sears to open an account. From that moment on, you can order anything Sears has to offer—by *telephone*. Satisfaction guaranteed or your money back.

Which plan is best for you?

1. *Sears Revolving Charge*. This plan gives you complete charge privileges on any merchandise in the Sears catalog, and at any Sears store. No minimum purchase necessary.

When you receive your monthly statement, you can pay the entire amount with no service charge. Or you can make monthly payments and spread the balance over several months with a small service charge.

2. *Sears Easy Payment Plan*. Depending on the amount you want to charge, you have up to 18 or 24 months to pay—even up to 36 months on home appliances. The initial purchase must be at least \$20, but after that you can add purchases as low as \$5 to your balance.

3. *Sears Modernizing Credit Plan*. This plan is for Home Improvement purchases. You can open an account for only \$100, and add smaller purchases to your balance as you go along. The time allowed you for payment can be as much as five years—depending on how much you buy.

The Sears number is in your phone directory *and* in the Sears catalog.

☛ *Why not do your Christmas shopping at Sears by phone? Sears sales operators will look through the catalog for you, describe merchandise, tell you about special bargains.*

公众微信：LBC333 #63001

## 被困在家中了？ 你只要打个电话，开个账户 就能在西尔斯下单

在西尔斯罗巴克公司，你可以通过账户购买任何西尔斯销售的产品。你可以通过电话购买。没有最低消费。请看为什么 12198987 位节俭的消费者如今在西尔斯开户。

只要打电话到西尔斯开个账户，就可以通过电话订购任何西尔斯销售的东西。保证满意，否则退款。

### 哪个计划对你最好？

1. *西尔斯周转支付计划*。这个计划给你特权来周转支付西尔斯任何商品目录，任何商店销售的任何商品。没有最低消费。

当你收到月账单时，你可以一次性支付你上月消费的所有费用，免服务费。也可以分期数月进行支付。

2. *西尔斯轻松支付计划*。这取决于你想一个月支付多少，你可以分 18 个月或 24 个月支付——家用电器你甚至可以分期 36 个月进行支付。首次购买，至少需要 20 美元，但之后你的购买金额可以低至 5 美元。

3. *西尔斯现代信贷计划*。这个计划是针对家居购买的。只要 100 美元，你就可以开一个账户，然后就可以用该账户购买，金额可小可大，没有限制。根据你的购买金额—支付时间可高达 5 年。

你的电话以及西尔斯目录册上就有西尔斯的号码。

← 为什么不通过电话在西尔斯购买你的圣诞用品？ 西尔斯销售客服会给你查看目录册，向你描述产品，告诉你哪种产品最划算。282

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# 作业



## 6. 为什么没人能否定西尔斯实验室?

# Why nobody at Sears can overrule this laboratory

Sears, Roebuck and Co. helps give you *better value for your money* by maintaining the world's largest private laboratory—and staff of graduate scientists—for testing general merchandise. It is here that Sears checks quality; improves old products; develops new ones.

SEARS welcomes customers who ask a lot of questions about the products they consider buying.

But few of their questions are half as searching as the ones Sears asks its own testing laboratory—*before* Sears items go on sale.

*Is this fabric really fadeproof and shrinkproof? How long will this new record changer run without being serviced? Which dishwasher, "A" or "B," is more efficient?*

The laboratory answers thousands of such questions every year. It presents the impartial facts; *based on scientific testing.*

More than two-thirds of its staff

are graduate chemists, physicists or engineers. The information they provide constantly leads to product improvement—which means *better and better value for your money.*

What's more, the laboratory has *absolute veto power* over any product that does not measure up to the company's high standards. This makes it virtually impossible for shoddy goods to find their way into Sears stores or the Sears catalog.

Since it was started in 1911, this laboratory has cost some \$50,000,000. But no Sears investment has paid bigger dividends—in the form of *satisfied customers.*

- Engineer Alfred Shute tests the strength of a garden hose on a Timius Olsen tensile and compression machine. The Sears laboratory analyzes 20,000 items every year.

公众微信: LBC333

#62001

## 为什么没人能否定西尔斯实验室？

西尔斯·罗巴克公司通过建立世界上最大的私人实验室测试产品，为你提供更物超所值的商品。在这个实验室，西尔斯检测他们的产品质量；改进旧产品；开发新产品。

西尔斯欢迎顾客提出问题。

但是，在他们问的问题中，很少有像西尔斯在产品上架前，问自己的测试实验室的问题那么透彻。

*这种面料真的不褪色，不缩水吗？这款自动换片装置能用多久？哪种洗碗机更有效，“A”或“B”？*

每年西尔斯实验室都会回答上千个类似的问题。它根据科学测试，提供客观的事实。

西尔斯超过三分之二的员工都是化学专业，物理专业和工程专业毕业。他们提供的信息，常常会帮助公司改进产品——这就意味着你花同样的钱，能得到更好，更有价值的服务。

更重要的是，西尔斯实验室对任何不符合公司高质量标准要求的产品，都有绝对的否决权。所以，假冒伪劣产品几乎不可能进入西尔斯商店，或西尔斯目录册。

西尔斯实验室自 1911 年成立以来，已经耗费了 50000000 美元的成本。但是，西尔斯的这个投资获得的是最大的回报——客户的满意。

← 工程师阿尔弗雷德·舒特在奥尔森拉伸和压缩机器上检测软管的强度。西尔斯实验室每年检测 20000 款产品。

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# 作业

## 7、谁拥有西尔斯？

# Who owns Sears ?

Sears, Roebuck and Co. has over 158,000 share owners. By far the largest of them—with holdings of more than \$1,500,000,000 in Sears stock—is the Sears Employees Profit Sharing Fund. This *personal stake* in the company is one reason why Sears people serve you so well.

**T**ODAY, more than one quarter of all Sears stock—almost 20,000,000 shares—is owned by the Sears Employees Savings and Profit Sharing Pension Fund.

More than 99 percent of eligible Sears employees (one year's service) are members of this Fund. The benefits they draw from the Fund on retirement give them an unusual degree of financial security.

Profit sharing has given Sears people something more than pride in their job: *pride of ownership*. The feeling of extra responsibility that comes from having a financial stake

in their company's success.

This feeling shows itself in the devoted skill of Sears buyers. In the friendly helpfulness of Sears salespeople. In the speed and accuracy of Sears mail-order personnel. In the scrupulous care of the scientists in the Sears testing laboratory.

Of course, self-interest is by no means the *only* reason why Sears people serve you so cheerfully and well. But it does give them a powerful incentive.

They know that—by satisfying *you*—they keep feathering their nest and fostering their nest egg.

← Store Manager N. E. Rosenhauer (extreme right, front) with employees of the new Sears store at Niles, Ill. Every one of these men and women owns Sears stock.

公众微信: LBC333

#62001

## 谁拥有西尔斯？

西尔斯·罗巴克公司有超过 158000 位股东。到目前为止，西尔斯的最大股东——持有西尔斯 1500000000 股——西尔斯员工利润股份基金会。这种员工和公司利害相关的关系，正是西尔斯人会竭诚为你服务的原因。

如今，超过四分之一的西尔斯股份——约 20000000 股——为西尔斯员工储蓄和利润股份养老基金会所有。

超过 99% 符合条件的西尔斯员工（在西尔斯服务一年），都是该基金的成员。他们从退休基金得到的养老好处，可以带给他们退休后经济上极大的安全感。

利润股份，给西尔斯人不仅带来了工作上的自豪感：而且还有所有权的自豪感。公司取得成功，他们获得股份，能让他们的责任感更强。

这种自豪感和责任感体现在了西尔斯人竭诚为顾客服务上。体现在了西尔斯人的友好，乐于助人的态度上。体现在了西尔斯快速，准确地为顾客投递商品上。体现在了西尔斯测试实验室科学家们谨慎的态度上。

当然，个人利益，绝不是西尔斯人愉快地为你服务的唯一原因。但，它确实给了西尔斯人一个强大的诱因。

他们知道——通过满足你——他们就能过的更好，得到更多的养老金。

← 商店经理 N. E. 罗森豪尔，还有俄亥俄州，奈尔斯新店的有员工。这些人中，每位都持有西尔斯的股份。

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# 作业

## 8、“年轻之城”帮助西尔斯研发出了孩子耐穿的鞋

How the “City of Youth” helps Sears  
develop an almost kid-proof shoe

Sears, Roebuck and Co. tests its products on the most modern equipment money can buy. But for testing children's shoes, Sears adds one element: *active children*. Read how they helped perfect a remarkable new shoe.

THE Sears laboratory has over 600 research assistants at Maryville Academy in Des Plaines, Illinois.

Sears asks the children at this “City of Youth” to try on, wear and *wear out* a thousand pairs of shoes a year.

What does Sears learn from this testing? How to make better children's shoes. Take the X-15 boys' shoe for example.

The boys at Maryville wore the X-15. They scraped the soles. Scuffed the uppers. Crushed the backs. *But the X-15 lasted longer than any other shoe Sears knows about.*

The Sears laboratory was so impressed they approved the X-15 as a Sears Four Star value item.

Today you can buy the X-15 at Sears in five styles—all under \$7. Every pair carries this guarantee: *The soles and heels are guaranteed to outwear the uppers or return the shoes for a new pair free of charge.*

The X-15 shoe is one of over 20,000 individual items tested in the Sears laboratory last year. This laboratory has *absolute veto power* over any product that does not measure up to its standards. No item it rejects can ever be sold at Sears.

Shop at Sears and save. You'll be surprised at the values you'll find. They are there, thanks to the constant searching of Sears scientists. And helpers like the children at Maryville.

← *The children of Maryville test Sears shoes all year 'round. The long-wearing X-15 they tested can be found at Sears stores and in the Sears catalog. Remember, you can charge it at Sears.*

公众微信: LBC333

#62001

## “年轻之城”帮助西尔斯 研发出了孩子耐穿的鞋

西尔斯·罗巴克公司在最现代化的设备上测试它的产品。但是，为了测试童鞋，西尔斯还增加了一个条件：让孩子们亲自试穿。看这些孩子是如何帮助西尔斯研发出了不起的新鞋。

伊利诺斯州，德斯普兰斯玛丽维尔大学西尔斯实验室，有超过600位调研助手。西尔斯请“年轻之城”的儿童试穿他们的鞋，一年试穿1000双。西尔斯从这项测试中学到了什么？如何制作出更好的童鞋。就拿X-15童鞋来说吧。

玛丽维尔的儿童穿上了X-15童鞋。这些儿童穿鞋经常刮坏鞋底，磨损鞋面。但是，X-15的耐穿时间，比西尔斯知道的其他任何鞋的耐穿时间都长。X-15童鞋的品质给西尔斯实验室留下了深刻印象，他们把它称为西尔斯四星级产品。

现在，你在西尔斯能买到5种风格的X-15童鞋——全在7美元以下。每双鞋都享受以下保证：*鞋底和鞋跟保证比鞋面耐穿时间长，否则会免费为您更换一双新鞋。*

X-15童鞋是去年在西尔斯实验室测试过的超过20000件产品之一。这个实验室对任何不符合标准的产品都有绝对的否定权。被否定过的产品，西尔斯会拒绝出售。

西尔斯的产品都物超所值。你购买的产品价值会让你惊讶。由于西尔斯科学家的不断努力，以及像玛丽维尔的这些孩子们的帮助，西尔斯的产品一直拥有很高的价值。

*玛丽维尔的孩子们一年都在测试西尔斯童鞋。他们测试的耐穿童鞋X-15，在西尔斯商店及目录册中都能找到。记住，你可以用账户购买。*

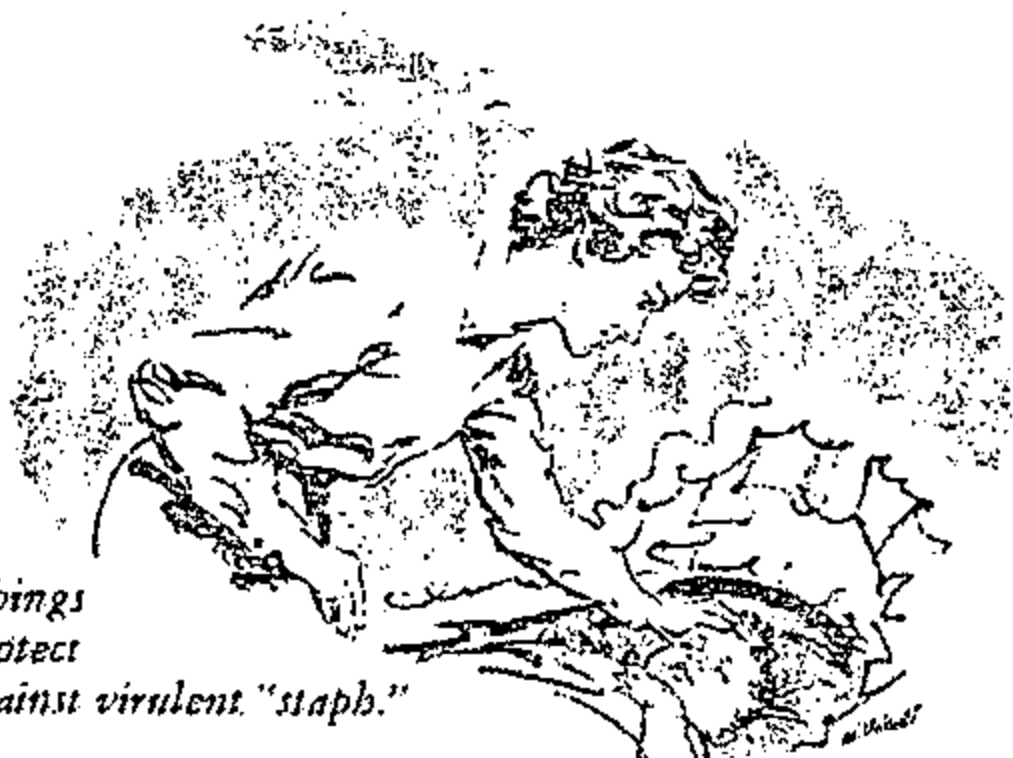
370



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# 作业

## 9、婴儿死亡，一个令人担忧的问题



*Here are some things  
you can do to protect  
your children against virulent "staph."*

### Infant Mortality an Alarming Problem

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

DEATH had to claim 16 babies in Texas before the nation accepted the idea of a new menace. Now article after article is being published about medicine's battle with the virulent staphylococci that are claiming victims. Particularly, new mothers and babies face the menace of staph infections. This is serious in view of the fact that new antibiotic-resistant staph strains are being identified in increasing numbers.

A recent medical journal reveals that doctors have noted a marked resurgence of staph caused infections of the skin, the gastro-intestinal tract and the lungs which have resulted in deaths among young infants.

Staph infection may be caused by direct contact or by contaminated objects of daily use. Scrupulous cleanliness, especially of the hands, is an important precaution against direct contact infection.

Anyone, sick or well, can carry staph and deposit it on the cleanest of surfaces. You can pick it up by touching a contaminated faucet, bowl, basin, or

bathrub. The bathroom has become a danger zone for the spread of infection. So a *true disinfectant* should be used as a bathroom cleaner. Unlike so-called "sanitizers" that may not kill all disease germs they touch, Lysol Brand Disinfectant kills disease germs including staph on contact. In laboratory tests its anti-germ action was found to last 7 full days. That is why Lysol is so important for weekly bathroom cleaning. A few drops in your cleaning solution will disinfect from one cleaning to the next as nothing else can.

Here are 3 basic steps for weekly bathroom cleaning: 1. Use Lysol in cleaning 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 any one in your family has a boil (a direct source of "staph" contamination), disinfect bathrub, basin, bowl, seat with Lysol after every use. Lysol now comes in pine scent as well as regular and a bottle costs as little as 29c.

公众微信: LBC333

#60001

你可以做一些事情, 保护孩子免受致命的“葡萄球菌”的侵扰。

## 婴儿死亡, 一个令人担忧的问题

来自: 基恩·威尔伯恩, 医疗新闻作家, 《休斯顿纪事报》

在德克萨斯州乘一种新的威胁到来之前, 已有 16 个婴儿被夺走了生命。

如今, 一篇又一篇关于医学与致命的葡萄球菌的战斗文章陆续被发表。新生婴儿和母亲受金色葡萄球菌感染的威胁最大。还有一个严重的情形, 就是医学人员发现新的耐抗生素葡萄球菌越来越多。

最近, 一篇医学杂志指出, 医生注意到, 金色葡萄球菌引起的导致婴幼儿死亡的皮肤感染, 胃肠道和肺部疾病有显著的复苏迹象。

葡萄球菌感染, 可能由直接接触或通过污染的日常用品而引发。仔细清洁, 尤其双手, 是防止直接接触感染的一个重要方法。

任何人, 不管健康与否, 都可能携带金色葡萄球菌, 并把它沾染到最干净的物体表面。你可能通过接触污染的水龙头, 碗, 盆或浴缸而感染到它。浴室里已经成为一个传播感染的危险地区。

所以真正的消毒液, 应该能用作浴室清洁剂。和其他所谓“消毒液”相比, 来苏尔能够杀死它所接触到的所有病菌, 包括葡萄球菌。

通过实验室的测试, 使用来苏尔消毒液消毒 7 天后, 它依旧有抗病菌效果。这就是为什么来苏尔在每周打扫洗手间显得如此重要。在你的清洁剂中, 滴几滴来苏尔, 消毒效果能持续到下周。

这里有每周清洁浴室的 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，在来苏尔溶液中浸泡片刻。

注意：如果你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。来苏尔新增了松木香型。原味或松木香型来苏尔，都仅售 29 美分。

658

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# 作业

## 10、让火鸡更美味...肉更多的快捷方法

For more and more millions of women,  
roasting the turkey in Reynolds Wrap  
is part of the Thanksgiving Tradition.



### Quicker Way to More Turkey Flavor... and More Meat



It's now as traditional as cranberry jelly... Reynolds Wrap to roast your turkey in. And how much better it is! Wrapped in this pure aluminum foil, your turkey can be cooked at higher heat, in much less time. And you don't have to watch it. No basting. You can relax with your guests. No oven splattering, either—the juices are sealed in. That's why you get more flavor and actually more meat when you roast in Reynolds Wrap.

Here's the tested Reynolds Wrap higher-heat method (more details in new booklet bandied to packages). Lay trussed turkey, breast up, on long sheet of Reynolds Wrap (use 18" wide Heavy Duty or join two

12" widths together by double-folding edges). Put small folds of foil over wing tips and ends of legs to prevent puncturing. Now bring foil up, overlapping edges 3" and molding to shape of bird. Place in shallow pan in a hot (450°) oven, preheated. Following are approximate roasting times:

(Ready-to-cook weight before stuffing)

- 6-9 lbs.... 2¼ to 2½ hrs.
- 10-13 lbs.... 2¾ to 3 hrs.
- 14-17 lbs.... 3 to 3¼ hrs.
- 18-21 lbs.... 3½ to 3¾ hrs.
- 22-24 lbs.... 3¾ to 4 hrs.

Now open the foil and admire your plump, golden turkey. (Meat thermometer inserted in thigh should read about 190°.) If you want it browner, roast 15 minutes more—foil open. Make gravy your usual way—and bow to the praise!

Insist on REYNOLDS WRAP, 4-to-1 favorite among household foils. Look for this Seal of Reynolds Wrap protection on packaged products. And remember this page for Thanksgiving-morning!



\* Reynolds Metals Company, Louisville, Ky. See the new dramatic ad "Cranus Day", Sundays, NBC-TV, National

公众微信: LBC333

#56001

对于越来越多的, 数以百万计的女性, 用雷诺兹包装纸烤火鸡, 是感恩节传统的一部分。

## 让火鸡更美味...肉更多的快捷方法

现在, 用雷诺兹包装纸烤火鸡...像蔓越莓果冻一样, 已经成了传统。而且, 它的味道比以前更好了! 用这种纯铝箔包装起来, 火鸡可以在更高的温度下进行烘烤, 烘烤时间大大缩短。你不需要看着它。不用再去涂油。你可以和客人闲谈。烤箱里也不会油光四溅——肉汁全被包裹了起来。这就是为什么你用雷诺兹包装纸烤火鸡时, 火鸡会更美味, 肉会更多。

这里是用雷诺兹包装纸, 在高温下烤火鸡的方法(在新的包装手册里, 可以看到更多细节)。把绑好的火鸡, 胸部朝上, 放置在一长张的雷诺兹包装纸上(采用 18 宽加厚耐用型号的, 也可以把 2 张 12 宽的雷诺兹包装纸叠起来, 边角对折)。将小号的铝箔纸裹在翅膀尖上, 以及腿的下部, 防止刺穿大张箔纸。然后, 把箔纸边缘重叠, 做成鸟的形状。放在浅盘上, 烤箱预热 450 度。下面是大致的烘烤时间:

(填充馅料之前的净重)

6 - 9 磅.....2¼到 2½小时

10 - 13 磅.....2½到 3 小时

14 - 17 磅.....3 到 3¼小时

21 磅.....3¼到 3½小时

22 - 24 磅.....3½到 4 小时

现在, 打开箔纸, 欣赏你烤的丰满, 金色的火鸡吧。(把测肉的温度计插入大腿, 此时温度应该是 190°)。如果你想让颜色更深一些, 可以再打开锡纸多烤 15 分钟。你可以用以前的方法制作肉汁一

—等着接受赞美吧!

请坚持选择目前最受欢迎的雷诺兹 4 合 1 包装纸。在包装产品区, 就能找到这种雷诺兹包装保护纸。感恩节的早晨一定要想起这篇文章的内容。

© 雷诺兹金属公司, 肯塔基州, 路易斯维尔市。星期日请看 NBC-TV 电视网络新戏剧“马戏团男孩”。

609



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# 作业

## 11、一款新型止咳药片，能从内部发挥作用——直达引发咳嗽的根源！

*Now do more than 'syrup-coat'  
the tickle in your throat!*

### New Anti-Cough Tablets Work Internally-Get To The Root Of Cough Spasms! *Stop Hacking Coughs For Hours!*

**Dramatic Relief for Coughs  
due to Colds or Excessive Smoking!  
Helps Break Up  
Bronchial Congestion!**

Your own doctor will tell you...a cough may be much more than a tickle in the throat. Most coughs have their origins lower down...below the throat area.

It stands to reason...trying to stop such hacking coughs with a syrup that merely coats the throat is like trying to put out a fire with a water pistol. *You must get to the root of the cough spasms!*

Now medical science has developed a tablet that makes it possible to do just that...*get to the root of the cough spasm.* The name of this remarkable product is DONDRIL's Anti-Cough Tablets.

DONDRIL works internally, through the bloodstream. Quickly, it controls the nerves that control coughing. DONDRIL reaches the chest area in minutes...its

special decongestant helps break up bronchial congestion. Relieves clogged nasal and sinus passages, so you can breathe freely.

An exclusive anti-allergent in DONDRIL controls allergic reactions to colds virus, dust, excessive smoking and other irritants that cause bronchial irritation. DONDRIL checks postnasal drip.

#### A TRUE SYSTEMIC MEDICINE

Thus you see that DONDRIL is a true systemic medicine that gets to the root of the cough. It is impossible for any leading cough syrup to give you the same benefits as DONDRIL. Moreover, DONDRIL contains no codeine, no harmful, habit-forming narcotics, no sugar. And DONDRIL's relief lasts for hours and hours!

The old-fashioned syrup has had its day. Now the modern way to stop coughing fast is the DONDRIL Tablet way. Get DONDRIL Anti-Cough Tablets.



# 6 3 0 0 1

众微信: LBC333

不只是“从表面”止住你的喉咙发痒

## **一款新型止咳药片，能从内部发挥作用 ——直达引发咳嗽的根源！**

**快速止住断断续续的数小时干咳！**

**高效缓解**

**由于感冒或过度吸烟引起的咳嗽！**

**帮助疏通支气管堵塞！**

医生会告诉你…咳嗽不是简单的喉咙发痒。大多数咳嗽的根源都在深处……喉咙深处。

这是显而易见的……试图用止咳糖浆包住喉咙，来阻止剧烈的咳嗽，就像试图用水枪灭火一样。你必须直击咳嗽的根源！

现在医学家们研发出一种药片……可以直击引发剧烈咳嗽的根源。这种神奇的产品就是咳美芬®。

咳美芬®止咳药片通过血液，从内到外发挥作用。很快就能通过控制神经而控制咳嗽。它能在几分钟内到达胸部……其特殊的解充血物质有助于缓解支气管充血。减轻鼻腔阻塞，从而让你能够自由呼吸。

咳美芬内含独特的抗过敏成分，能控制因感冒病毒，灰尘，过度吸烟和其他刺激物等导致支气管过敏。咳美芬还能抑制后鼻滴涕。

### **一款真正的系统性药物**

通过上面的描述，你应该知道咳美芬是一款真正的系统性药物，能直击咳嗽根源。任何知名品牌的止咳糖浆，都无法带给你和咳美芬一样的效果。此外，咳美芬不含可待因，没有易上瘾的有害毒品，

不含糖。而且它的药效能持续多个小时！

老式的止咳糖浆曾经很受欢迎。现在，是用现代方法快速止咳的咳美芬的时代了。快去买咳美芬止咳片吧。

557

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# 作业

## 12、送给特殊饮食人群的温情建议

# Gentle answer to many special diet needs

**People with diet problems caused by high blood pressure, hypertension, ulcers, food allergies are finding help in a food as old as civilization.**

The food is rice in granulated form—smooth, palatable Cream of Rice.

Medical studies prove that Cream of Rice is more easily digested than any other kind of cereal. That's why it's so considerate of tender stomachs.

And Cream of Rice is nice in other ways—it is low in fat, fortified with Vitamin B<sub>1</sub>, Riboflavin, Niacin and Iron.

Free of many allergy-producing elements—this fine cereal is tolerated by people on roughage-restricted diets. They get good, sound nourishment from easily digested Cream of Rice.

Babies who are allergic to wheat cereals often thrive on Cream of Rice. Fortified with vitamins and minerals,

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it supplies young children with food energy they use up with such speed.

Cream of Rice is a help to the creator of special diet meals, too. It cooks in just half a minute and is delightful eating so many ways—casseroles, soufflés—everything from sustaining pea soup to fluffy pudding. Diet menus are limited only by the cook's imagination. Imagine Cream of Rice with fruits, with Jell-O, with honey or figs.

Gentle Cream of Rice is a superb family food. Every member of your family will enjoy the tasty surprises you prepare with it.

So, when you have a special diet problem—or if you just like nice food—remember Cream of Rice, the cereal that's good for everyone.

**FREE!**

**Recipe Book**

"How to make a special diet taste extra special."

Just write: Cream of Rice, Department R11, West Chester, Pa.



#62001

## 送给特殊饮食人群的温情建议

因为高血压, 溃疡, 食物过敏等问题, 而需要特殊饮食的人群, 如今从一种像文明一样古老的食物中寻得了帮助。

这种食物就是颗粒状的大米——细滑, 美味的奶油大米。

医学研究证明, 奶油大米比其他任何谷物都容易吸收。这就是为什么它对胃如此温和。

而且, 奶油大米还有很多其他好处——低脂, 富含维生素 B<sub>1</sub>, 核黄素, 烟酸和铁。

奶油大米不含多种过敏成分——这种优质谷物非常适合不能吃粗粮的人。他们能从这种易消化的奶油大米中获得优质, 丰富的营养。

对小麦谷物过敏的婴儿, 对奶油大米的吸收却很好。它富含各种维生素和矿物质, 能给无精打采的孩子快速提供纯净的食物能量。

奶油大米还非常适合特殊饮食。只要半分钟就能烹饪好, 而且可以和许多食物搭配——砂锅菜, 炒菜中都可以添加。

温和的奶油大米是家庭的超级食物。你的家人肯定都会喜欢这种美味到令人惊讶的食物。

所以, 当你家需要特殊饮食时——或者你想吃美味又营养的食物时——记得奶油大米, 食物温和, 适合所有人。

**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, 奶油大米, 即可领取。

554

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# 作业



## 13、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 R61, West Chester, Pa.



公众微信: LBC333

#62001

## 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——奶油大米能为你的饮食增加特色。

因为减肥的人不能吃自己喜欢吃的食物，各种各样的饮食限制，让他很难开心起来……不仅他不开心，做饭的人也犯愁。

这就是为什么奶油大米的制造商，研发出了多种食谱，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，奶油大米比其他任何谷物都容易吸收——它不仅仅是一种易消化的谷物，也不只是一种食材。它味道美，能量高，很少有过敏反应……奶油大米研磨精细，无盐……除了多种维生素和矿物质，再无任何添加。

不管你是想让减肥的饮食，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特色，在奶油大米研发者提供的免费小册子中，你都能找到满意的答案。

许多人都知道奶油大米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，奶油大米能为全家人带去丰富的营养。

无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。

### 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 奶油大米，即可领取。 555

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# 作业

## 14、与你的健康有关的.....面包革命

### A Revolution in Bread ... and Your Health

By Frederick D. Schmalz  
Cereal Chemist



A REVOLUTION is taking place in bread, a part of the scientific revolution that is changing the world.

When you eat a slice of bread today, you can consume a good source of *complete protein*—if you eat the right bread. *Complete protein* is protein equal in quality to the protein in eggs, meat, and milk.

Protein is the building-stuff of life. Over 70 per cent of the solid part of your body, excluding fat, is protein, and you must eat new protein constantly to rebuild and renew it. If you do not, you become tired, run down, even sick.

A remarkable discovery now gives us a new bread that a responsible group of research scientists call: "A complete and good-tasting protein source."

This discovery was developed by the Wisconsin Alumni Research Foundation in Madison, Wisconsin—the scientific organization which put "sunshine" vitamin D in milk.

The discovery is V-10 Protein, a completely new protein made from natural grain sources. Scientists of the Foundation have found this new protein equivalent in nutritional value to animal protein—meat and dairy foods.

There are "good" proteins and "poor" or incomplete proteins. Protein, chemically, is composed of building blocks called amino acids,

and a good protein food must contain a vital 10 of them. Wheat does not have all these in proper amount and balance. This new grain mixture does.

Nutritionists in many big companies had spent years trying to develop a palatable grain source of complete protein with these vital 10 amino acids. Now we have it.

This new protein was named V-10 for vital 10. It was added to high protein flour to produce V-10 Protein Bread. Bread was chosen for its first wide use because bread is the one food eaten by most people at most meals.

Nutrition scientists do not consider V-10 a "diet" or "fad" bread, but consider it a substantial nutritional improvement in bread.

They are concerned about the protein deficiency of thousands of Americans—dieters and non-dieters. For example, if breakfast is slighted, it creates a hunger that makes it difficult to control the intake of food the rest of the day. Everyone must have complete protein. Six slices of V-10 Protein Bread will supply approximately 25 per cent of your daily protein requirement.

V-10 Protein Bread is near-white or gold-white—its flavor is particularly enhanced when toasted. For further information, write the V-10 Division, F. H. Peavey & Company, 760 Grain Exchange Building, Minneapolis 15, Minnesota.

公众微信: LBC333

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## 与你的健康有关的.....面包革命

来自: 弗雷德里克·D·施迈茨 谷物学家

一场面包革命即将发生, 这是一次将改变世界的科学革命。

今天当你吃一片面包, 你就可以获取丰富的完全蛋白质——如果你吃对面包。完全蛋白质是一种和鸡蛋, 肉, 牛奶中蛋白质一样的优质蛋白。

蛋白质是生命的构建材料。你身体中超过 70% 的固体部分, 不包括脂肪, 都是蛋白质。你必须摄入新的蛋白质, 不断重建和更新它。否则, 你会变得很疲惫, 甚至生病。

一个惊人的发现, 给我们带来了一种全新的面包。一群负责的科学家称之为: “一个完整, 美味的蛋白质来源。”

这是由威斯康辛州麦迪逊, 威斯康辛校友研究基金会发现的一——该科学组织把“阳光”维生素 D 加入了牛奶。”

这种发现就是 V-10 蛋白质, 一种从天然谷物中提取的全新的蛋白质。该基金会的科学家们已经发现, 这种新的蛋白质, 营养价值相当于动物蛋白质——肉和乳制品中的蛋白质。

蛋白质有“好”和“差”或不完全蛋白质之分。从化学角度讲, 蛋白质由生命的基石——氨基酸的组成。优质的蛋白质食物必须包含其中重要的 10 种氨基酸。小麦中并没有所有人体所需的适量, 均衡的蛋白质元素。而这种全新的混合谷物中有。

许多大公司的营养学家, 都曾花数年时间, 试图找到一种包含 10 种重要氨基酸的美味的完全蛋白质来源。现在, 我们找到了。

这种全新的蛋白质被称为 V-10, 暗示含有重要的 10 中氨基酸。把它添加到高蛋白质面粉中, 就可以制作 V-10 面包。面包的种类很

多，因为面包是大多数人吃饭时吃到的最多的食物。

营养学家并不认为 V-10 是一种“可以用来减肥”或“看起来很时尚”的面包，而是一种营养非常丰富的面包。

他们担心许多的减肥或不减肥的美国人缺乏蛋白质。比如，如果早餐不吃好，人就会感到饿，就难以控制午餐和晚餐的摄入量。每个人都必须摄入完全蛋白质。6 片 V-10 蛋白质面包，就能提供大约 25% 的完全蛋白质日常需求量。

V-10 蛋白质面包是接近白色或金白色的面包——烤一下，味道会更美。想获取更多信息，请写信到 V-10 部门 F H 百威公司，760 谷物交易大楼，明尼阿波利斯，明尼苏达州 15。

541

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# 作业

# 15、制造立可舒需要 336 个小时—— 但是，第一瓶免费

## 336 HOURS

Are Required to Make Liguozon—Yet the First Bottle Is Free.

We spend 16 days and nights to create the virus which you find in Liguozon. During all of that time it requires a complete apparatus, and still more. At the end of the month we get one cubic cent of Liguozon for each 1,350 cubic cent of gas used.

The process has, for more than 24 years been the constant subject of scientific and chemical research. The object is to take gases which are poisonous, to give nerve foods and blood foods, and to convert their virtues into liquid soluble form.

The main result is to get into a liquid and thus into the blood, a powerful, yet harmless germicide. And the product is so helpful—as good for you under any condition—that even a weak person feels its instant benefit.

Liguozon is not made, like medicine, by combining acids and drugs; nor is there any alcohol in it. Its virtues are derived solely from gas, made in large part from the best oxygen producers. Nothing but gas enters into it.

### Used the World Over.

During the past two years, this remarkable product has sprung into world-wide use in the treatment of germ diseases. It is used more generally than any remedy ever used before.

Millions of homes in America know from experience what Liguozon can do. One home in two—wherever you go—has seen one whom Liguozon has cured. And in numberless homes where Liguozon is daily used, relief has been experienced.

But there are millions of others who don't know Liguozon yet. Many still cling to medicine for what medicine cannot do. Many remain sick without knowing how easy it is to get well. We probably talk too far there.

Now our neighbors—your friends—can tell you what Liguozon has done. Please ask them about it. Then try to believe that what it has done for millions it is bound to do for you. Ask for a bottle

to try. Please issue, if our expense what the "miraculous" product costs to you. Then, for the good of all, let others know it, as others will tell you.

### We Paid \$100,000

For the American rights to Liguozon, and the rights in other countries were sold for proprietors' name. We respect this fact to indicate the value of Liguozon—the value to you. How have we ever before paid such a price for any disease-cure in the history of medicine?

We had not told you that we passed Liguozon well before buying it. For years it was tested through physicians and hospitals, in this country and others. It was employed in every stage of every germ disease, in all the most difficult cases imaginable. With thousands of failures, considered incurable, we proved that it did what medicine could not do. Then and then only, did we pay the price.

Somehow we have accumulated \$2,000,000 to make Liguozon known. We have bought the first bottle and give it free to every sick one we learned of. Then people told others, and the others told others. The result is that Liguozon is now more widely employed than any medicine ever was. And no one can doubt that it is doing more for such diseases than all the drugs in use combined.

### Kills Inside Germs.

The greatest value of Liguozon lies in the fact that it kills germs in the body, without killing the tissues, too. And no one knows whether any other drug that kills germs in a patient, and it cannot be taken internally. For that reason, medicine is almost helpless in any germ disease.

Liguozon is a germicide so powerful that we put it in every bottle at the cost of \$1.00 for a disease germ that it cannot kill. Yet it is not easy to harness, but of wonderful benefit—better than anything else in the world for you. No one is so well that he cannot be helped by it.

The reason is that germs are very tenacious and Liguozon—also an excess of

oxygen—is deadly to vegetable matter. To the human body Liguozon is exhilarating, invigorating purifying—the most good for the most helpful thing possible. But to germs it is a certain destroyer, and these facts are true of nothing else in existence.

### Germ Diseases.

There are the known germ diseases, all due to germs or to the poisons which germs create. These are the diseases to which medicine does not apply, for drugs cannot kill inside germs.

All the medicine can do for these troubles is to act as a tonic, aiding Nature to overcome the germs. But some results are indirect and uncertain, depending on the patient's condition. A cure is always doubtful when drugs are used, and some of these diseases are almost incurable.

Liguozon has simply proved its power to destroy the cause of these troubles. Every disease in this list has been cured with it, so often that we have come to believe that results are almost inevitable. Our faith in the product is so great that in any of these diseases—no matter how difficult—we gladly send to every patient who asks it, a guarantee, covering a two month trial.

- |                            |                  |
|----------------------------|------------------|
| Amnesia                    | Eye Inflammation |
| Anthrax                    | Flu              |
| Ascariasis                 | Gas              |
| Bacterial Dysentery        | Headache         |
| Bacterial Typhoid          | Hemorrhoids      |
| Cholera                    | Indigestion      |
| Cholera Infantum           | Intestinal Worms |
| Cholera Sicca              | Jaundice         |
| Chorea                     | Measles          |
| Chronic Bronchitis         | Meningitis       |
| Chronic Diarrhea           | Mumps            |
| Chronic Dysentery          | Nerve Pain       |
| Chronic Gastritis          | Paratyphoid      |
| Chronic Intestinal Catarrh | Scarlet Fever    |
| Chronic Intestinal Ulcer   | Scurvy           |
| Chronic Nephritis          | Sore Throat      |
| Chronic Otitis Media       | Stomach Pain     |
| Chronic Otitis Externa     | Stomach Ulcer    |
| Chronic Rhinitis           | Strabismus       |
| Chronic Sinusitis          | Tetanus          |
| Chronic Tonsillitis        | Typhoid          |
| Chronic Uteritis           | Typhus           |
| Chronic Vaginitis          | Whooping Cough   |
| Chronic Vulvitis           | Yellow Fever     |

All diseases are cured with Liguozon—its action is so powerful that it kills germs in the body, without killing the tissues, too. And no one knows whether any other drug that kills germs in a patient, and it cannot be taken internally. For that reason, medicine is almost helpless in any germ disease.

### One Bottle Free.

The way to know Liguozon, if you have never tried it, is to ask for a bottle free. We will then send you one bottle as a local druggist for a full-size bottle—4 for bottles—and will pay the druggist ourselves for it. This applies only to the first bottle, of course—to those who have never used it.

This offer applies not only to those who are sick, it is open to any one who wants to feel better—who desires to keep well. Every home has a hundred uses for Liguozon. Every person would be better for using it daily, as we do.

The acceptance of this offer places you under no obligation. We simply wish to convince you, to let the product itself show you what it can do. Then you can judge by results as to whether you wish to continue.

This offer itself should convince you that Liguozon does as we claim. We would certainly not buy a bottle and give it to you, if there was any doubt of its value. You want these results, you want to be well and to keep well. Then be fair with yourself, accept our offer today. Let us show you, at our expense, what this wonderful product means to you. Liguozon costs 50c and \$1.

**CUT OUT THIS COUPON**

For this offer may an order apply. Fill out the blank, and mail it to the address below. Complete address—no return.

My disease is \_\_\_\_\_

I have never used Liguozon, but you will supply me a first bottle free of charge.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

All physicians or druggists, or retailers of Liguozon will be gladly supplied for a trial.



## 制造立可舒需要 336 个小时 ——但是，第一瓶免费

为了研发立可舒独特的功能，我们花了 14 个昼夜。在这期间，我们投入了巨大的设备，技术和人力。两个星期后，我们从 1250 立方英尺的气体中提取出了 1 立方英寸的立可舒。

制作立可舒，一直是科学家和化学家 20 多年来的研究主题。目的是从气体中提取出杀菌，滋补，营养神经和血液的物质，并把它们转化成稳定的液体形式。

最主要的结果就是先溶解在液体中，然后进入血液，这是一种强有力，却不会造成任何伤害的杀菌剂。并且这种产品对于任何状况下的人都有帮助，甚至一个身体健康的人都能立刻感觉到它的效用。

立可舒并不像药物那样通过酸性物质和药物混合而成，也不含任何酒精。立可舒的优点完全来源于气体，大部分由最好的氧气生产商制造。里面除了气体，什么都没有。

### 世界各地都在广泛使用

这种产品在过去的两年间，立可舒已经被世界各地的人们用来治疗细菌疾病。比其他之前的任何药物使用范围都广。

现在，使用过立可舒的数百万家庭都知道了立可舒的好处。每 5 个家庭中，就有 1 个家庭成员被立可舒治愈。无数家庭现在已经把立可舒作为日常用药，疾病几乎都消失了。

但是，现在还有很多人不知道立可舒。许多人还在依赖药物来治疗药物无法治疗的疾病。许多人还在生病，因为他们不知道立可舒的效果多么明显。我们发布这个广告就是为了给他们提供立可舒。

你的邻居，朋友都有可能得到过它的帮助。如果你还不知道这个产品的威力，可以去问问他们。然后试着去相信，立可舒对世界各地数百万病人都有效，那么对你肯定也有效果。请亲自看看这款神奇的产品能给你带来什么，费用我们来承担。然后，把它的好处告诉别人，就像用过的人告诉你一样。

### 我们支付了 100000 美元

立可舒在美国，以及在其它国家的销售权，都是以相应比例的金額进行购买的。我们之所以要提及这个事实，就是想要表明立可舒的价值——对你的价值。之前从来没有人为了某种治愈疾病的发明投入这么多资金。

我们不需要再向您赘述，在购买立可舒之前，我们已经证实过它的效果了。因为多年以来，它已经通过美国和其它国家的医生和医院试验。它在细菌疾病的每一个阶段都可以使用，在最严重的情况下也都能实现其效果。通过成千上万个曾经被认为无法治愈的康复病人，我们便可以证明，立可舒可以做到药物无法做到的事情。这样，只有这样，我们所支付的钱才是值得的。

从那时以来，我们已经花了将近 200 万美元来使立可舒为世人所知。我们购买第一瓶之后，将它免费送给每一位我们知道的病人。这些人会告诉其他人，而其他人又会告诉其他的人。最终的结果是：现在立可舒的使用率已经比其它任何药物都高了。并且没有人会质疑立可舒为病人带来的效果，它比所有药物混合在一起使用的效果都大。

### 杀死内部细菌

立可舒最大的价值在于它在杀死体内细菌的同时，不会杀死健康组织。没有其他任何方法能做到这点。任何能杀死细菌的药物都

是毒药，不能内服。因此，药物对任何细菌引起的疾病几乎都束手无策。

立可舒是一种杀菌剂，这点毫无疑问，所以，我们敢在每个立可舒瓶子上都印有，如果有一种细菌我们无法杀死，我们会赔偿 1000 美元。它不仅无害，而且还具有神奇的好处——这些好处，世界上任何其他杀菌剂都无法带给你。一个人，不论他有多么健康，都可以从这款产品受益。

原因是，细菌都是植物性的；立可舒——就像浓浓的氧气——对植物性物质有致命的伤害。对人体，立可舒则有活化细胞，振奋精神，排除毒素的效果——它可能是人体最需要，对人体最有益的物质。但是，它对细菌则有强大的摧毁力，确定无疑。

### 细菌疾病

现在已知的细菌疾病，都是因为细菌或细菌产生的毒素引起的。这些疾病并不适合用药物治疗，因为药物无法杀死内部细菌。

所有那些说能够治疗细菌疾病的药物，都是一些滋养品，帮助身体打败细菌。但是，这些效果都不是直接的，而且也很不确定，因为它取决于病人的身体状况。使用的药物是否有疗效，很难确定，并且有些细菌疾病药物永远也无法治疗。

而立可舒可以摧毁这些疾病的根源。列表中的这些疾病，经常被立可舒治愈，我们相信它几乎是百分之百见效。我们对立可舒治疗下列疾病的效果信心十足——不管这些疾病有多么难以治愈——我们很愿意，送给任何需要它的人去试用两个月，我们愿意给任何病人绝对的保证。

哮喘

脓肿——贫血

支气管炎

甲状腺肿——痛风

枯草热

肾脏疾病

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血毒	流行性感冒
布赖特氏病	肝脏疾病
肠道问题	疟疾—神经痛
咳嗽—感冒	多种心脏问题
肺癆	痔疮—肺炎
疝气—义膜性喉炎	胸膜炎—扁桃腺炎
便秘	风湿
粘膜炎—癌症	淋巴结核
痢疾—腹泻	皮肤疾病
头皮屑—水肿	胃病
消化不良	喉咙疾病
湿疹—丹毒	肺结核
发烧—胆囊结石	肿瘤—溃疡
妇科疾病	

所有因为发烧引起的疾病—所有炎症—所有黏膜炎—所有感染性疾病—所有由于血液感染引发的疾病。

对神经衰弱，立可舒能起到振奋精神，起到任何药物都无法达到效果。

### 50 美分瓶装——免费

如果你需要立可舒，而且之前没有用过，请邮寄下面的优惠券给我们。我们会给你寄一瓶立可舒的订购单—50 美分装，你可以去当地药店免费领取，费用我们支付。这个优惠只限从未使用过立可舒的人，每人只能领 1 瓶。

立可舒不仅适用于需要治疗的患者，而且适用于任何想感觉更好的人——任何想保持健康的人。立可舒在家庭的方方面面都能用得到。任何每天都使用它的人，都会越来越好，就像我们一样。

接受这份提议，你不用承担任何义务。我们只是希望你相信它的效果；让产品自己告诉你它的效果。之后，你就会根据效果来决定是否会继续使用它。

这个提议本身就能向你说明，立可舒能达到我们说的效果。如果我们对它的效果有任何怀疑，我们肯定不会购买一瓶，免费赠送给你。你想要这些结果；你想摆脱疾病，永远健康。那么，请接受这份提议吧。让我们花我们的钱，向你展示它能带给你的神奇效果。

立可舒有两种价格装，分别是 50 美分，以及 1 美元装。

**请剪下这张优惠券**

因为这个提议可能不会再有了。请立即填表，并把它邮寄给我们。芝加哥沃巴什大街 458-464 立可舒公司。

我的地址是 \_\_\_\_\_

我之前从未用过立可舒，但是如果你免费寄一瓶 50 美分的立可舒给我，我愿意接受。

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

XYZ

请写明详细地址

我们愿意给没有用过立可舒的所有内科医生或医院提供测试装。

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# 作业

## 16、“事实”减肥法成功了,而“流行” 减肥法失败了!

Are 60 million overweight Americans passing up  
the simplest and safest reducing plan of all?

*“Fact” diet succeeds  
where “fad” diets fail!*

by Robert S. Kleckner



It is seriously disturbing to realize that, according to insurance tables, nearly half of our adult population today is concerned with overweight. Yet, from the medical viewpoint, the vast majority of these cases are simple and uncomplicated . . . and can be easily, permanently corrected.

In the fight against excess poundage, the basic fact to face up to is the uncompromising medical opinion that most cases of overweight are the direct result of overeating. “Going on a diet” is a widespread national habit, with an estimated 16 to 17 million followers at any given time. No wonder there is a constant parade of fad or miracle diets to tempt the unwary.

Of course, another incontestable fact is that, to take off extra pounds and *keep* them off, you must reduce your daily caloric intake. Fewer calories, fewer pounds . . . it's as simple as that. For when you go beyond the limit of calories your body can use each day, the overage is stacked on as fat.

But *within* that daily limit, you can keep your body weight where it belongs, and still have fun at the table. Foods you really *enjoy* eating can provide the nourishment and energy your body needs. Naturally, it isn't wise to use up your calorie quota in a single big meal. And *particularly*, it isn't wise to skimp at breakfast.

In fact, nutritional authorities consistently advise a nourishing breakfast for dieters every day. That's where a fine high-protein oatmeal breakfast enters the diet picture. For while an average serving of hot, delicious oatmeal with sugar and milk adds up to only 210 calories . . . it provides 9 whole grams of high-quality protein.

With a good, stick-to-the-ribs breakfast like this, a weight-watcher can feel well-fed and satisfied, all morning long. No nibbling or mid-morning snacks required, or even missed.

It really works.

One of a series by the makers of Quaker Oats, Mother's Oats, and Mother's Oats with Premiums . . . America's favorite oatmeal for generations.

公众微信: LBC333

#57001

6000 万超重的美国人，是不是错过了最简单，最安全的减肥计划？

## “事实” 减肥法成功了， 而 “流行” 减肥法失败了！

来自：罗伯特·S·克莱克纳

据保险表显示，我国成人群体中，将近一半的人都超重，这个事实令人忧心。然而，从医学的角度来看，大多数超重的人，想减肥都很简单……而且轻松，不反弹。

在减肥之战中，我们要面对一个基本事实，那就是大多数情况下，超重是暴饮暴食的直接结果，这是一个不争的医学观点。“减肥”已成为很多人的习惯。任何时候，估计都会有 1600 至 1700 万减肥的人。难怪，一些时尚或奇迹的减肥方法，总能吸引一大批人。

当然，另一个无可争辩的事实是，要减去多余的脂肪，并保持身材，你必须减少每天的卡路里摄入量。更少的热量，更轻的体重……就这么简单。因为，当你一天的摄入超过你身体每天能消耗的卡路里时，脂肪就会开始堆积。

但是，如果摄入量在基础代谢范围内，你就能保持体重，还能享受美食。你真正喜欢吃的食物，能为你提供身体所需的营养和能量。当然，一顿大餐就吃掉你身体一天能消耗的卡路里，不是一个明智的做法。特别是，不好好吃早餐。

事实上，营养专家一直建议，减肥者每天都要吃营养的早餐。这就催生了高蛋白燕麦片早餐。因为，一般一顿加了糖和牛奶的热腾腾的美味燕麦片早餐，热量只有 210 卡路里……它包含了 9 克高质量的蛋白质。

吃一顿这样的营养丰富，饱腹感强的早餐，减肥者一上午都会



很满足。上午就不需要再吃零食了。

真的很有效。

桂格燕麦系列制造商之一，母亲燕麦片，美国男女老少最喜欢的燕麦片。

593

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# 作业

# 17、“去年夏天，中西部停止了打喷嚏”

## “Last Summer The Midwest Stopped Sneezing”

Good news for hay fever sufferers:

If you lived in New York last summer, and you had hay fever, what did you do? You went to the mountains, \$200. Or you took all kinds of sprays, \$100. Or you sneezed.

If you lived in Missouri and you had hay fever, you didn't have to go to the mountains, or to the coast, or across the back Allegheny \$1.50.

Allerest is a remarkable new allergy tablet that was market-tested in the Midwest last summer to see how well it would sell. The results were astonishing: at the height of the hay fever season, druggists all over the Midwest had run out of Allerest.

What's happened? To understand why Allerest works, consider what hay fever is. It is an allergy, set off by pollen. (And what is pollen? The male fertilizing agent of the flowering trees, grasses, weeds.) Some people react to pollen, others don't. It's a matter, in part, of heredity; if you do react, pollen sparks the release of histamine and histamine is released, causing the capillaries. The body reacts to histamine by producing mucus, nasal congestion, lacrimation, watery nose, itching of the eyes. You've got hay fever, and you've got it bad.

Now, however, you can understand why Allerest works. Consider what hay fever is. It is an allergy, set off by pollen. (And what is pollen? The male fertilizing agent of the flowering trees, grasses, weeds.) Some people react to pollen, others don't. It's a matter, in part, of heredity; if you do react, pollen sparks the release of histamine and histamine is released, causing the capillaries. The body reacts to histamine by producing mucus, nasal congestion, lacrimation, watery nose, itching of the eyes. You've got hay fever, and you've got it bad.

Part of the virtue of Allerest is what it doesn't have. Unlike most cold tablets and capsules, it contains no aspirin or other analgesics (many people are allergic to these). No poison. No habit-forming or other habit-forming drugs. There are no side effects for most people.

Do you have summer colds? This summer millions of Americans will find Allerest calms the cough, the sneeze, the tears, the runny nose, the itchy eye of allergy, whether induced by pollen, dust, feathers, dogs, cats, or your wife's make-up. The summer cold (and winter's too) is often an allergy. One way to tell: if you have frequent colds, three or more a year, the chances are good your cold is an allergy. Take Allerest!



公众微信: LBC333

#52001

## “去年夏天，中西部停止了打喷嚏”

### 送给花粉过敏者的好消息：

如果你去年夏天住在纽约，而你花粉过敏，你做什么了？你是不是花了 300 美元去山上疗养？或者花了 500 美元，去海上航行。或者，你只能忍受不停地打喷嚏。

如果你住在密尔沃基，你患有花粉病，你不用去山上，或海上。你只要花 1.25 美元，买个抗组胺就可以。

抗组胺是一种神奇的新型过敏药片，为了确定它是否受欢迎，去年夏天，在中西部地区进行过市场测试。结果非常惊人：在花粉病盛行的季节，中西部所有药店的抗组胺都销售一空。

什么是花粉病？为了理解为什么抗组胺有效，我们首先要明白什么是花粉病。它是一种因为花粉引起的过敏。（什么是花粉？花，草等的雄性生殖细胞。）有些人对花粉过敏，而有些人不会。在某种程度上，这是一种遗传症状。

如果你对花粉过敏，花粉就会攻击你的粘膜，组胺会被释放出来，扩张毛细血管。身体组织采取应对措施，因而会出现突如其来的喷嚏、鼻塞、流泪、流鼻涕、眼睛痒等症状。此时，你就得了花粉病，严重的花粉病。

**抗组胺的效果：**抗组胺会尽可能从根源上治疗所有的过敏反应。两类抗组胺共同发挥效果。血管收缩以及解充血成分，能够收缩毛细血管，收缩鼻粘膜。这种神奇的药物，还能治疗咳嗽，振奋精神，赶走困倦。该药物中还包含丰富的维生素 C 以及钙，能加强毛细管的抵抗力。

抗组胺的一部分好处来源于它没有的东西。和大多数感冒药片和胶囊不同的是，它不含阿斯匹林，或其他止痛药的成分（有些人

对这些成分过敏)。没有咖啡因。没有巴比妥酸盐或其他易上瘾的药物。对大多数人来说都没有副作用。

**你夏天感冒吗?** 今年夏天, 数以百万计的美国人将会发现, 抗组胺止住了咳嗽, 打喷嚏, 眼泪, 流鼻涕, 眼睛过敏发痒, 不管是花粉、灰尘引起的, 还是狗、猫的毛或你的妻子的化妆品引起的。夏季的感冒(以及冬季的感冒)往往也是过敏引起的。

告诉你一个方法: 如果你经常感冒, 一年感冒 3 次, 甚至更多, 那么你的感冒很可能就是过敏引发的。赶快服用抗组胺吧。

**抗组胺治疗过敏**

561

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# 作业

## 18、关于新经济型汽车你应该知道的事

### Some Things You Should Know About the New Economy Cars



**I**F YOU THINK Detroit's new compact cars are all of a kind, you're in for a large surprise.

For instance, only *one* of Detroit's new compact cars was proved over every mile of U.S. numbered highway before its public introduction.

Only *one* of Detroit's three new compact cars gives honest-to-goodness, 6-passenger comfort.

Only *one* of these new compact cars is priced up to \$124 less than other 6-passenger compact cars in its field.\*

This economy car is the Ford Falcon, the New-size Ford that gives you more than *twice* as much trunk space as rear-engine cars... nearly 24 cubic feet... room for *all* 6 passengers' luggage. And the Falcon gives you *full* 6-passenger room. There's no gearshift coming up out of the floor to crowd and annoy the middle front-seat passenger. Instead of being priced the *same* as other cars in its field, though, a Falcon is priced *lower*—up to \$124 lower than other comparable 6-passenger models.\* Falcon is America's lowest priced 6-passenger car.

Falcon savings only *begin* with a lower price. You get up to 50 miles per gallon with regular gas... aluminum mufflers normally last twice as long as the ordinary kind... important items such as arm rests, sun visors and coat hooks are standard... you don't need power brakes or power steering with the easy-handling Falcon... and thanks to lower-cost servicing, you can enjoy insurance savings up to 15%.

Here's another thing you may not know about the economy-car market. In addition to a compact economy size, Ford offers a *large* economy size... the Fairlane 500. This value leader of the industry has increased shoulder, hip and leg room generously. It's designed for those who want savings like the Falcon's, but in luxury-car size, and with the Thunderbird's kind of styling, power and performance. And yet this Fairlane 500 is priced \$142 less than last year.\*\*

With the Falcon and the Fairlane 500, Ford brings you *two* new low-price fields... the economy and value choice of a lifetime.

\*Price-comparisons are based upon manufacturers' suggested retail delivered prices.

公众微信: LBC333

#60001

## 关于新经济型汽车你应该知道的事

如果你认为底特律新的小型汽车都一样，那么，事实一定会让你大吃一惊。

比如，底特律的新经济型汽车中，*只有一种*会在美国编号高速公路进行测试，证明后，才推向市场。

底特律 3 种新经济型汽车中，*只有一种*能真正让 6 个乘客都坐得舒服。

这些新经济型汽车中，*只有一种*比同领域中其他 6 座的经济型汽车，便宜 124 美元。

这种经济型汽车就是福特猎鹰，这种新容量的福特汽车，后备箱空间是后置引擎汽车的 2 倍……近 24 立方英尺……能容纳 6 名乘客的所有行李。

“猎鹰”内部空间，能让 6 名乘客舒服地乘坐。在地板上，没有突兀的换挡杆占用空间，影响中间前排的乘客。“猎鹰”没有和同领域其他汽车销售一样的价格，而是比其他同类型的 6 人乘经济型汽车价格定价低 124 美元。\*猎鹰是美国 6 座汽车中定价最低的。

“猎鹰”更低的价格，只是给你省钱的一个开端。每加仑普通汽油，可以让你行驶高达 30 英里……镀铝消声器是普通消声器寿命的 2 倍……扶手、遮阳帘和外套挂钩等重要配件全部是标准品质……用操作方面的猎鹰刹车杆和方向盘，你能不费力地轻松驾驶。由于低成本的服务，保险方面，可为你节省高达 15%。

关于经济型轿车市场，有一件事你可能也不知道。那就是，尽管是紧凑的经济型尺寸，福特提供了一个经济型的大空间……福特野马 500。这个行业领袖型高值汽车，极大地增加了内部空间。这是



鸟汽车一样的样式，功率和性能的人而设计。而且，野马 500 比去年定价还低了 42 美元。\*

福特为你带来了汽车领域内 2 款新型经济型汽车，猎鹰和野马——绝对是你的超值选择。

\*文内价格比较是基于制造商给零售商的建议售价而定。

484

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# 作业

# 19、你拥有汽车.....还是汽车拥有你？

## Do You Own Your Car... Or Does Your Car Own You?

by **GEORGE ROMNEY**  
*President  
American Motors Corporation*

If you are losing the battle of the budget, the culprit may be sitting in your driveway.



For the average American family spends 10% of income after taxes to keep the big family "box" going, according to surveys. Some actually spend a full half of income for the questionable privilege of driving a big, chrome-plated, gas-hungry car. Overweight, expensive cars are keeping millions of families "broke," because the car owns the family, instead of the family owning the car.

### Look at your car budget

Have you totaled up the expense of running your car? Many motorists are shocked to discover that their big cars are costing them as much as \$1500 a year, counting gasoline, oil, depreciation and other incidentals.

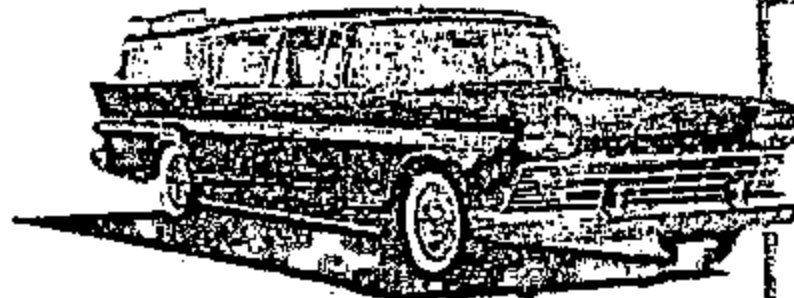
### Rambler can cut car expense in half

If you could cut your car expense in two—as many Rambler owners report

—and still have all the room and comfort of a big car—think what that extra money could do for your family. It would pay a good share of a year's college education . . . or renovate your kitchen with new appliances . . . or help buy a trip to Europe, Hawaii, or South America . . . or, if you are one of the millions of suburban families who desperately need a second car, you could afford two Ramblers for what it now costs you to keep one big car.

### Intelligent buyers make Rambler first in sales gains

Rambler sales are up 69% over last year, because thoughtful buyers realize that Rambler savings can make possible more of the good things of life for their families. Rambler gives the highest gasoline mileage, and depreciates less than any other American car. Furthermore, our customers are discovering its modern single unit construction makes it more fun to drive and superior in its basic values. Drop in and see your Rambler dealer today. Prove to yourself that it's not only easier on your pocketbook, it's lots more fun to drive a Rambler.



Rambler 6 Cross Country Station Wagon at left is one of 19 models, 3 wheelbases: 100-inch, 105-inch, 117-inch. See your Rambler dealer.

*American Motors Means More for Americans*  
公众微信: LBC333

#58001

## 你拥有汽车.....还是汽车拥有你？

来自：乔治·罗姆尼

美国汽车公司总裁

如果你的生活预算总是超支，罪魁祸首可能是你的汽车。

据调查显示，一般家庭会花税后收入的 10%，来维持这个家庭“大巴”的开销。有些家庭耗油量大的车，可能会占到家庭开销的一半。超重，昂贵的汽车，让数百万家庭“破产”，因为这些汽车拥有家庭，而不是家庭拥有汽车。

### 看看你的汽车预算

你计算过你的汽车总开支吗？许多车主惊讶地发现，他们笨重的汽车，每年成本竟高达 1500 美元，包括燃油费，折旧费和其他杂费。

### 漫步者能把汽车开销降低一半

如果你能把汽车的成本降低一半——像许多漫步者车主那样——却依然拥有同样的空间，同样舒适的体验——想想，用节省的钱能为家人做多少事。省下的钱足够一大部分大学学费……或者给家里的厨房更换新电器……或者带家人去旅游，可以去欧洲，夏威夷，或南美洲。或者，如果你和其他许多家庭一样，迫切需要一辆车，你可以用购买现在一辆大车的钱，购买 2 辆漫步者。

### 聪明的买家，把漫步者当作省钱的第一来源

漫步者的销售额比去年增长了 69%，因为顾客都意识到漫步者为他们省下的钱，可以为家人购买更多好东西。漫步者能提供最高

的汽油行驶里程，而且比美国其他任何汽车贬值都慢。此外，我们的客户发现，漫步者现代化的设计，使得它的驾驶体验更好，更有优越感。今天就去漫步者经销店看看吧。亲自证明一下，它不仅能给你省钱，还能带给你更多驾驶乐趣。

左边是漫步者 19 个车型之一：漫步者 6 越野旅行车，3 轴距分别是：100 英寸，108 英寸，117 英寸。可以到漫步者经销店去看看。

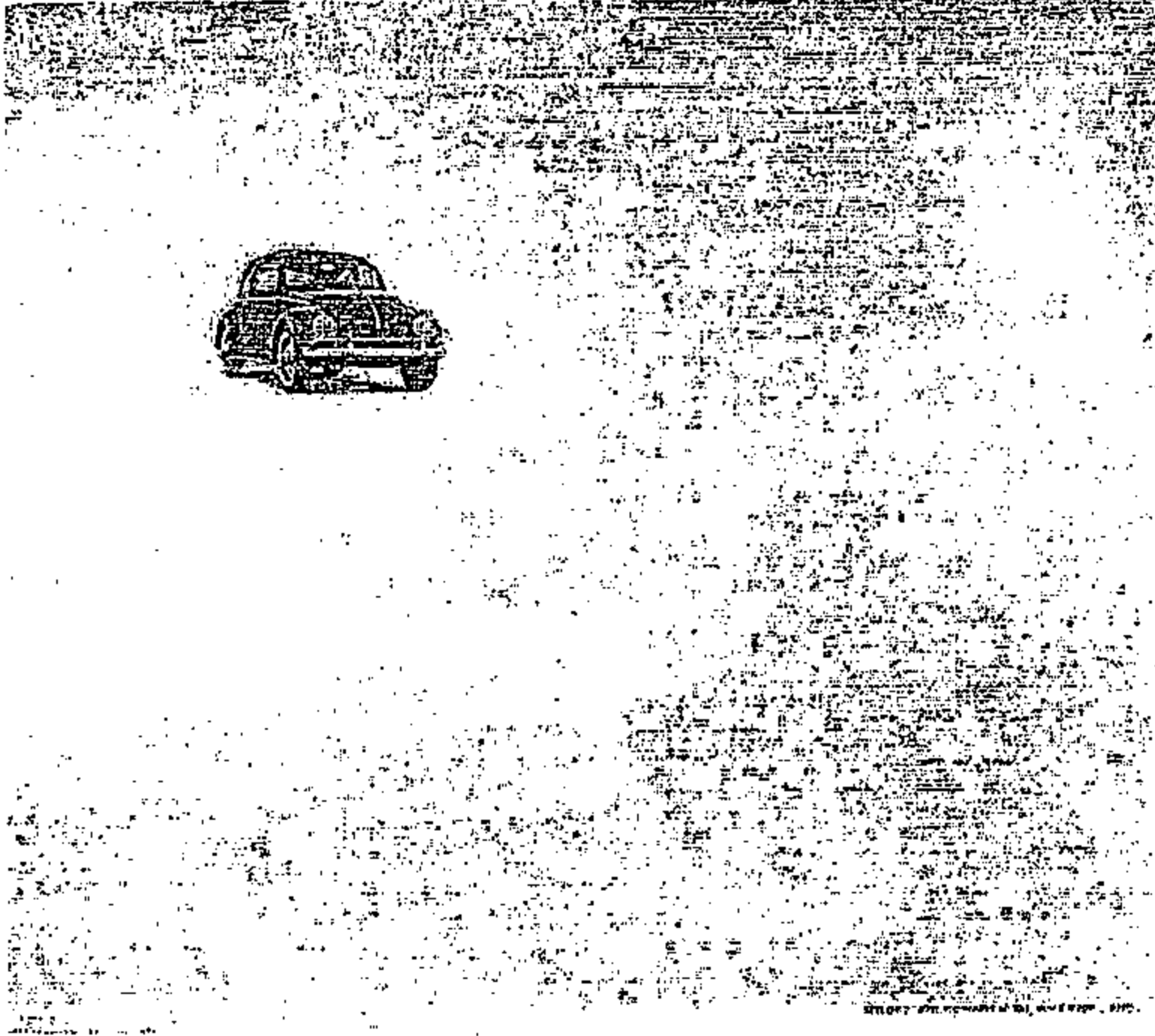
*美国汽车公司更懂美国消费者*

521

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# 作业

## 20、想想还是小的好



### Think small



Our little car isn't much of a novelty anymore.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little fiver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

公众微信: LBC333

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old Volkswagen for a new one.

Think it over.

#62001

## 想想还是小的好

我们的小车没有太多的创新。

也坐不下很多人。

加油站的人也不用问加油口在哪里。

甚至没有人关注我们的外形。

事实上，驾驶我们小车的一些人，甚至都不认为一加仑汽油能跑 32 英里。

我们用 5 品脱汽油，而不是 5 夸脱。

我们永远也不需要防冻。

或带着一套轮胎，跑 40000 英里。

这是因为，一旦你习惯了驾驶我们的经济型小车，你都不用再考虑这些问题了。

当你灵活的进入空间很小的停车场。或交很少的保险费，或支付很少的维修费用，或用旧的大众汽车换新车时，你就体会到它的好处了。

好好想想吧。

©1962 美国大众汽车

384



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# 作业



## 汽车的引擎 应该在前面，还是在后面？

发动机前置和后置的区别很大。驾驶发动机前置的汽车，和驾驶发动机后置的汽车也完全不同。经过汽车工程师们最近对许多汽车的测试，得出了以下结果。这些测试结果对美国的每位驾驶员都非常重要。

首先，测试中，发动机后置的汽车后部都明显沉重。这样不平衡的设计，会产生一种危险的驾驶特性，被称为“转向过度”，可能会放大横风，甚至减速带对汽车的影响。在畅通无阻的现代化高速公路上，汽车通常会受到强烈的横风冲击，发动机后置的汽车会变得难以控制。

另一方面，西姆卡这样的前置引擎汽车则正好相反。它们能够抵消减速带带来的颠簸，能对抗横风的冲击。这两种汽车产生这种差异的原因在于，它们自身重量分布的不同。

因为前置引擎汽车更容易控制，所以和后置引擎的汽车相比，它们带给驾驶员的疲劳感更少。

进口的后置引擎汽车和西姆卡相比，还有很多需要改进的地方。西姆卡以压倒性优势超过它们。西姆卡更长、更宽、更强大。西姆卡内部空间大，即使售价最低的款型，内部空间也能容纳下5个人。（东部及墨西哥湾进口港售价1698美元。内陆运费和地方税收额外计算）。

整体性能上根本没有可比性。《速度时代》杂志说，“西姆卡出色的抓地能力首屈一指。”《汽车生活》杂志说，“西姆卡在拐弯时十分平稳，就像在轨道上一样。”《跑车说明》杂志说，“西姆卡的性能完胜同价位其他车。”

西姆卡的故事不是短短 1 页纸就能说完了。为什么不去了解一下所有相关信息呢? 来信即可免费领取小册子。马上撕下优惠券吧, 免得忘记。

克莱斯勒汽车公司

P.O. 信箱 1919, 底特律 31, 密歇根

先生: 请寄给我一本西姆卡最新手册《前置引擎汽车相比后置引擎汽车的优势》

姓名.....

地址 .....

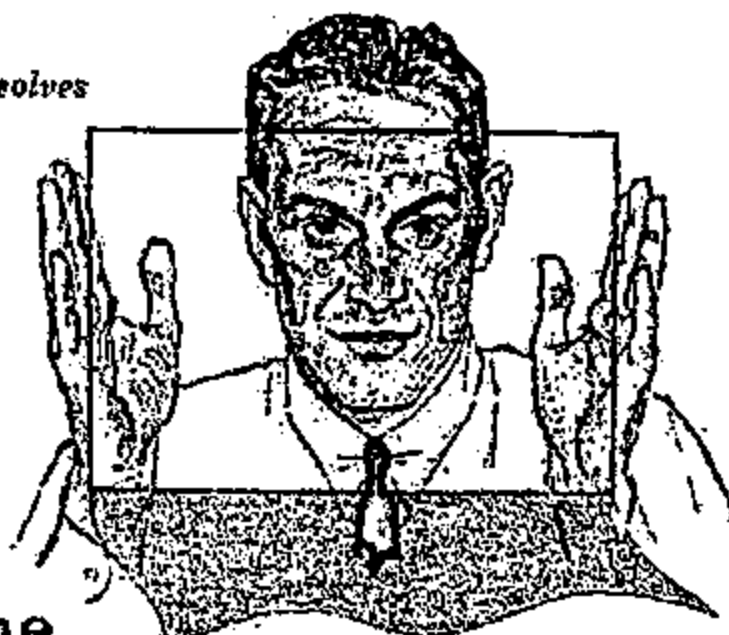
348

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# 作业

## 22、玻璃间的塑料层解决了“隐形三明治”的问题

*A plastic layer between glass solves*



### The case of the “INVISIBLE SANDWICH”

BETWEEN you and danger on the highway, there rides an “invisible sandwich” of safety. It's your windshield which is made of a tough, transparent sheet of plastic that bonds two pieces of glass together. It's the only kind of safety glass that passes the American Standards Association specifications for American car windshields. This plastic-glass sandwich is Laminated Safety Glass, and today most cars have LSG also in side windows.

The plastic interlayer in Laminated Safety Glass reduces the hazard of flying glass. A rock striking this “sandwich” may crack the glass, but the plastic layer holds the glass in a tight grip to keep it from breaking into dangerous fragments.

LSG won't “trap” you! Because of its unique ability to “give”, you can quickly kick or knock LSG out of a window frame in case doors and windows are jammed shut.

公众微信: LBC333

Your windshield is always Laminated Safety Glass. Your side windows also are LSG if you see a distinct “line” on an exposed edge. That “line” is actually the edge of the plastic present *only* in Laminated Safety Glass. If you don't find LSG in your present car, be sure it's in your next one.

And if any of the safety glass in your car is scratched, broken or chipped, see your local auto-glass dealer about replacement. The price of safe vision is very low; the cost of poor vision, incalculable!

Monsanto supplies the plastic safety interlayer used by America's leading manufacturers of Laminated Safety Glass (LSG).



#58001

Monsanto Chemical Company  
Plastics Division, Springfield 2, Mass.

## 玻璃间的塑料层 解决了“隐形三明治”的问题

高速公路上，在你和危险之间，有一层安全的“隐形三明治”。它就是用结实，透明的塑料板材把两块玻璃紧紧粘在一起的挡风玻璃。这是唯一一种通过了美国标准协会对汽车挡风玻璃的要求的安全玻璃。这种塑料-玻璃三明治是夹层安全玻璃，如今大多数汽车侧窗都安装有夹层安全玻璃。

夹层安全玻璃大大降低了碎玻璃带来的危害。当有岩石撞击这种“三明治”时，玻璃可能出现裂纹，但是里面的塑料层会牢牢抓住玻璃产生的碎片。

夹层安全玻璃不会“难为”你！因为它有独特的“给予”能力，如果门窗卡住了，无法打开，你可以把夹层安全玻璃从门框或窗框中快速地敲或推出来。

你的挡风玻璃一般都是夹层安全玻璃。如果你在侧面玻璃的裸露边缘看到了明显的“线”，说明它也是夹层安全玻璃。这条“线”，实际上就是夹层安全玻璃里面的塑料边缘。如果你发现现在车上安装的不是夹层安全玻璃，那么购买下一辆车时，一定要选带有夹层安全玻璃的。

如果你车上的安全玻璃被划伤，损坏，有碎裂处，请联系当地汽车玻璃经销商进行更换。花很少的钱，你就能得到安全；但是，如果不花这个钱，一旦发生危险，那损失将是无法估量的。

孟山都化学公司为美国各大夹层安全玻璃公司供应内部塑料安全夹层。

孟山都化学公司，塑料部，斯普林菲尔德，马萨诸塞州 461

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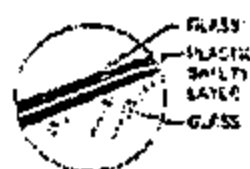
# 作业



## 23、你家的车上是否有“安全线”？

Make the "windshield safety" test

and look for the line



that identifies Laminated Safety Glass!

### Does your family's car have the "Line of Safety"?

Next time you're in your car, examine any exposed edge of glass in a window or door vent. Is there a distinctive line visible in the edge of the glass? If there is, be very glad it's there.

The line you see is actually a tough, completely transparent sheet of plastic bonded between two pieces of glass. The window is literally a "plastic-glass sandwich." It is Laminated Safety Glass.

You can't see the edge of your windshield, but you don't need to. Laminated Safety Glass is used in the windshield of every car made in the United States. Most cars provide Laminated Safety Glass in side and door windows as well. *Here's how Laminated Safety Glass helps protect you:*



Laminated Safety Glass resists shattering!

Suppose a rock was hurled against your car. If it struck your windshield—or a side window made of Laminated Safety Glass—the glass might break. *But* the tough plastic interlayer would tend to hold the glass in a tight grip and keep the broken pieces from flying apart, reducing the hazard of shattering glass. *Other* types of safety glass do not have this plastic interlayer.



Laminated Safety Glass can "give"!

The plastic interlayer also acts as a resilient cushion that reduces the shock of impact. Another advantage of this unique ability to "give" is that it allows Laminated Safety Glass to be knocked or kicked out of a window frame. Think what this could mean if you had to get in or out of your car in seconds with doors and windows jammed shut!

*You have Laminated Safety Glass in your windshield.*

*Check to see if the "Line of Safety" is in your car windows as well!*

Monsanto supplies plastic for the safety layer used by America's leading glass companies in making Laminated Safety Glass. Monsanto Chemical Company, Plastics Division, Springfield, Mass.

公众微信: LBC333

#58001

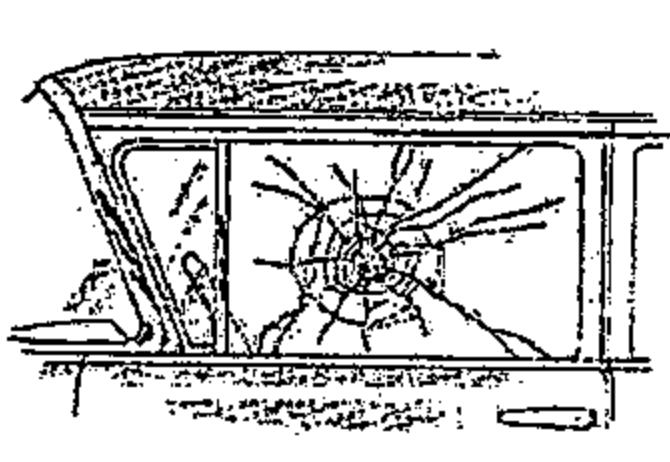
做次“挡风玻璃安全”测试，找找你的车玻璃上，有没有夹层安全玻璃标志的线！

## 你家的车上是否有“安全线”？

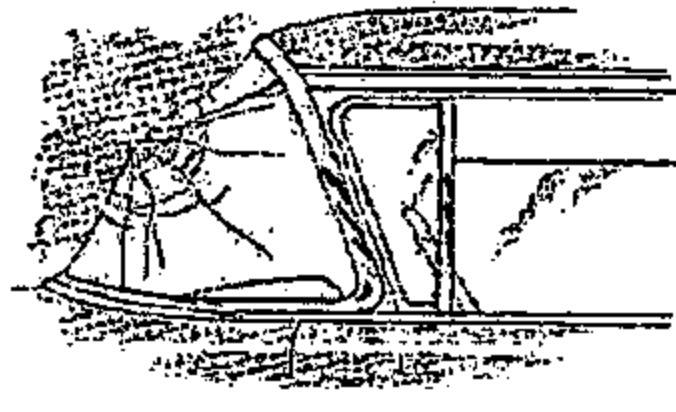
下次，你在车上的时候，检查一下你的车或窗户玻璃裸露的边缘上，是否能看到一条独特的线？如果能，很高兴你的车上安装了这样的玻璃。

你看到的实际上是夹在2块玻璃之间的一层坚实，完全透明的塑料材质。这层玻璃窗实际上是一个“塑料玻璃三明治”。这就是夹层安全玻璃。

你看不到挡风玻璃的边缘，你也不需要看到。美国制造的汽车防风玻璃，用的都是夹层安全玻璃。大多数汽车侧窗玻璃，还有门玻璃也采用了夹层安全玻璃。下面我们看看夹层安全玻璃是如何保护你的！



夹层安全玻璃防粉碎！



夹层安全玻璃能“弹出”！

假设，有一块岩石撞到了你的车上。如果它正好撞倒了你的挡风玻璃，或侧窗夹层安全玻璃上——玻璃可能会被撞碎，但是玻璃夹层中，坚实的塑料层会仅仅抓住玻璃碎片，防止碎片飞散，减少碎玻璃带来的风险。其他类型的安全玻璃，没有这层塑料夹层。

塑料夹层的作用还相当于弹性垫，能减少冲击。这种玻璃还有一种独特的优势，就是能够“弹出”，在紧急时刻，能够轻松把它

从门框或窗框取出。想想，如果你的车门和车窗都无法打开，而你必须从车里出来，这意味着什么！

*你的挡风玻璃上有夹层安全玻璃  
看看侧窗玻璃上是否也有“安全线”吧！*

孟山都化学公司，塑料部，为美国各大制作夹层安全玻璃的公司供应塑料。

573

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# 作业

## 24、眼镜：新身份的象征？

### Eyeglasses: New Status Symbol?

New respect for insight and intelligence has created a boom in, of all things, eyeglasses. But they're more than a status symbol. Read why more people than ever will have their eyes examined in the next 12 months.

**Item:** Three years ago a glamorous young actress dumfounded the experts when she refused to go on TV without her glasses. Today she is a well-known TV personality. Her distinguishing trademark—her glasses.

**Item:** A rising New York executive has excellent vision—but always wears glasses in major conferences. He says they make him feel more secure, add weight to his opinions.

**Item:** From four separate communities come reports of a "rush" on glasses by teen-age girls. Not all need them, but they all say glasses make them look sophisticated and impress their friends.

These are three small signs out of many of perhaps the biggest boom in good vision since they brought out the eye-chart in 1863. The startling fact: \$7,000,000 Americans now wear glasses.

What's behind the boom? A noted psychologist offers this explanation.

#### "Glasses belong"

"Intelligence and insight," he says, "are respected values in America today. Glasses have always been the symbol of the man who sees more, thinks clearly. Now they are also the symbol of the smart and sophisticated woman. They stand for intelligence and insight. In a word, glasses belong."

But glasses are far more than a status symbol for most Americans. Experts judge that, with TV and movies, reading, artificial light and later hours, Americans have tripped the use of their eyes

since 1960. That's one good reason to have eyes examined now.

Another, the great variety of new frames and lenses. Now you can get *tri-focals*, half-lenses, special glasses for any pursuit. (Some folks even have *howling* glasses!) What's more, some 200 new frame styles came out last year!

If you wear glasses, but got them several years ago, it may pay you to see the new improvements.

#### How to get an examination

If you've been thinking of having your eyes examined, what better time than the present? Simply phone any reputable eyecare practitioner for an appointment. It takes no more time than a dental check, and costs little indeed.

More and more top people in every field, actresses to athletes, are making eye examinations a regular habit. They get them at the same time as regular physical and dental checks for the family. It's easy on the memory that way.

#### Better Vision Institute

公众微信: LBC333

How Often Should Eyes Be Examined?

Follow the advice of your eyecare practitioner. Authorities say:

**Children:** Before starting school, then once a year. (A routine eye-check in school does not take the place of a complete examination.)

**Adults:** Under 40, at least once every two years. Over 40, at least once a year.

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## 眼镜：新身份的象征？

社会对洞察力和智慧的尊重，带来了许多事物的繁荣，其中一个就是眼镜。它们不仅是身份的象征。继续往下读，看看为什么越来越多的人在未来 12 个月内，去做了眼睛检查。

**事实：**3 年前，一个迷人的年轻女演员因为没戴眼镜拒绝电视采访，让专家们目瞪口呆。今天，她成了电视名人。她的一个特色就是——她的眼镜。

**事实：**一位崛起的纽约高管，前途无量，他的视力特别好——但是，在重要会议上，他总是戴着眼镜。他说，眼镜让他感觉更安全，让他的发言更有分量。

**事实：**来自 4 个不同社区的报道说——年轻女孩子“热捧”眼镜。并不是她们所有人都需要眼镜，而是她们觉得眼镜让自己看起来更成熟，能给朋友们留下深刻印象。

这些是 1863 年视力表出现后，眼镜最繁荣的许多事实中的 3 个小例子。令人吃惊的事实：现在 83000000 美国人都戴眼镜。

繁荣的背后是什么？一位著名心理学家给出了如下解释。

### “眼睛归属感”

“智慧和洞察力，”他说，“是今天美国很受人尊敬的价值观。眼镜，一直是一个人懂得更多，思维更清晰的象征。现在，它也是聪明和成熟女人的象征。它代表了智慧和洞察力。一句话，眼镜归属感。”

但是，眼镜对大多数美国人来说，远远不止是社会地位的象征。专家认为，现在人们看电视和电影、阅读，以及在人造光下久待，熬夜，使得他们现在的用眼率从 20 世纪后增加了 3 倍。这是人们

## 需要做眼睛检查的一个重要原因

另一方面, 各种各样的新框架和镜头层出不穷。现在, 你可以买到三焦点, 半框等, 任何追求特殊的眼镜。(有些人甚至有保龄球眼镜!) 更重要的是, 去年推出了 200 款新的眼镜框架样式!

如果你戴眼镜, 但是眼镜已经戴了几年了, 那么你去看看新型眼镜, 肯定会很好。

## 怎么做检查

如果你想检查下你的眼睛, 那现在是最好的时机。你只要打电话预约任何一位著名的眼科医生。所用时间, 不会超过一次牙齿检查, 而且成本很少。

越来越多的各种领域的高层人士, 从女演员到运动员, 都有定期做眼睛检查的习惯。他们像体检和牙齿检查一样, 定期检查眼睛。很容易记住。

## 佳视明研究所

### 眼睛应该多久检查一次?

遵循眼科医生的建议。权威专家说:

**儿童:** 在开始上学前, 一年检查一次。(学校例行的眼睛检查, 没有那么全面。)

**成人:** 40 岁以下的人, 至少两年检查一次。40 岁以上的人, 至少一年一次。

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# 作业



## 25、安家的快速方法

### *the quick way to put down roots*

"WE WERE AMONG THE ROLLING STONES last year—the 32 million Americans who pulled up roots and moved. Our company, you see, opened a new branch office. We not only moved—we moved half-way across the country.

"Actually, though, it was no hardship. We had learned before that the quick way to put down new roots was through our church and community activities and *financially*—by making friends down at the bank.

"Our bank has played a big part in helping us settle here. We started by opening checking and savings accounts. Later we got a loan and used other family bank services. Again we found that we were building credit and standing in the community that we couldn't establish in any other way.

"We seem to get together for so

many things that now family banker' has the same warm meaning to us as 'family doctor.'"

*You can do more with your money by using your family bank's many services:*

- 1 Earn guaranteed interest on your savings, confident that you can withdraw them whenever you want.
- 2 Save time and money—and have a permanent record—when you pay your bills by check.
- 3 Build, buy or improve your home with a loan at low bank rates.
- 4 Meet other family needs—the new car, college tuition, emergencies—through confidential personal loans.
- 5 Help the growth of your business—whether farm, industrial, commercial or professional—through easily arranged loans and experienced counsel.
- 6 Build personal and financial standing in the community through your bank relationship.

FOUNDATION FOR COMMERCIAL BANKS

*Complete banking services are available  
only through your family banker*



公众微信: LBC333 #58001

## 安家的快速方法

“去年，我们也是 3200 万背井离乡，到别处安家的美国家庭之一。因为我们公司新开了一家分公司。我们不仅搬了家，还转遍了大半个国家。

“实际上，我们当时也没遇到什么困难。在搬家之前，我们就学会了快速安家的方法，就是通过我们的教会和社区活动交朋友，经济上，则通过和银行的人交朋友来解决。

“安家时，我们的银行给了我们很大的帮助。我们首先开了支票和其他一些省钱账户。之后，我们得到了贷款和其他家庭银行服务。我们再次发现，通过这些方法，我们在社区建立了诚信，成功立足，这是任何别的方法都做不到的。

“我们似乎因很多事情聚在了一起，现在‘家庭银行’像‘家庭医生’一样，对我们都给与温馨帮助。”

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*通过家庭银行的很多服务，你可以用你的钱做更多的事情：*

- 1. 确保你获得存款利息，任何时候你都可以随时取出。**
- 2. 节省时间和金钱——当你通过支票支付账单时——可以获得永久的记录。**
- 3. 用最低利率的贷款，建造，购买或装修房屋。**
- 4. 通过个人信贷，满足其他家庭需求——新车，大学学费，突发状况。**
- 5. 帮助企业发展——不管是农场，工厂，商业或专业研究——通过轻松贷，以及经验丰富的顾问的帮助，都能帮助你的企业成长。**

6.通过银行关系,在社区内建立树立个人地位和经济地位。

**商业银行基金会**

*只有通过你的家庭银行,你才能获得全套的银行服务。*

463

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# 作业

## 26、贝尔先生的发明后来怎样了？

### *What's happened to Mr. Bell's invention?*

Eighty years ago Alexander Graham Bell invented the telephone. His simple instrument which was to revolutionize personal communication had only 12 parts. The Bell telephone which Western Electric makes today—simple, though it appears—has nearly 500 parts.

But if the telephone's parts have multiplied by forty, its convenience and usefulness have multiplied, too, until we talk clearly and dependably across the country and across the seas. Today, some telephones have controls which raise the volume of sound for better hearing. Some have push-buttons for switching calls. Some have a light over the dial, for dark places. Some let you talk without lifting the handset. And there are instruments which answer when you're away and record messages.

These modern conveniences are manufactured by Western Electric people, carrying on work begun for the Bell System back in 1882. We've had a big role in telephone progress over the years. Our main job is to translate laboratory ideas into efficient, economical *quantity* production.

Behind the scenes in Bell central offices you can see our handiwork. Where calls once were switched entirely by hand, there are now rows of automatic switching equipment which respond when your finger twirls the dial. And even faster, better switching equipment is on the way.

公众微信: LBC333



Today, equipment made by Western Electric permits a single pair of copper pathways to carry up to 1,800 conversations at once. And the towers of radio relay transmission systems march across the country to help speed calls and TV programs over distances.

Where can the pursuit of better telephone communications lead?

One intriguing forecast is this: *Some day everybody will be given a telephone number at birth and, equipped with a push-button watch-sized instrument, will be able to call and to see anyone, anywhere.*

Incredible? No more so than 1956 telephone service would have appeared to people 80 years ago. But whatever shape the future of telephone service may take, Western Electric—fulfilling its function as Bell System manufacturer—will engineer machines and processes for making what is needed, turning ideas into products skillfully and economically so Bell telephone service may be even more useful and convenient.



## 贝尔先生的发明后来怎样了？

80年前，亚历山大·格雷厄姆·贝尔发明了电话。这个彻底改变了人与人之间的沟通的简单仪器只有12个部分。西电公司今天制造的贝尔电话——尽管看起来很简单——却有将近500个部分。

但如果电话的部件增加了40倍，那么它的方便性和实用性也应该成倍增长，直到我们给大陆另一端，大洋另一端的人打电话，也能听得清清楚楚。

今天的电话，有些加入了提高音量的按钮，让听者听得更清楚。有些加入了切换通话的按钮。还有些按键带背光，这样在黑暗的地方，拨号也很方便。有些加入了免提功能，不拿话筒就可以轻松拨打电话。还有些有自动答录电话的功能。

这些便利的现代功能，都是西电人制造的，他们不断地改进1882年的贝尔系统。这些年，我们的电话制造已经取得了巨大进步。我们现在的主要工作是，把实验室的想法转化为高效、经济的可批量生产产品。

在贝尔中央办公室幕后，你可以看到我们的成就。以前电话切换全部要靠手动，而现在，当你手指转动刻度盘时，一系列自动转换设备就会做出相应的反应。甚至还有更快，更好的交换设备。

今天，由西电公司制造的设备，一条铜线能一次承担1800个通话。无线电中继传输系统能加速全国电视和通话信号传输。

那么，更好的电话通讯能发展到什么程度呢？

一个有趣的预测是这样的：有一天，每个人出生时就会有一个电话号码，并佩戴一个手表大小带有按钮的仪器，可以在任何地方给任何人打电话。

们也觉得不可思议。但是，不管未来的电话形状如何改变，西电公司——作为贝尔系统制造商都会不断完善它的功能——会不断根据需求完善机器和系统——把想法巧妙，经济地变成产品，让贝尔电话服务变得更实用和更方便。

*西电公司*

*贝尔系统的制造和供应商*

409

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# 作业



## 27、灰衣女士

### Gray Lady

IT'S not too easy to be a gloom-chaser after a full day's work at a regular job. Yet it's something Elaine Gereg of our Allentown, Pa. plant has been doing for a long time as a Gray Lady of the American Red Cross.

Week after week, as a member of this volunteer group, Elaine visits the Allentown hospital . . . a part-time mother in the children's ward, friend to the friendless, comforter to the disconsolate . . . dispelling loneliness or homesickness wherever she goes.

Her reward? A child's laughter . . . a light in the eyes of the patients. And the feeling she gets of having contributed to the community in which she lives and works.

Volunteer community work like Elaine's is typical of many of Western Electric's 120,000 people in our factories, distribution and installation centers across the country.

Take Ralph Lawson of our Los Angeles distribution center. He's been active in Boy Scouting for over 17 years, has received one of the highest honors — the Order of Merit.

Or Al Berry of our Chicago factory who for years has served as a member of the Board of Education as well as being a board member of the YMCA in his home town of Naperville, Ill.

Or Helen Sullivan of New York who helps conduct a recreational program for the Institute for the Crippled and Disabled, and assists students there in editing a newspaper.



So many give of themselves unselfishly: Art Urton, of our Denver installation group, is active in the community life of Arvada, Colo., where he serves as a city councilman and member of the Chamber of Commerce; or Chet Phillips of Baltimore who last year headed up Maryland's drive for funds to fight muscular dystrophy.

There are hundreds — yes, thousands — of our employees who join earnestly in volunteer work for the betterment of their communities . . . community chest workers, volunteer firemen . . . all willingly offering their time and talents.

Frankly, we're delighted when we hear about Western Electric people taking a voluntary part in their communities' affairs. And appreciative, too. We like to feel that one reason we do a good job as the manufacturing and supply unit of the Bell System is that we've been fortunate enough to attract people like these to work for us.



MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

#56001

公众微信: LBC333

## 灰衣女士

在做完一整天的例行工作后，还要精神抖擞，为他人缓解忧郁，并不是一件容易的事情。然而，我们宾夕法尼亚州阿伦敦工厂的伊莱恩·杰雷格，作为美国红十字会的灰衣女士，却已经坚持做这件事很久了。

日复一日，作为红十字会的志愿者，伊莱恩每周都会去阿伦敦医院……兼职照顾儿童病房的孩子，陪伴没有朋友的病人，宽慰孤独的人……不管她到哪里，都能为人赶走孤独，缓解思乡之苦。

她得到的回报是什么？孩子的笑……病人开心的眼神，以及她为自己生活和工作的社区做出贡献的成就感。

像伊莱恩这样的社区志愿者，在我们西电气公司全国各地的工厂，配送中心以及安装中心 120000 名员工当中有很多。

比如，杉矶配送中心的拉尔夫·劳森洛，17 年来，他一直是童子军的活跃分子，获得了最高荣誉——一等功勋章。

或是芝加哥工厂的阿尔贝里，多年来一直担任他的家乡俄亥俄州，内伯威尔市基督教青年会的董事会成员，同时也是教育委员会的成员。

或是纽约工厂的海伦·沙利文，她帮助残疾人研究所策划各种娱乐项目，帮助那里的学生编辑报纸。

许许多多的人，都在无私地奉献着：丹佛安装集团的阿特·奥顿，活跃在科罗拉多州阿瓦达的社区生活中，在那里他担任着市议会议员和商会的成员；或去年为了筹到对抗肌肉萎缩症的资金，去了马里兰州的切特·菲利普斯。

我们的员工里数百人，乃至数千人，都加入了建设更美社区，社区核心工作团队，以及消防队等的志愿者队伍……所有人都自愿

奉献着他们的时间和才能。

坦率地说,当听到我们西电公司的人自愿参与社区的事务时,我们很自豪,也很感激。我们愿意相信,我们认真做好贝尔系统的制造和供应,其中一个原因就是为了吸引这样的人来为我们工作。

*西电公司*

*贝尔系统的制造和供应商*

406

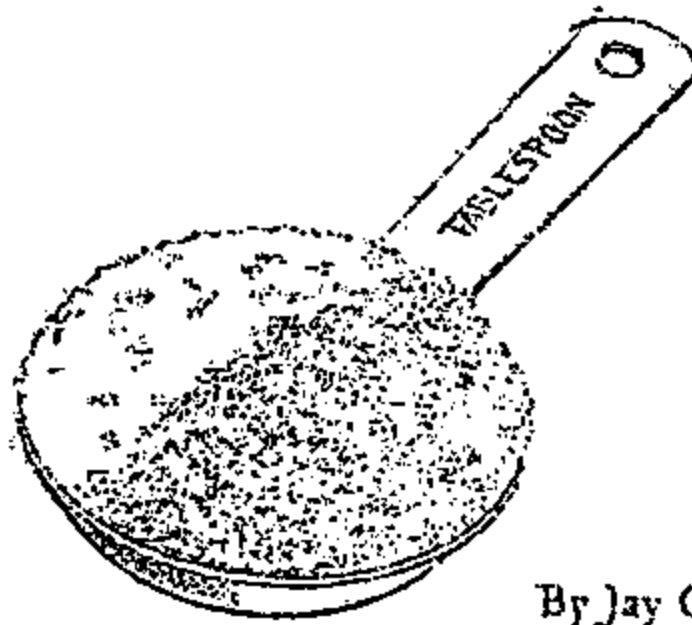
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# 作业

## 28、一匙就白

# WHITENESS BY THE SPOONFUL

*New Washday Boon  
to Housewives*



By Jay C. Harris

**D**O YOU KNOW only about 2 out of 10 American housewives follow—or even read—package directions? If you find that hard to believe, think back . . . did you pour or measure the detergent the last time you used your automatic washer?

It makes a difference. For example, if you were the mother of five and followed directions on the back of an *all* package as carefully as you do with a cake mix, you could save enough in a year to pay for the gasoline used on a 300-mile vacation trip!

Startling . . . but true! Because *all* lets you measure clean, white washes by the *spoonful!* *all* is the condensed, super-rinse "controlled suds" detergent—specially developed for best results from automatic washers.

And the same creative chemistry that produced "controlled suds" for automatics now introduces AE-160, the answer to washday's biggest complaint: *Whites don't wash white enough.*

The new whitening discovery, AE-160, proved its effectiveness in Monsanto's Dayton laboratories. Here, cottons, linens, even nylons—yellowed by age or suds scum—washed back to pure white again *without bleaching!* Where whites had deep-set stains or dye transfers, the use of a household bleach helped the whitening action of new *all*.

You can now wash your yellowed cottons, linens, nylons, even washable heirloom fabrics back to lovely white, gently, *without bleaching*—thanks to new *all* with AE-160.

The first "controlled suds" detergent, *all* brought measured economy to an America accustomed to measuring washing power by billows of suds. With the development of automatic washers, manufacturers realized the need for a detergent without thick suds, one that could wash cleaner, rinse easier and take better care of the washer, too. Monsanto created the answer: *all*. Now the millions of automatic washer owners who have used *all* know that clothes wash cleaner in "controlled suds" because more dirt rinses out.

*An advertisement in the interest of housewives*

公众微信: LBC333 #57001

## 一匙就白

家庭主妇的新福利

来自: 杰·C·哈里斯

你知道吗? 每 10 个美国家庭主妇中, 只有 2 个人会遵循或阅读包装上的指示。如果你觉得难以置信, 请回忆一下……上次你用自动洗衣机洗衣服时, 直接倒的洗衣液, 还是量好后才倒的?

失之毫厘差以千里。比如, 如果你是一个 5 个孩子的妈妈, 严格遵循“全力”包装背面上的指示, 就像你遵循蛋糕粉后面的分量指示一样, 一年下来, 你节省的钱, 够你度假时支付 300 英里的汽油钱了!

很惊讶吧……但这是真的! 因为“全力”可以让你用一匙的洗衣液, 就把衣服洗得干净, 洁白!“全力”是一款超浓缩, 易冲洗, “低泡沫”洗衣液——专为自动洗衣机设计, 力求最佳清洁效果。

这种制造“低泡沫”的创造性化学物质中, 现在还加入了 AE-160, 解决了洗衣日最大的抱怨问题: 白衣服总洗不白。

代顿孟山都实验室证明了衣服亮白新发现, AE-160 的效果。在这里, 棉花, 亚麻, 甚至尼龙——因为肥皂水或穿着多年而变黄——不用漂白, 就能直接清洗的和新的一样洁白! 当遇到顽固的污渍, 或严重被染了色的白色衣服时, 用家用漂白剂, 配合全力洗衣液, 衣服会更加洁白。

现在, 有了加入 AE-160 的全力洗衣液, 你不用漂白, 就可以把发黄的纯棉, 亚麻制品, 尼龙长袜, 甚至可洗的祖传面料, 洗回洁白的颜色。

一则给家庭主妇带来福音的广告

第一款“低泡沫”洗衣剂——全力，为习惯通过泡沫判断洗衣剂剂量的美国家庭主妇，带来了可测量的省钱方法。随着自动洗衣机的发展，制造商意识到需要研发一种泡沫少，洗得更干净，容易漂清，不伤洗衣机的洗衣剂。孟山都公司给出了答案：全力。现在数以百万计的自动洗衣机业主，都使用全力洗衣液，他们知道在“低泡沫”洗衣液下，衣服会洗得更干净，因为有更多的污垢被洗了出来。

391

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# 作业



# 29、癌症.....就像星星之火.....需要立刻采取行动



## Cancer...like a small spreading flame... demands prompt action

At the first sign of trouble—and cancer often causes early warning symptoms—see your physician right away.

In doing so, the chances of cure are greatly increased. In fact, it is estimated that if all cancer patients were treated early and adequately, one half could be saved.

Prompt action, then, is your most important personal safeguard against cancer. Fortunately, medical science offers others.

One notable example is a simple test—the so-called "Pap Smear"—by which one common form of cancer in women can be detected early, or even before symptoms appear. If every adult woman took this test every year, the type of cancer that it reveals could almost be eliminated as a cause of death.

Moreover, your physician can often detect other forms of cancer—in both men and women—while the disease is still localized. At this early stage, treatment by surgery, X-ray and

other forms of radiation is much more likely to be successful.

Since early detection is an important factor in the outcome of cancer, all adults should have periodic health examinations and, between checkups, watch for these seven warnings of cancer:

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

These symptoms, though often caused by some condition other than cancer, should never be ignored. Should any one of them last longer than two weeks, don't neglect to see your physician immediately.


For more information about this disease, write for Metropolitan's booklet, *Facts About Cancer*. Use the coupon below for a free copy.

**Metropolitan Life**  
INSURANCE COMPANY



A METROPOLITAN COMPANY - HOME OFFICE - NEW YORK - 6-23 1954  
Head Office - SAN FRANCISCO - Since 1901 - Head Office - OTTAWA - Since 1914  
Over 1000 Local Offices in U.S.A. and Canada

# 6 3 0 0 1



**Metropolitan Life (Dept. H-42)**  
1 Madison Ave., N. Y. 10, N. Y.  
Please send me "Facts About Cancer."

NAME \_\_\_\_\_ (PLEASE PRINT)

STREET \_\_\_\_\_

CITY & ZONE \_\_\_\_\_ STATE \_\_\_\_\_

COUPON MAY BE PASTED ON PORTAL CARD

公众微信: LBC333

## 癌症……就像星星之火…… 需要立刻采取行动

当你发现问题——癌症通常会有一些早期预警征兆——请立刻去看医生。

早看医生，治愈的几率就会大大提升。事实上，据估计，如果所有癌症病人尽早进行充分地治疗，一般都能被治愈。

立即采取行动，是你个人预防癌症最重要的措施。幸运的是，医学还为我们提供了其他对抗癌症的方法。

一个明显的例子就是，一次简单的检测——我们常说的“宫颈抹片检查”——通过这个检测，常见的一种女性癌症就可以早发现，甚至在症状出现之前就能发现。如果每个成年女性每年做一次这种检查，检查出来的这种癌症，几乎都可以被治愈。

此外，你的医生经常会检测到其他形式的癌症——包括男性和女性——这种疾病一般都是局部的。在早期阶段，通过手术治疗，x射线和其他形式的辐射治疗，就有可能成功治愈。

因为，早期检测是发现癌症的一个重要途径，所有成年人都应该定期健康检查，在两次检查之间，要观察这7个癌症征兆：

1. 不正常的流血或腹泻
2. 乳房或其他部位有肿块儿或增厚
3. 莫名疼痛，无法治愈
4. 肠道或膀胱有改变
5. 声音嘶哑或咳嗽

### 7. 痣或疣发生改变

这些症状虽然常常是其他原因引起的而不是癌症,但是我们不能忽略。如果其中任何一个症状持续超过两周,就要立刻去看医生。

更多关于这些疾病的信息,使用下面的优惠券来信,就能免费索取都市生活保险公司的小册子《关于癌症的事实》。

都市生活保险公司



一个互助公司·家庭

办公室—纽约—自 1868 总办公室,  
圣弗朗西斯科—自 1901—总办公室,  
渥太华—自 1924, 美国和加拿大共  
有超过 1000 家当地办公室

都市生活保险公司 (A 部门)  
麦迪逊大街 纽约 10 纽约

请寄给我一份《关于癌症的事  
实》。

姓名\_\_\_\_\_

(请打印)

街道\_\_\_\_\_

城市&区\_\_\_\_\_ 州\_\_\_\_\_

邮寄时, 请将优惠券粘贴在明信片上

438

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# 作业

### 30、“他下一步会遇到什么？”



“What in the world will he get into next?”

(Facts about childhood's greatest enemy—accidents)

For a little boy or girl, everything in the world is interesting. But in finding out “the why of things,” a great many youngsters are hurt or crippled or killed.

Studies prove that most childhood accidents need never happen. For example, deaths from accidental poisoning could be drastically cut by observing these simple precautions:

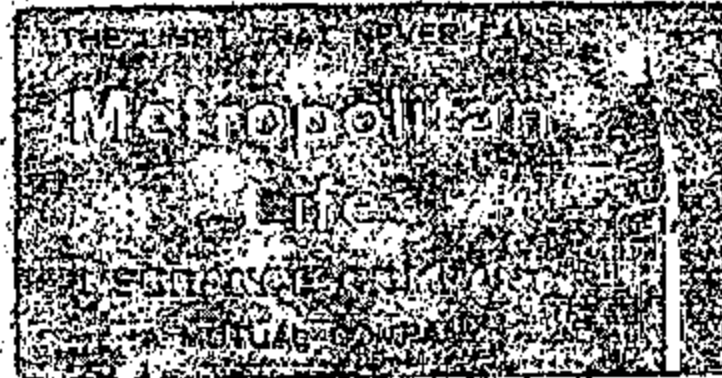
- Store all drugs in a locked closet or cabinet.
- Destroy all left-over medicines prescribed for temporary use. Don't throw them into a wastebasket where a child might find them.
- Store all disinfectants, insecticides, furni-

ture polishes, bleaches, metal cleaners, lye, ammonia and acids out of the reach of children.

Keep all potentially harmful substances in their original containers. Don't transfer them to unlabeled containers, particularly those meant to hold food or beverages.

Read all labels carefully, and follow warning directions to the letter.

Find out if there's a Poison Control Center near you. These centers are ever ready to provide your physician with quick identification of poisonous ingredients, and directions for emergency, life-saving treatment.



COUPON MAY BE MAILED ON POSTAL CARD

Metropolitan Life (Dept. A)  
1 Madison Ave., N. Y. 10, N. Y.  
Please send me the free booklet:  
“Formula for Child Safety” 4-60-11

Name \_\_\_\_\_ (PLEASE PRINT)  
Street # 6 0 0 0 1  
City & 公众微信: LBC333 State \_\_\_\_\_

## “他下一步会遇到什么？”

(关于儿童的最大敌人——事故)

对小男孩和小女孩来说，世界上的一切都非常有趣。但是，在他们探寻“十万个为什么”的过程中，有很多小孩子都会因此受伤，残疾，或发生意外死亡。

研究证明，绝大多数儿童事故本来都可以避免。比如，因为误食中毒而意外死亡的，通过采取下列简单的防范措施，就可以避免：

**把所有药物放到上锁的抽屉或箱子里。**

**销毁所有临时使用后剩下的处方药，不要把它们随便扔进孩子可能会触及的废纸篓里。**

**把所有消毒剂、杀虫剂、家具清洁剂、漂白剂、金属清洁剂、碱液、氨和酸等，都放在孩子接触不到的地方。**

**把所有有潜在危险的有害物质放在他们原来的包装盒中。不要把它们放在没有标签的容器中，尤其是那些可能会放置食物或饮料的容器。**

**仔细阅读所有标签，谨遵上面的危险提示。**

**找找你附近是否有毒品控制中心。这些中心会帮助医生快速识别有毒成分，并给出应急方法和治疗，从而拯救生命。**

*邮寄时，请将优惠券粘贴在明信片上*



都市生活保险公司 (A 部门)  
麦迪逊大街 纽约 10 纽约

请寄给我免费手册《儿童安全准则》，9-60-H。

姓名 \_\_\_\_\_  
(请打印)

街道 \_\_\_\_\_

城市&区 \_\_\_\_\_ 州 \_\_\_\_\_

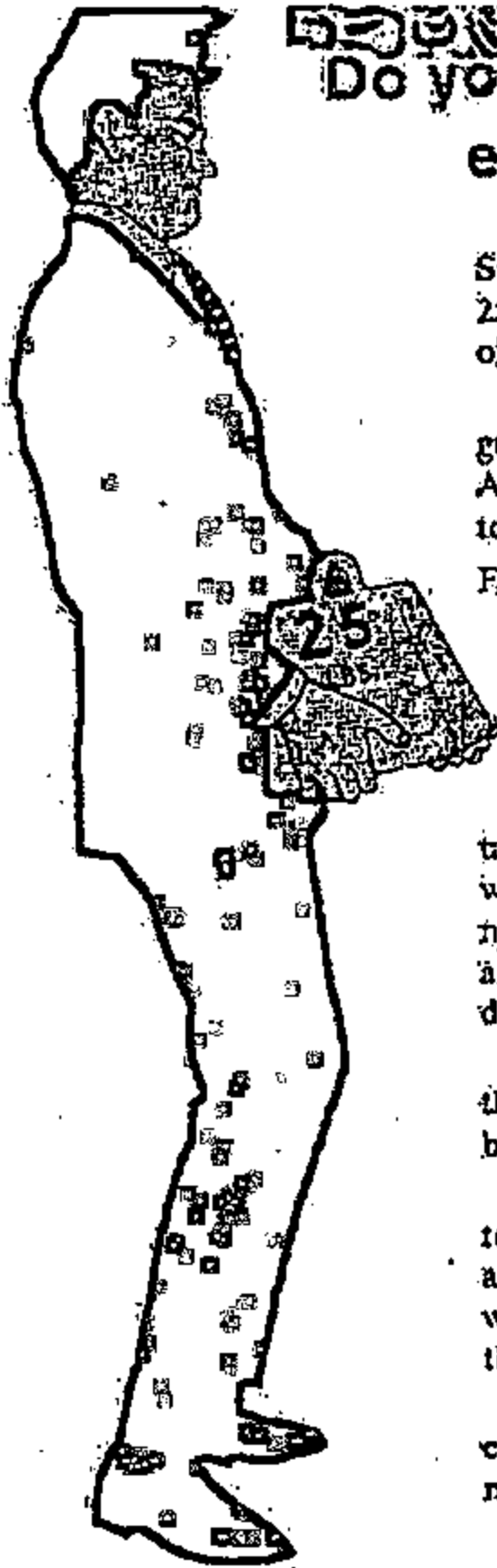
437

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# 作业



# 31、你每天都背负着过多的体重吗？



## Do you carry this much extra weight every day?

Suppose, for the next hour or so, you carried this 25-pound weight. You'd quickly realize the burden of this extra weight on your entire body.

Many people constantly carry a similar or even greater burden—in the form of extra body pounds. And those surplus pounds are definitely a hazard to your health.

For example:

Men weighing 25 pounds above the average have an excess mortality of 20 percent, while a weight of 50 pounds above the average is associated with a death rate as much as 50 percent higher.

After you are 30, it becomes increasingly important to control your weight—even to stay underweight. To do so, you must eat less and stick to your new eating habits. Remember, high-calorie foods are the main pound producers—fried foods, rich desserts, creamed dishes, gravies and dressings.

Count your calories carefully. Follow a chart—there's one in the Metropolitan Life booklet offered below—and learn how to plan low-calorie meals.

Start your weight-control program with your doctor's advice. He will see to it that your meals provide all the essential food elements needed to keep well while reducing—and thereafter. Don't be misled by the claims made for "wonder" diets.

By keeping your weight down permanently, you can increase your chances for a longer life—and more vitality and better looks, too.

COUPON MAY BE PARTED ON POSTAL CARD

THE LIGHT THAT NEVER FAILS

**Metropolitan**  
**Life**

INSURANCE COMPANY  
A MUTUAL COMPANY

Metropolitan Life (Dept. A)  
1 Madison Ave., New York 10, N. Y.  
Please send me the free booklet,  
"How to Control Your Weight," 8-60-51.

Name \_\_\_\_\_

Street # 8-0-0-0 1

City & Zone 公众微信: LBC333

## 你每天都背负着过多的体重吗？

假设在接下来的一个小时，你增重了 25 磅。你就会马上意识到这些过多的体重给你的身体带来怎样的压力。

很多人一直背负着同样多，甚至更重的体重压力——这些重量超出了他们的正常体重。这些多余的体重会给你的健康带来危害。

比如：超重 25 磅以上的男性，死亡率会增加 20%，超出 50 磅，死亡率会相应地增加高达 50%。

30 岁以后，控制体重变得日益重要——甚至你要把体重控制在标准重量以下。要做到这点，你必须少吃，坚持新的饮食习惯。记住，高热量食品是增加体重的主要来源——油炸食品，高糖甜点，奶油制品，肉汁和酱料。

仔细计算你的卡路里。根据下面都市生活保险公司提供的手册上的图表，制作自己的低热量饮食计划吧。

根据医生的建议，开始你的体重控制计划。他会确保你的饮食在减肥期间以及减肥成功后，为你提供身体所需的必要元素，保证你的身体健康。不要被一些“神奇”的饮食误导。

永远保持标准体重，能延长你的寿命，增加活力，带来更漂亮的体型。

*邮寄时，请将优惠券粘贴在明信片上*



都市生活保险公司 (A 部门)  
麦迪逊大街 纽约 10 纽约

请寄给我免费手册《如何控制你的体重》，8-60-H。

姓名 \_\_\_\_\_  
(请打印)

街道 \_\_\_\_\_

城市&区 \_\_\_\_\_ 州 \_\_\_\_\_

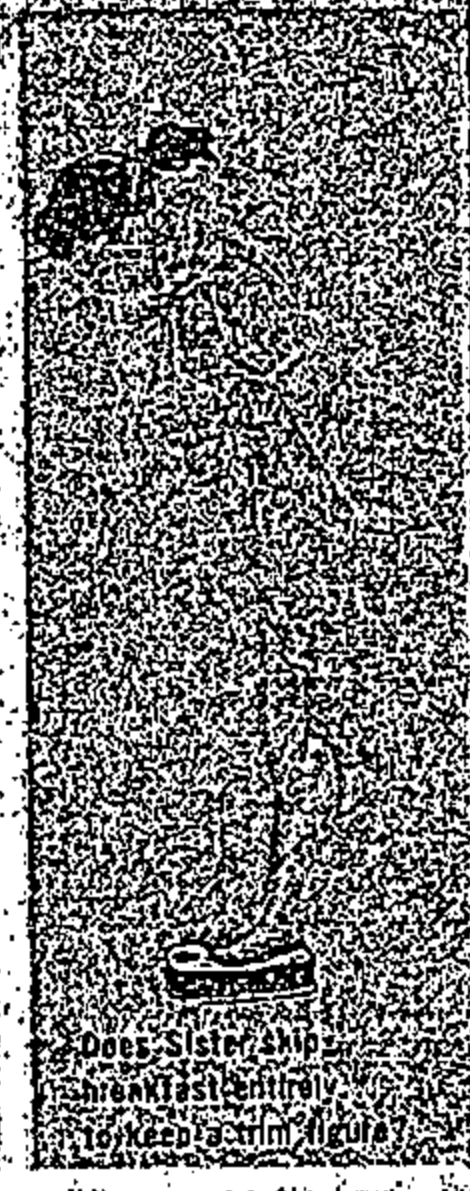
436

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# 作业

## 32、你的家庭早餐存在这些问题吗？

Does your family have these breakfast problems?



The success or the failure of your day often depends on the breakfast that starts it. In the morning, you need a well-balanced meal to renew your energy.

Otherwise, you'll almost surely feel tired or irritable by mid-morning.

How much breakfast should you eat? Enough to supply at least one-quarter of your total food needs for the day. Your breakfast should include fruit in some form, bread made from whole grain or enriched flour, cereal, eggs, meat or fish, and milk to drink or to use on a cereal.

Such a breakfast (with other things you like

including coffee or tea) should be eaten by everyone in the family.

Try it for a while. Chances are you'll notice how much more energy you have, and how much better you'll feel around 11 o'clock than you did before.

Even if you're on a reducing diet, don't skip breakfast. Without it, you're likely to overeat at lunch or dinner. And that can wreck a reducing program.

All of us, overweight or normal, should take time for a substantial, unhurried breakfast. It's a fine way to help your family to better health.

COUPON MAY BE MAILED ON POSTCARD

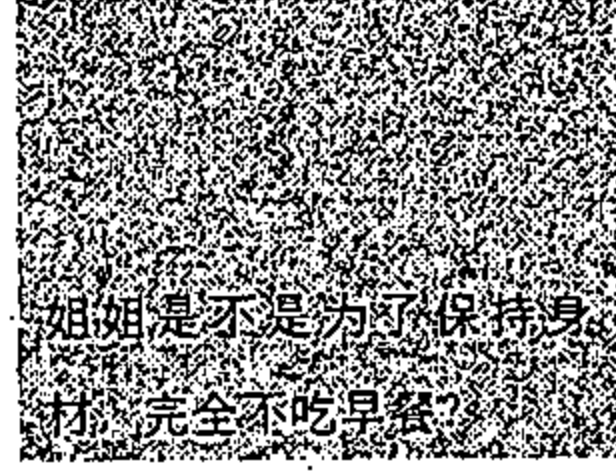
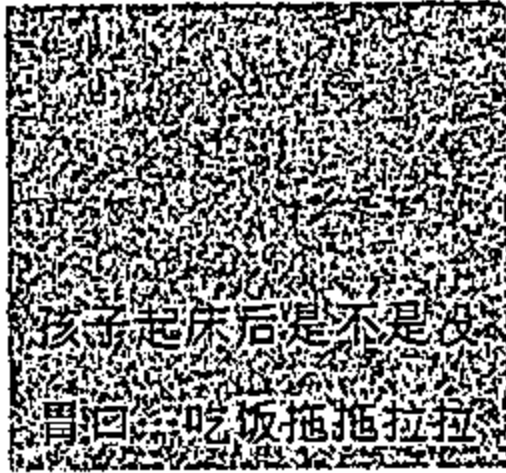


Metropolitan Life (Dept. A)  
1 Madison Ave., N.Y. 10, N.Y.  
Please send me the free booklet,  
"Food for the Family," 5-60-11.

Name # 6 0 0 0 1  
Street  
City & Zone 公众微信: LBC333 State



## 你的家庭早餐存在这些问题吗？



你一天的成功或失败通常取决于你的早餐。早晨，你需要一顿营养均衡的早餐，唤醒身体。

否则，你上午肯定会感到疲惫或烦躁。

那么，早餐应该吃多少？它应该提供占全天至少四分之一的身体必需营养物质。你的早餐应该包括各种水果；全麦面包或由麸皮面粉制成的面包；麦片；鸡蛋，肉或鱼；牛奶，直接喝或加入麦片中吃。

家里的每个人，都应该享用这样的早餐（还可以加入一些自己喜欢的东西，比如咖啡或茶）。

试一段时间。你很可能将会注意到自己精力更好了，而且；上午十一点左右，你会感觉比以前精神更好。

即使你在减肥，也不要不吃早餐。没有早餐，你中午或晚餐可能会吃的过多。这会破坏你的减肥计划。

我们所有人，不管是肥胖者或正常体型的人，都应该花时间吃一顿营养丰富，悠闲自在的早餐。这是让家人更健康的一个好方法。

*邮寄时，请将优惠券粘贴在明信片上*



都市生活保险公司 (A 部门)

麦迪逊大街 纽约 10 纽约

请寄给我免费手册《给家人的食物》, 5-60-H。

姓名 \_\_\_\_\_

(请打印)

街道 \_\_\_\_\_

城市&区 \_\_\_\_\_ 州 \_\_\_\_\_

435

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# 作业



# 33、过度饮酒

Some things you should know about:

## Excessive Drinking

MOST AMERICANS either leave alcohol alone entirely—or drink moderately and sensibly. Unfortunately, however, there are 5 million men and women in our country who cannot control their drinking—and most of them break down socially, emotionally and physically.

Alcoholism is among our most important health problems. These questions and answers may give you a better understanding of it.

Why do people become alcoholics?

The precise cause or causes of alcoholism are as yet unknown. Emotional difficulties—tension, worry, guilt, and other dreaded feelings—are certainly connected with alcoholism. The alcoholic drinks to escape his inner conflicts. And he becomes so dependent on alcohol that he cannot face life without it.

What are the warning signs of alcoholism?

When a person starts "gulping" alcohol to "fortify" himself, drinking alone or in the morning, giving strange excuses for his behavior, having trouble on the job or at home... addiction to alcohol may be in the offing.

### Help for the Alcoholic and His Family

If Alcoholics Anonymous is not listed in your telephone directory write to: Alcoholics Anonymous, P. O. Box 439, Grand Central Annex, New York 17, New York.

Can an alcoholic recover?

Recovery depends on the alcoholic's own fundamental desire to stop drinking—and, having stopped, never to drink alcohol in any form again.

Medical treatment is important in furthering recovery. New drugs help ease the alcoholic's discomfort. Psychotherapy helps him recognize his problems and deal with them without alcohol.

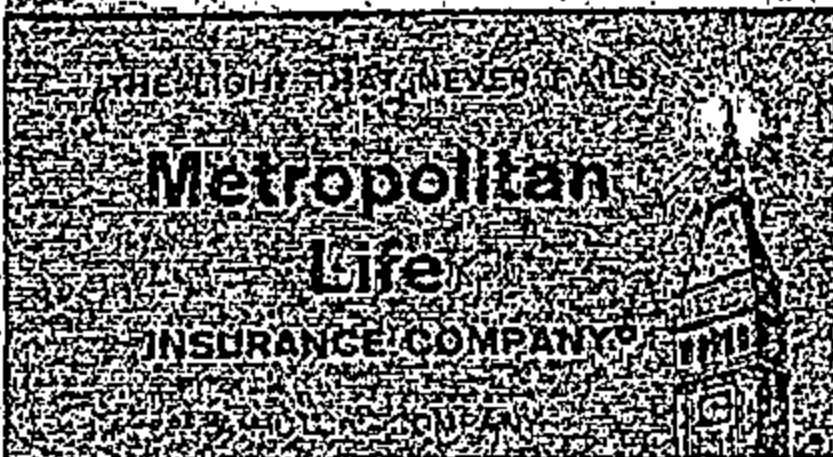
What should you do to help an alcoholic?

Face the problem without embarrassment. The family—especially those members closest to the alcoholic—should seek help from someone who knows how to handle the problem. The family doctor, or a clergyman, or a social worker, or a friend may be able to advise you about the best course to take.

Alcoholics Anonymous helps many people conquer their compulsion to drink. The only requirement for Alcoholics Anonymous membership is an honest desire to give up liquor. There are no dues or fees for its services.

When given the help they need, many alcoholics can recover and make a fresh start.

ORDER MAY BE MADE ON POSTCARD



Metropolitan Life (Dept. A)  
11 Madison Ave. N.Y. 10, N.Y.  
Please send me the free booklet  
titled "Alcoholism: A Guide for the  
Family," 4-60-19.

Name \_\_\_\_\_  
Street # 6-0000 \_\_\_\_\_  
City & Zone 公众微信: LBC333 State \_\_\_\_\_

## 过度饮酒

大多数美国人，要么不喝酒——要么会适量饮酒。不幸的是，依旧有 500 万男性和女性不能控制饮酒——他们中大多数人的社交，情感和身体上都出现了问题。

酗酒，是我们最重要的健康问题之一。这些问题和答案，可能会让你更好的理解它。

### 为什么人会酗酒？

目前，酗酒的确切原因还不清楚。情感问题——紧张、忧虑、内疚和其他可怕的感觉——肯定与酗酒有关。酗酒者采用酗酒的方式，来逃避内心的痛苦。逐渐，他变得如此依赖酒精，无法面对没有酒的生活。

### 酗酒的征兆是什么？

当一个人开始为了“振奋精神”而“大口”喝酒，或独自饮酒，或在早晨饮酒，并给自己的行为找些奇怪的借口，工作或家庭生活中都遇到了问题时……他可能已经开始沉迷于酒精了。

### 酗酒的人能戒掉酒吗？

酗酒的人，能否成功戒酒，取决于他不再饮酒以及戒酒后，永远不再喝的欲望。

医药治疗对帮助戒酒也起着重要的作用。新型药物，能帮助减轻酗酒者在戒酒时的不适。心理治疗，能帮助酗酒者认识到自己的问题，并在不依赖酒精的情况下，处理问题。

### 怎么帮助酗酒者戒酒?

坦然面对问题。家人——尤其是那些和酗酒者最亲近的人——应该向知道如何处理这个问题的人寻求帮助。家庭医生, 牧师, 或朋友, 可能都会给你提出很好的建议。

匿名戒酒互助社, 帮助许多人克服了酗酒的冲动。该协会对会员唯一的要求就是要真心希望戒酒。会员不用缴纳任何服务费。

当酗酒者得到帮助时, 就可能戒掉酒, 开启新的生活。

### 给酗酒者及其家人的帮助

如果你的电话目录里没有匿名戒酒互助社的联系方式, 请写信到: 匿名戒酒互助社, 459 信箱, 中央附属大楼, 纽约的 17, 纽约。

都市生活保险公司新手册——酗酒, 给家庭的指导——总结酗酒问题, 并给出了有效建议。

邮寄时, 请将优惠券粘贴在明信片上



都市生活保险公司 (A 部门)  
麦迪逊大街 纽约 10 纽约

请寄给我免费手册《酗酒, 给家庭的指导》, 4-60-H。

姓名 \_\_\_\_\_  
(请打印)

街道 \_\_\_\_\_

城市&区 \_\_\_\_\_ 州 \_\_\_\_\_

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# 作业

# 34、开启美好一天的好方法！

**Here's a  
good way  
to start  
a good day!**



Nutrition authorities say that both adults and children miss many healthful benefits if they fail to eat a good breakfast.

Without breakfast, mid-morning fatigue sometimes occurs along with irritability and difficulty in concentrating on work or studies. So a good breakfast is the best way to begin the day.

What is a good breakfast? It should supply 25 to 35 percent of the vital nutrients needed for the day. It should include fruit, bread made from whole-grain or enriched flour; cereal or eggs; meat or fish; and milk either to drink or use on cereal or in a cooked dish.

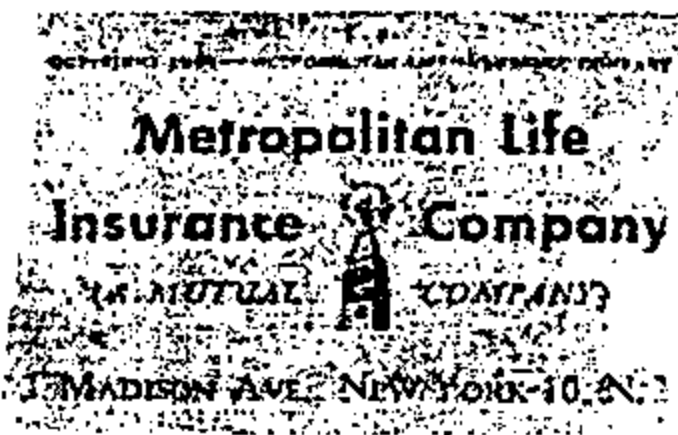
A breakfast planned around these foods gives "pickup power" needed after some 12 hours of fasting, and . . . helps you to avoid overeating at lunch or dinner. This is why overweight people need well-balanced breakfasts.

If you or members of your family seldom feel hungry at the breakfast hour, you might get into a good breakfast habit if you try some of the following suggestions:

1. Start the day at least 15 minutes earlier. This will allow more time for the family to eat unhurriedly without risking tardiness at school or lateness at the office.
2. Try to take a bit of light exercise before breakfast, preferably in the fresh air.
3. Vary breakfast menus. New flavors, new ways of cooking and serving can make breakfast a looked-forward-to meal.

If the leisurely, well-balanced breakfast habit is followed, every member of your family may be helped to feel better, think more clearly and work more effectively.

Many easy-to-follow recipes for breakfast, lunch and dinner are given in Metropolitan's 56-page *Cook Book*. Just clip and mail the coupon below for your free copy.



Metropolitan Life Insurance Co.,  
1 Madison Ave., N. Y. 10, N. Y.

Please send me Metropolitan's free *Cook Book*, 856-H.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## 开启美好一天的一个好方法！

营养专家说，不管是成人还是儿童，如果不好好吃早餐，就会失去很多对健康有益的东西。

不吃早餐上午就会感到疲劳，易怒，无法专心工作或学习。所以，一顿好的早餐是一天最好的开始。

那么，一顿好早餐是什么样的呢？它应该提供全天 25% - 33% 身体必须的重要营养物质。包括水果，全麦面包或麸皮面粉面包；麦片或鸡蛋、肉或鱼；直接饮用牛奶或加入麦片或煮熟的菜。

从第一天晚饭后到第二天早晨 12 个小时没有进食，早餐围绕这些食物，可以快速提供能量，“唤醒活力”……帮助你避免在午餐或晚餐时暴饮暴食。这就是为什么超重的人需要均衡的早餐。

如果你或你的家人早餐很少感到饥饿，那么试试以下建议，你可能会帮助家人养成一个良好的早餐习惯：

- 1.早晨早起至少 15 分钟。这将有更多时间和家人不慌不忙地吃早餐，不用担心上学或上班迟到。
- 2.早餐前做些舒缓的运动，最好是在空气新鲜的户外。
- 3.早餐多样化。新口味，新的烹饪方式，新菜品都能让人期待。

养成悠闲舒适，营养均衡的早餐习惯，你和家人都会感觉更好，头脑更清晰，工作效率更高。

都市生活保险公司的 56 页《烹饪书》里面有许多浅显易懂的早餐，午餐和晚餐食谱。你只要剪下下面优惠券并邮寄给我们，就能免费获取。



都市生活保险公司 (A 部门)  
麦迪逊大街 纽约 10 纽约

请给我免费寄一本手册《烹饪  
书》856-H

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312

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# 作业



## 35、要想得到空调供热及制冷的满意效果，只有品牌远远不够

*An honest statement of fact from a leading manufacturer:*

**A brand name alone is not enough  
for heating and air conditioning satisfaction**

This warning from one of the best-known brand names in the heating and air conditioning industry may seem strange. But we at Lennox have always felt that our obligation extends far beyond just the building of the finest indoor comfort equipment. We must make sure our customers get *all* the comfort our equipment is built to provide. That's why we say:

**It takes a local Comfort Craftsman too!**

Unlike other home appliances, central heating and air conditioning cannot be just "plugged in." To deliver maximum benefits, each installation must be custom-engineered. The type of home, the climate, even the family's living habits—all affect the installation.

Even after the system is operating, it requires meticulous adjustment to make sure the equipment, ductwork, and controls work in harmony to provide the ultimate in indoor comfort.

Lennox Comfort Craftsmen have been factory-trained by factory engineers for these essential tasks. They are practically the only dealers handling major home equipment who have direct factory connections; others must go through jobbers and distributors.

Today, the Lennox team of Comfort Craftsmen numbers 5,617

—the biggest, best-trained dealer organization in this industry. Scores have been Lennox dealers for more than a quarter of a century.



Each dealer is regularly served by a highly-trained Lennox factory engineer. Mobile factory service teams are available to dealers and customers alike.

This is how Lennox stands behind its products. We know of no other manufacturer who takes such a direct and personal interest in your comfort. And that is why we say: "A brand name alone is not enough. It takes a local Comfort Craftsman, too."

Chances are the most skillful Comfort Craftsman in your community is a Lennox dealer, backed by a nearby Lennox factory. Look him up in the yellow pages of your phone book and call him today. You'll be glad you did.

JOHN W. NORRIS, *President*

© 1950 Lennox Industries, Inc., Heating and Air Conditioning, founded 1895; Marshalltown, and Oakdale, Ia.; Syracuse, N.Y.; Columbia, D.C.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City; In Canada: Toronto, Montreal, Calgary.

一个知名制造商的肺腑之言:

## 要想得到空调供热及制冷的满意效果 只有品牌远远不够

这条忠告来自空调行业里最知名的品牌公司之一,听起来可能有点奇怪。但是,我们雷诺士一直认为,我们的责任不仅仅是制造最好的室内供热,以及制冷设备。我们必须确保我们的顾客,能得到设备提供的所有舒适。这就是为什么我们说:

### 还需要一个当地技工!

中央供暖制冷空调不像其他家用电器一样,只是“安上就可以”。要得到最大的舒服度,每次都要因地制宜,给客户定制安装。房子的类型、气候、甚至家庭生活习惯——都会影响安装方式。

即使在系统运行后,也需要细致的调整,以确保设备、管道系统、控制系统的协调运行,从而提供最好的室内舒适度。

雷诺士技工的这些基本工作,都经过工厂工程师的严格培训。他们几乎是经销商处唯一和工厂有直接联系的人;其他人都必须经过批发商和分销商。

今天,雷诺士技工队伍人数已经达到 5671——本行业最大,培训最好的经销商队伍。很多人做雷诺士经销商都已经超过 25 年了。

每个经销商都定期接受雷诺士工厂工程师的细心培训。移动通讯工厂服务团队也是这么服务经销商和顾客的。

这就是雷诺士的售后支持。我们还未发现其他哪个制造商这么直接,真正地关心你的舒适度。为什么我们说:“要想得到满意的效果,只有品牌远远不够。还需要一个当地技工。”

你们社区技术最好的技工，很可能背后是附近雷诺士工厂做支撑的雷诺士经销商。在你的电话黄页上找找他的联系方式，给他打电话吧。你一定不会失望。

约翰·W·诺瑞士，总裁

©雷诺士实业公司 供暖及空调设备领导品牌 于1895年成立；网点：  
马歇尔敦以及爱荷华州德梅因；纽约雪城；俄亥俄州哥伦布；印第安纳州迪凯特；德克萨斯州沃思堡；洛杉矶；盐湖城；加拿大：多伦多，蒙特利尔，卡耳加里。

403

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# 作业

# 36、免费的清新空气，雷诺士家用空调额外带给你的大福利

re 70

Keeping cool and comfortable during torrid-summer days and nights is important, but what about escape from health-harming dust, dirt and pollen—and costly cleaning and decorating?

## Free—Clean Air, Big Bonus of New Lennox Whole-House Air Conditioning

**S**CIENTISTS ARE gravely concerned about the air we live in. They find it dumping millions of tons of dirt and grime on us annually. They worry about its effect on health.

People are concerned, too. They need no instruments to tell them how dirty rugs and draperies get. The menace manifests itself in costly cleaning and redecoration bills; in children's fretful sleep.

Out of concern about these things, more people are turning daily to whole-house air conditioning provided by Lennox. For Lennox year-round air conditioning is much more than just a source of hot weather comfort; as a bonus, it brings you clean air along with delightful summer and winter comfort.

### Two-way Protection

Lennox year-round air conditioning gives you clean air two ways. First, it enables you to keep doors and windows closed the year-round. Thus you shut-outside the house practically all air except what deliberately brought into the system and which is pre-filtered to remove dust, dirt and pollen. Secondly, this cleaned air is put into circulation—on a continuous-air-circulation principle which assures constant re-cleaning.

The amazing Blue Shield Filter is one of Lennox's greatest features. It is far larger than conventional filters, seals more tightly along all edges to remove atmospheric particulates.

Its basic design makes the Blue Shield Filter distinctly unique... there's nothing equal to it on the market.

Less dusting, fewer cleaning bills, relief from allergy—these are things Lennox year-round air conditioning with the Blue Shield Filter brings you. All the while, it gives you heavenly comfort!

Lennox year-round air conditioning does its job so quickly, you'd never know it was there except for the comfort! The secret is in the exclusive Lennox Hush-tone Blower. It's designed to run without hum or vibration. There is no other blower in the world like it.

And here is the really surprising thing about deluxe Lennox year-round air conditioning. Though the finest on the market, its cost is only *eighteen cents*—no more than the price you would pay for a few packs every day!

See your Lennox Comfort Craftsmen now. He is a carefully selected air conditioning dealer, trained by factory engineers in expert installation. (You will find the name and address of your nearest Comfort Craftsmen in the Yellow Pages.) Why not call him—and ask to see the deluxe Lennox line and to have your home surveyed for Lennox year-round air conditioning, absolutely free!

Or write for free booklet "How to Select Your Heating and Air Conditioning." Lennox Industries Inc., 209 S. 12th Ave., Marshalltown, Iowa.

©1959 Lennox Industries Inc., founded 1902; Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbia, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg, Port. Pando.

LENNOX, world leader in indoor comfort for homes... business... schools

公众微信: LBC333

#59001

在炎热的夏天保持凉爽和舒适固然很重要,但是,远离危害健康的灰尘,粉尘和花粉——并且不用再支付昂贵的清洁和装饰费用,是不是也很重要呢?

## 免费的清新空气

### 雷诺士家用空调额外带给你的大福利

科学家们非常关注我们赖以生存的空气。他们发现,它每年会给我们带来数百万吨的泥土和灰尘。他们担心它会影响我们的健康。

人们也很关注空气质量。他们不需要用仪器来测量他们的地毯和窗帘有多脏。空气质量对健康的威胁,从昂贵的清洁和重新装饰的账单上,在孩子的不安的睡眠上就能体现出来。

出于对这些事情的关注,现在每天都有更多的人开始使用雷诺士生产的家用空调了。因为,雷诺士四季空调,不仅能让你在炎热的夏天感到舒适;作为*额外福利*,它在让你在炎热的夏季,寒冷的冬天感到舒适的同时,还为你带来了清新的空气。

#### 双向保护

雷诺士四季空调可通过两种方式带给你清新的空气。首先,它可以让你一整年都门窗紧闭。因此,除了由空调换气系统带入,并由空气预滤器去除灰尘、污垢和花粉的空气,其他空气都可以关在门窗外。其次,这种洁净的空气,还会流入连续的空气循环系统,对空气不断地再次过滤,保证空气始终清新。

这种神奇的蓝盾过滤器,是雷诺士最大的特色之一。它比传统过滤器大很多,边缘密封性更好,所以更有利于去除大气微粒。

蓝盾过滤器的基本设计,明显不同于其他过滤器……市场上没有哪种过滤器能比得上它。

家中灰尘更少，清洁账单更低，而且过敏症状更少——这都是带有蓝盾过滤器的雷诺士四季空调带给你的。同时，它可以让你更舒适！

雷诺士四季空调，运行起来几乎没有声音。除了感到舒适，你永远感觉不到它的存在！秘密就在于雷诺士独特的静音鼓风系统。它拥有独特的静音技术，不会发出嗡嗡声和振动声。世界上还没有哪种鼓风系统像它这样。

而且，奢华雷诺士四季空调还有一件真正令人惊奇的事情。尽管它是市场上最好的，但是它的价格只要几包香烟的价格——每天只要你平时抽掉的几包香烟的钱！

尽快去找你的雷诺士经销商吧。他是我们精心挑选的空调经销商，经过了工厂工程师的专业安装培训。（在电话黄页上，你就能找到离你最近的经销商的名字和地址。）为什么不给他打电话——预约体验雷诺士奢华四季空调，并给自己家也安装一台呢？空调安装费用全免！

或者，可以来信索取免费小册子《如何选择空调》，地址是：爱荷华州，马歇尔敦，第 12 大街 209 雷诺士实业公司。

©雷诺士实业公司 供暖及空调设备领导品牌 于 1895 年成立；  
马歇尔敦以及爱荷华州德梅因；纽约雪城；俄亥俄州哥伦布；印第安纳州迪凯特；德克萨斯州沃思堡；洛杉矶；盐湖城；加拿大：多伦多，蒙特利尔，卡耳加里。

**雷诺士家庭，公司，学校；室内舒适领导品牌**

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# 作业



## 37、请考虑雷诺士冷热设备，不仅因为它可靠，还因为它经济！

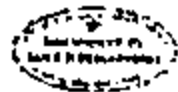
If this is your year to buy a furnace or air conditioner...

Consider Lennox heating-cooling equipment not just for dependability but for economy as well!

One of our chief engineers ran into a fellow the other day who said he was going to buy a furnace and air conditioner but he couldn't afford Lennox quality.

What this man doesn't know can cost him \$500 or more

But his remark worried us and we started on a country wide question asking tour which sums up this way: Although more



people buy Lennox air comfort equipment than any other kind, there are a few people who think that any company with a reputation for dependability like Lennox must be selling to the rich.

There aren't enough rich people in America to buy all the Lennox units sold! If Lennox didn't save more people more money—and supply more comfort besides, it would certainly not be number 1 in the industry.

The Lennox reputation for dependability evidently boomerangs on us in a few instances. This results (we think) from the unconscious comparison people make with other so-called luxury lines. A luxurious automobile costs more than many people can afford. Why would not a heating and/or cooling unit with a reputation like Lennox cost more?

Because the so-called luxury features of a Lennox unit are designed to hold operating and maintenance costs down almost as much as they are designed to provide comfort. They save fuel. They are necessities.

You are going to spend several times as much to operate your heating-cooling unit as you are to buy it. First costs are important—but operating costs are what eat up budgets. In typical installations we save 20% on operating and maintenance costs. This will add up to \$500 mighty quick in a typical home.

### Competitive Installed Prices

Lennox installed prices are low—usually as low as any others—but not always. There are limits beyond which we will not go because we cannot assure lasting economy of operation. Be sure to check Lennox prices. For further information, write 206 S. 12th Ave., Marshalltown, Iowa, and ask for free booklet, "How to Select Your Heating and Air Conditioning System." Or call your dealer, listed in the Yellow Pages under "Air Conditioning" and/or "Furnaces."



Don't be satisfied with less than  
**LENNOX**

Heats, Cools, Treats and Moves Air

LENNOX Industries, Inc. — 2533 — Marshalltown, Des Moines, Ia.; Columbus, G.; Syracuse, N.Y.; Decatur, Ga.; Ft. Worth, Tex.; Salt Lake City, Utah; Los Angeles, Calif. LENNOX Industries (Canada) Ltd. — Toronto, Montreal, Calgary, Vancouver, Winnipeg.

# 6 1 0 0 1

公众微信: LBC333

如果今年你想买壁炉或空调.....

## **请考虑雷诺士冷热设备**

### **不仅因为它可靠，还因为它经济！**

我们的一位总工程师有天遇到一个人，他说他要去买一个壁炉和空调，但是他买不起像雷诺士质量那么好的。

**这个人不了解信息  
可能会让他多花 500 美元或更多**

但是，这个人的说法让我们觉得忧虑，于是，我们在国内展开了大范围的调查问卷，最后得出这样的结论：尽管购买雷诺士空调设备的人，比购买其他品牌设备的人数多。但是，有不少人认为任何以品质著称的知名公司，产品价格肯定都高。

美国还没有足够多的有钱人买完所有雷诺士产品！如果雷诺士没有为更多人节省更多钱——没有提供更多的舒适，它肯定无法成为行业销售冠军。

雷诺士可靠的质量，让我们声誉在外。这是因为（我们想），人们会无意识地把它和其他所谓的奢侈品进行比较。豪华汽车，很多人都买不起。为什么像雷诺士这样这么知名的品牌，售价不比其他品牌高呢？

因为，雷诺士设备所谓的豪华特征，设计目的就是为了在提供舒适性的同时，把成本降到最低。这些豪华特色节省燃料，是必需的。一般情况下，使用冷热设备的成本，是你购买它的成本的好几倍。购买成本是必须支付的，真正让你家庭开支增加的是它的使用成本。我们一些典型制热制冷设备，在操作和维护成本上给客户节省了 20%。在一个普通家庭中，相当于 500 美元。

**具有竞争力的安装价格**

雷诺士安装价格也很低廉——通常和别的品牌的安装价格一样——但也并非总是如此。我们的安装价格有最低下限，肯定不会低于它，否则我们无法保证空调持久经济地运行。一定要去看看雷诺士的售价。

想了解更多信息，可以写信到美国第 12 大街 206 号，马歇尔敦，爱荷华州，索取免费小册子，《如何选择你的供暖和空调系统》。或打电话给你的经销商，在黄页中“空调”或“壁炉”列表中，就能找到他的电话。

## 雷诺士

制热制冷，换气系统

你最满意的选择

© 雷诺士实业公司 供暖及空调设备领导品牌 于 1895 年成立；网点：马歇尔敦以及爱荷华州德梅因；纽约雪城；俄亥俄州哥伦布；印第安纳州迪凯特；德克萨斯州沃思堡；洛杉矶；盐湖城；加拿大：多伦多，蒙特利尔，卡耳加里。

657

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# 作业

## 38、伟大的思想来自哪里？



### *Where do great ideas come from?*

From its beginnings, this nation has been guided by great ideas.

The men who hammered out the Constitution and the Bill of Rights were thinkers—the educated men of their day.

And the advances in our civilization since that time have come from minds equipped by education to create and put great ideas into action.

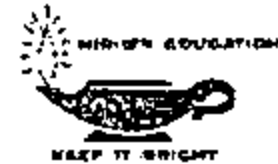
It is in the college classroom that the great ideas of the future will be born.

That is why the present tasks of our colleges and universities are of vi-

tal concern to every American. These institutions are doing their utmost to meet the steadily rising pressure for enrollment and provide the healthy educational climate in which great ideas may flourish.

But they need help, and they need it now!

If you want to know what the college crisis means to you, write for a free booklet to:  
**HIGHER EDUCATION,**  
Box 36,  
Times Square Station,  
New York 36, N. Y.



Sponsored as a public service, in cooperation with the Council for Financial Aid to Education, by

# Reader's Digest

## 伟大的思想来自哪里？

从建国开始，国家就被伟大的思想指引着。

起草《大宪章》以及《权利法案》的人都是思想家——受过高等教育的人。

从那时起，我们的文明进步来自于通过教育武装起来的思想，来创造伟大的想法，并将之付诸行动。

未来伟大的思想，诞生于大学课堂。

这就是为什么我们学校当前的任务，对每位美国公民都至关重要。这些机构尽他们所能，来满足入学人数逐渐上升的压力，创造能孕育伟大思想的健康的教育环境。

但是他们需要帮助，现在就需要！

如果你想知道大学危机对你来说意味着什么，请来信索取免费手册：

《高等教育》，

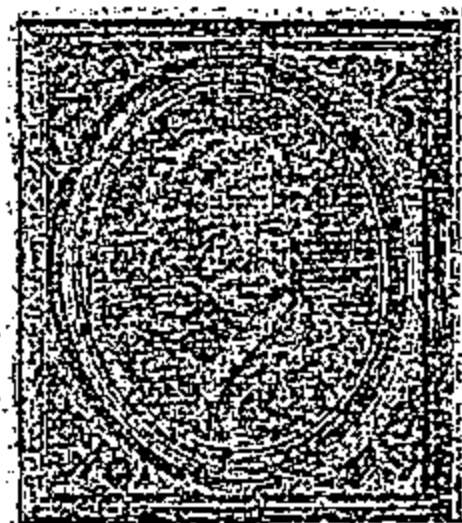
36 信箱，时代广场，纽约 36，纽约

《读者文摘》联合金融援助教育理事会公共服务赞助

# 作业

## 39、给厨师千万条赞美

### Ten Million Compliments to the Cook



How an Ohio mother taught her sons an appreciation of fine foods that inspired a fabulous business

At the turn of the century, in the midst of country plenty, no table in all Ohio held more delight than Mahala Stouffer's. Mahala chose the finest of the rich abundance of American foods. Mealtime seemed all tempting tastes and blissful fragrances.

Mahala's standards of good taste developed in her sons an appreciation of fine foods. From this came their interest in starting a restaurant dedicated to serving dishes even Mahala would praise.

Anything so good will prosper. The restaurants multiplied. Today they number 26, and over 100,000

people daily in Cleveland, Detroit, New York, Philadelphia, Pittsburgh, and Chicago dine on the same good dishes Mahala served. The compliments Mahala once got for her food are counted in millions every month—millions of compliments to the skilled Stouffer women cooks.

Now, many of these same compliment-winning dishes are being frozen for you to serve at home. Now, all of America can serve Stouffer's Frozen Cooked Foods—the new frozen foods made from favorite recipes of famous restaurants. Look for Stouffer's in your grocer's freezer when you shop.

Over twenty delicious main dishes, vegetable dishes and desserts—in instance:

*The taste of elegance:* Stouffer's Lobster Newburg—fresh lobster swimming in a creamy sauce delicately laced with sherry.

*The wonderful flavor of home—*is yours now in Stouffer's Escalloped Chicken and Noodles: generous chunks of tender chicken with golden egg noodles, in creamy chicken gravy.

*Paradise for potato lovers:* Stouffer's Potatoes au Gratin, pick-of-the-crop potatoes, cooked in a moxy cheese sauce.

*Spinach rises to gala heights:* Stouffer's Spinach Souffle—tender young leaf spinach, elegantly blended with eggs, butter.

*Delicious dish for cheese fanciers:* Stouffer's Welsh Rarebit, tempting with the tang of aged, golden cheddar cheese.



## 给厨师千万条赞美

*一位俄亥俄州的母亲教她的儿子欣赏美食，激发了一个绝妙公司的诞生*

在世纪之交，在整个俄亥俄州，没有比玛哈拉·史都华的客人更开心的了。玛哈拉选择了美国丰富的食物中最好的食材。吃饭时间，那里总会飘出诱人的味道和幸福的香味。

玛哈拉对美食的标准培养了儿子们对美食的鉴赏力。正因如此，激发了他们开办一家甚至玛哈拉也会称赞的餐厅。

好东西都会繁荣昌盛，这家餐厅也不例外。如今已经有 26 家分店。在克利夫兰、底特律、纽约、费城、匹兹堡和芝加哥，每天有超过 100000 人在玛哈拉不同分店享用着一致的美味菜品。玛哈拉曾经每个月收到的好评超过数百万——数百万好评，赞美她的厨师精湛的厨艺。

现在，这些备受好评的明星菜品，使用冷冻技术，你在家就可以吃到。现在，全美国都可以吃到玛哈拉·史都华烹饪的美食——用这个著名的餐厅，最受欢迎的食物菜谱做成的新型冷冻食物。下次购物时，在超市里找找玛哈拉·史都华的美食吧。

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20 多种美味主食，蔬菜菜品以及甜点——比如：

**优雅的味道：**史都华虾米纽堡——新鲜龙虾在装饰有精美雪利酒的奶油酱里游泳。

**菠菜增加节日气氛——**史都华菠菜舒芙蕾——嫩菠菜叶和黄油，鸡蛋的完美融合。

**家的美味——**现在你在家就可以吃到玛哈拉·史都华美味的贝

壳鸡肉和面条：香浓的鸡肉肉汁中，大块嫩鸡肉，金黄的鸡蛋面的完美搭配。

**土豆爱好者的天堂：**史都华乳酪口蘑烤土豆，由精心挑选的土豆，在香气扑鼻的奶酪酱中烹煮而成。

**奶酪控的美味——**史都华威尔士干酪，多年陈制，金色的切达干酪诱人的味道。

350

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# 作业

## 40、塞维尔故事：对抗 42 年的气候战争，科学最终取得胜利

### THE SAYVILLE STORY: SCIENCE WINS A 42-YEAR BATTLE AGAINST WEATHER

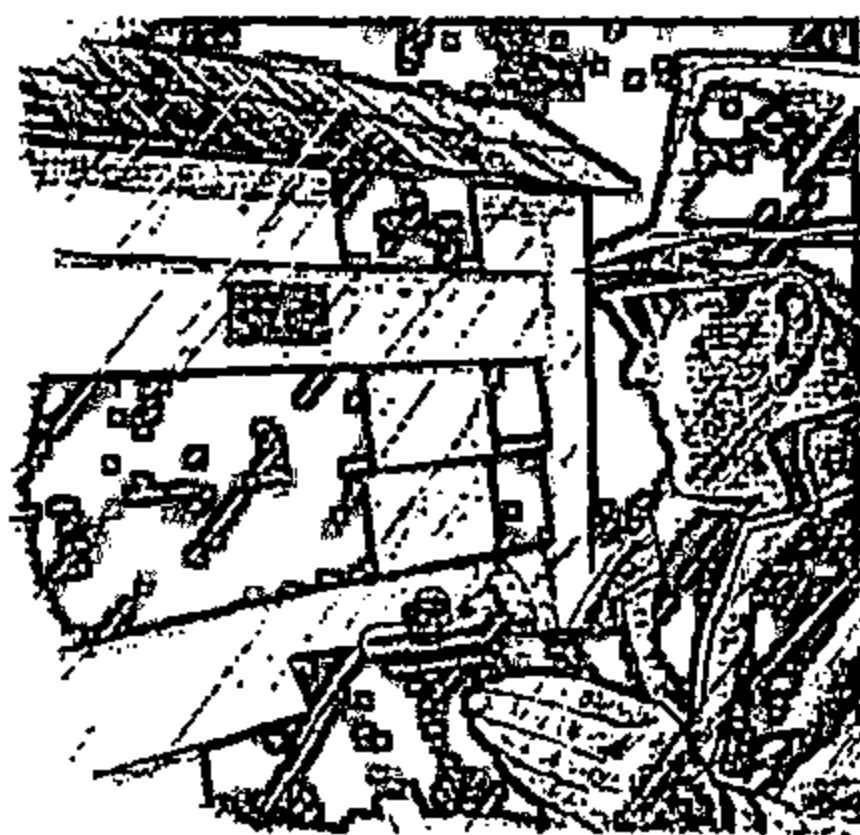
**N**EAR SAYVILLE, N. Y., is a bleak and quiet meadow. Standing in its center are rows and rows of painted, fence-like structures, nothing more.

But in this quiet meadow a bitter contest has been fought—for over forty-two years. It has its victories and defeats. Few of them would merit a line in your local newspaper. Yet every homeowner who cares about maintaining his home has a stake in what happens in Sayville.

The opponents in the contest are paint and the elements. The elements seem to be favored, for the paint on the test "fences" is scarcely 2/1000ths of an inch thick, while the weather goes from freezing rain and frost in winter to baking heat in summer. Changes in temperature and humidity are frequent—and sudden.

But while the weather does its worst, science does its best—in this case, science in the service of National Lead Company, makers of "Dutch Boy" House Paint. What can weather *do* to house paint? Why does it fade, blister, chalk, peel? What about moisture, or dryness, or heat, or icy cold? *How long* can a paint job stand the weather? Answers to these questions must come from the "fences," where over 25,000 "tests" are on exposure every day. As the answers come, back they go to the "Dutch Boy" laboratories. Soon new paints come out to be brushed on the "fences," and the battle begins again.

The major victory at Sayville—the victory of greatest significance to homeowners—has been the development of "Dutch Boy" House Paint. All the years of testing, all



*Story of the struggle to develop a house paint that will last years longer—under all weather conditions in the U.S.A.!*

the hours in the laboratory, have had this result: the formulation of a paint homeowners now call "the 5-year house paint." "Five years," remember, is what they say—in a country where painting a house every three or four years is common!

Year after year, over thousands of tests, "Dutch Boy" House Paint has been brought to a near-perfect balance of beauty and durability. The tests show that it keeps its color better, resists blistering, mildew, metal staining, shows greater freedom from cracking and scaling, than all the other paints tested with it. Support for the verdict of the Sayville tests comes from homeowners themselves. They say "Dutch Boy" is the 5-year house paint!

You owe it to your home, and to the money you spend to maintain it, to find out about "Dutch Boy" House Paint. Find the name of your "Dutch Boy" Dealer in the Yellow Pages of your phone book. He'll tell you all about "Dutch Boy" House Paint—the paint homeowners call "the 5-year house paint." And he'll be glad to recommend the color and type of "Dutch Boy" House Paint best suited to your home.

## 塞维尔故事： 对抗 42 年的气候战争 科学最终取得胜利

一个在美国任何气候下，都能持久耐用数年的外墙涂料的研发故事！

在纽约塞维尔附近，有一片荒凉，安静的草地。在草地中心，有一排排上好涂料，像栅栏一样的隔板，仅此而已。

但在这个安静的草地上，一场激烈的角逐持续了 42 年。最后分出胜负。或许在那片草地上发生的事情不值得在你们当地报纸上刊登。但是每一位在乎房屋保养的人，都和那里发生的事情休戚相关。

这场战争中，敌对双方分别是涂料和天气。天气似乎很占优势，因为这些测试“栅栏”上的涂料，几乎只有 2/1000 英寸厚，而天气却千变万化，从冻雨天气，到寒冬，到酷暑。温度和湿度的变化非常频繁，而且突然。

最糟糕的天气状况，带来了科学最大的进步——国家领导公司的科学团队，制造出了“荷兰小子”外墙涂料。

天气会对外墙涂料产生什么影响呢？为什么外墙涂料会褪色、起泡、起白斑、或落皮呢？水汽，干燥，炎热或严寒，会对涂料产生什么影响？粉刷一次涂料，能坚持多久？“栅栏”必须回答所有这些问题，科学家在露天环境下，每天会做超过 25000 次“测试”。根据测试反馈，他们开始在“荷兰小子”实验室进行研究。很快，他们会制造出新的涂料，刷在“栅栏”上，继续和天气战斗。

塞维尔的重大胜利——对房主有着最大的意义的胜利——就是“荷兰小子”外墙涂料的发明。所有这些年的测试，所有在实验里

投入的日日夜夜，最终取得了这样结果：被房主们称为“5年外墙涂料”的配方。“5年”，记住，他们就是这么说的——在一个经常需要每3年或4年重新粉刷一次外墙的地方！

经过多年，无数次的测试，“荷兰小子”拥有了近乎完美的稳定性和耐久性。测试表明，它更不易褪色，抗气泡、霉菌，而且和测试中的其他涂料相比，不易开裂，脱落。对塞维尔测试的结论的支持，来自于房主自己。他们说“荷兰小子”是5年外墙涂料！

你欠家中一套“荷兰小子”涂料，你花的钱也应该用在“荷兰小子”上。你需要亲自去验证“荷兰小子”外墙涂料。在你的电话簿黄页上，找到“荷兰小子”经销商的联系方式。他会告诉你所有关于“荷兰小子”外墙涂料——被房主们称为5年外墙涂料——的信息。他会很乐意向你推荐最适合你家的“荷兰小子”外墙涂料的颜色和类型。

500

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# 作业

# 41、“送我一个爱阅读的人！”



**"SEND ME A MAN WHO READS!"**

International Paper interviews  
the man who trains Pan Am pilots  
to make decisions at 600 m.p.h.

*Chief pilot Sam Miller tells what it takes to be an airline captain today—and why it helps to be a reader.*

Line squall, short runway, traffic jam—the jet simulator at left can confront a pilot with them all—without leaving the ground.

This is Sam Miller's "classroom"—an exact replica of a Boeing 707 cockpit, complete with 246 instruments.

**How pilots do their homework**

They read. Miller's men must read and learn the weather characteristics and landing approaches to 250 airports. They must read a set of manuals with over 800 pages, and keep up with constant changes.

Says Miller: "This business is fast-moving in more ways

than one. But there's only one way to stay up-to-date. *Read.*"

**Languages and law**

"In a single day, one of my men may land in as many as five different countries. To cope with all the legal, political, and technical problems takes experience and reading—constant, wide-ranging reading."

What does it take to become an airline captain? "It's hard to generalize," says Miller. "But I've found one thing they have in common is the ability to learn—through training, actual flying, and reading."

Sam Miller's experience jibes with I-P's research: *Men who read more achieve more.*

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(International Paper Company 1968)



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## “送我一个爱阅读的人！”

### 国际纸业在时速 600 英里下，对培训泛美飞行员的决策人的访问

首席飞行员山姆·米勒告诉，想成为航空公司机长需要什么品质——为什么阅读对成为航空机长有帮助。

快速起跑，短跑道，交通干扰——房间左侧的飞机模拟器，可以让他们不离开地面，就面临在飞行中可能遇到的所有问题。

这就是山姆·米勒的“教室”——波音 707 客机的驾驶舱的真实复制品，246 种仪器一应俱全。

### 飞行员怎么做家庭作业

他们阅读。米勒的学员必须阅读并学习气象特征和 250 种机场着陆的方法。他们必须阅读一套超过 800 页的手册，并不断了解新信息。

米勒说：“这个行业千变万化，发展很迅速。只有一个方法能让你跟上时代变化：阅读。”

### 语言和法律

“在短短一天时间中，我的一个学员可能会在多达 5 个不同的国家的土地着陆。为了应对在不同国家可能遇到的一切法律、政治和技术问题，飞行员需要有丰富的经验，广泛的阅读——不停地涉猎各类信息。”

怎样才能成为航空公司的机长呢？“这个很难用一两句话说明白，”米勒说道，“但是我发现他们有一个共同点，那就是通过培训，实际飞行，阅读，不断学习的能力。”

山姆·米勒的经验和 I-P 的研究结果一致: *阅读更多的人成就更大。*

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465

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# 作业

## 42、“送我一个爱阅读的人！”

### “Send me a man who reads!”

**I**F YOUR BOY reads a lot, don't worry about his becoming a book worm. International Paper's new research shows that top high school scholars are also likely to be leaders.

We interviewed 100 high school seniors who had just been awarded national academic scholarships. In one month, 9 out of 10 read at least one book. The total number of books read by these boys was 400.

Then we interviewed 100 seniors who had been accepted by various colleges, but had *not* been awarded any type of academic scholarship. In one month, only 6 out of 10 read at least one book. Total number of books read: 175. The conclusion is as clear as print:

*Men who read more achieve more.*

And they are almost twice as likely to be *leaders*. Of 100 scholarship winners, 67 were officers of at least one social or athletic organization. Only 39 of the non-winners had a similar honor.

The message is plain. Reading is often a main spring to leadership. Lincoln once said that his best friend was the man who brought him a book—one that “I ain't read.”

Teen-agers are their own best friends. Half the books borrowed from the New York Public Library are borrowed by teen-agers. They spend money for books, too. The classics are now available in paperback form and account for a healthy share of the *one million* paperback books sold every day of the year.

#### How fast do you read?

The average reading speed is 250 words per minute. Some people can read ten times that fast.

To find out how fast you read, simply have someone time you for five minutes. Then, count the number of words you've read and divide by five. If you're below average, chances are your eyes

and mind wander. Concentrate harder to eliminate the problem of re-reading sentences, paragraphs, even pages.

**Free.** Write Box 22, Education Department, International Paper, 220 East 42nd St., New York 17, N. Y., for free reprints of this advertisement.

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## “送我一个爱阅读的人！”

如果你的孩子经常阅读，不要担心他成为书虫。国际纸业的新研究表明，顶尖高中学校里的奖学金获得者，也可能成为高层领导人。

我们采访了 100 名刚刚获得国家奖学金的高中毕业生。在一个月中，十分之九的人会至少读一本书。这些男孩阅读过的书籍总数是 400 本。

我们采访了 100 名被各个大学录取，但是没有获得任何类型的奖学金的高中毕业生。一个月里，只有五分之三的人至少读一本书。他们阅读过的书籍总数为：175 本。结果不言而喻：

### *阅读更多的人成就更大*

读书多的人成为领导人的可能性是读书少的人成为领导人的 2 倍。在 100 个奖学金获得者中，有 67 个人至少成为了社会组织或体育组织的官员，而没有获得奖学金的人中，只有 39 个取得了类似的成就。

结论显而易见。阅读，往往是成为领导者的一个主要影响因素。林肯曾说过，他最好的朋友，是带给他书本的人——带给他“他之前没有读过的书”的人。

青少年最好的朋友是他自己。从纽约公共图书馆借走的书中，有一半是青少年借去的。他们也花钱买书。现在，很多经典著作都有平装本，在每天售出的 100 万平装书中占有不错的份额。

### **你的阅读速度有多快？**

人们的平均阅读速度是每分钟 250 个字。有些人的阅读速度可以比它快 10 倍。

想知道你的阅读速度有多快, 只要 5 分钟时间阅读。然后, 数一数你在 5 分钟内阅读的单词数, 除以 5。如果你的阅读速度低于平均水平, 有可能你没有集中精神阅读。阅读时, 集中精力, 不要重复阅读句子, 段落, 甚至整页内容。

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366

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# 作业

## 43. “送我一个爱阅读的人！”

### “Send me a man who reads!”

A telephone lineman who picks up a book during his lunch hour probably won't remain a lineman very long.

The executive ranks of his company are within his reach. And every time he picks up a book, he's closing the gap between where he is and where he wants to be.

International Paper's latest research study shows this is a well traveled path to success. We studied the leisure activities of 100 men who were once linemen, switchmen, cable splicers, or installers. All of these men are now telephone company executives.

In a month, each of these men finds time to read an average of 1½ books. Add this to 3 magazines and

14 newspapers a week and the implication is as clear as print:

*Men who read more achieve more.*

These men started their spare time reading long before they got to where they are today. And in most cases, it was a long climb. The chairman of the board of one company started his career with a pick and shovel.

A book a week may not make you chairman of the board. But it will give you a head start in that direction. And you'll be surprised just how much you can accomplish in only a month's time.

Next time you have a few minutes to spend, *invest* them. Walk over to the nearest bookstore or library. It may turn out to be the best walk you ever took.

#### How to build a good home library on a shoestring

The phenomenal growth of paperback books has made it possible for everyone to have a good home library.

You can choose from almost 13,000 titles. Best selling novels. Books on the arts and sciences. Even the classics.

A small budget will give you a good start. For example, you could get John Steinbeck's *Cannery Row*, William

Faulkner's *The Sound and the Fury*, James Hilton's *Lost Horizon*, and Shakespeare's *Hamlet*, *Julius Caesar*, *Macbeth*, and *Romeo and Juliet*. Total cost? \$1.65.

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公众微信: LBC333

#62001



## “送我一个爱阅读的人！”

一个在午餐时间捧着书看的电话线路工人，不会做电话线路工人太久。

他早晚会成为公司的管理层。每次他拿起一本书，他离自己的目标就会越近一步。

国际纸业最新研究显示，读书是通向成功之路。我们研究了 100 位曾经是电话接线员，电话转接员，或程序安装员，这些人现在都成了电话公司高管。

这些人，每个月都会抽时间阅读平均 1½ 本书。而且 1 周会读 3 本杂志，14 份报纸，结论不言而喻：

### *阅读更多的人成就更大*

这些人在坐到今天的位置之前很早，就开始利用业余时间阅读了。而且，在大多数情况下，这是一个漫长的道路。某公司的董事会主席，就是以一把锄头和一个铲子开始的职业生涯。

一个星期读一本书，可能无法让你成为董事会主席。但是，它会让你朝着那个方向努力。而且，你在一个月的时间内，能做到的事情，肯定会让你自己也感到惊讶。

下次，你有几分钟业余时间时，把它用来投资吧。步行到最近的书店或图书馆。这可能将是走过的最好的路。

### **如何用很少的钱，建一个不错的家庭图书馆**

平装书数量的显著增长，使每个人都能拥有一个不错的家庭图书馆成为了可能。

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你可以从近 14000 个本书中去选择。有最畅销的小说。也有关于艺术和科学的书。甚至还有经典书籍。

小小的投资，就可以让你有一个好的开始。比如，用一共 1.65 美元，就可以买到约翰·斯坦贝克《罐头厂街》，威廉·福克纳的《喧嚣与愤怒》，詹姆斯·希尔顿的《消失的地平线》，以及莎士比亚的《哈姆雷特》，《凯撒大帝》，《麦克白》和《罗密欧与朱丽叶》。

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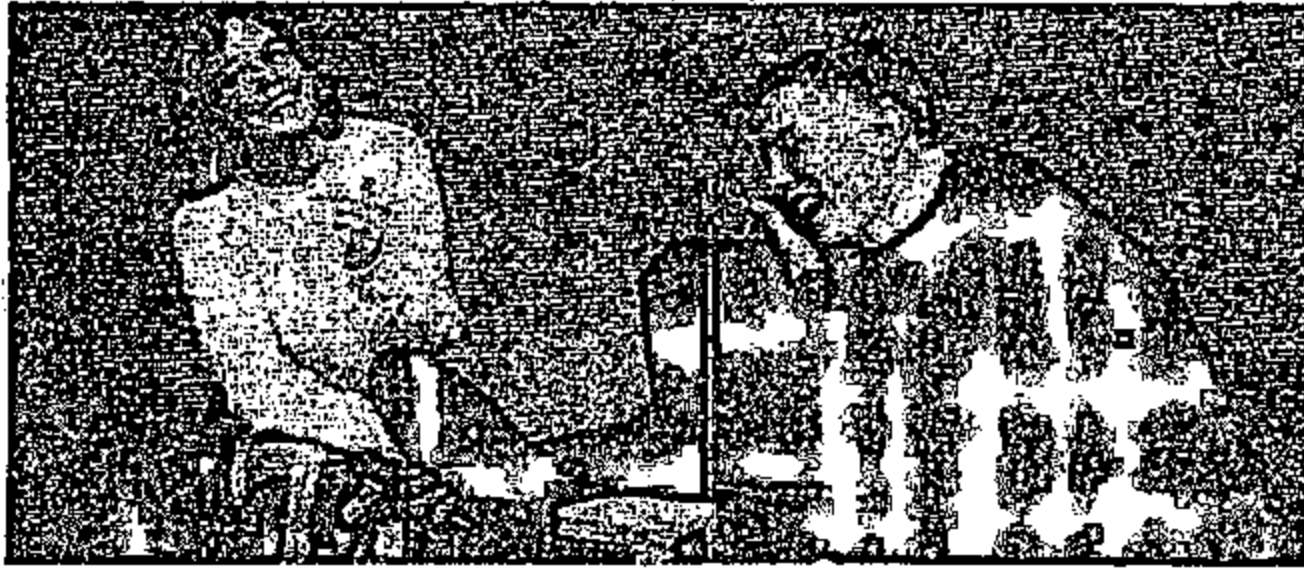
381

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# 作业

# 44、蛋白质！为什么蛋白质解决了青少年的一个问题

## PROTEIN! *Why protein answers a problem of teen-agers*



In this land of plenty, a surprising percentage of our teen-agers suffers from malnutrition. Trouble is, they're filling up on the wrong foods, say doctors, dietitians and nutritionists.

They agree that diets containing ample protein are especially important during the growth period. For without adequate protein, the young body doesn't have what it takes to develop properly. And emotional disturbances—the sudden storms followed by listlessness—can often be traced to this lack.



© 1951 by Kellogg Company

How does protein work? To put it simply, the body is made up of millions of microscopic cells, each a tiny chemical factory manufacturing what the body needs. But before

there can be any production, a plant must have raw materials. Proteins are these materials.

When is protein needed most? At breakfast. That's when the body has gone 12—14 hours without food. It's also the meal teen-agers are most likely to skip.

Recognizing this problem, Kellogg's worked with two leading Universities to come up with an answer. They found it in Special K—a new, ready-to-eat protein cereal. A serving with milk provides more high-quality protein than any other leading cereal—hot or cold.

Now teen-agers can get a good share of their vital protein requirements when they need it most—at breakfast. And the kind in Special K is unusually inviting to eat—a fact teen-agers, especially, will appreciate.

*Kellogg's* OF BATTLE CREEK

公众微信: LBC333

#59001

## 蛋白质！为什么蛋白质解决了青少年的一个问题

在这片富饶的土地上，营养不良的青少年占的比例让人惊讶。医生，营养学家都一致认为，问题在于他们吃的食物不对。

他们一致认为，饮食中含有足够的蛋白质对生长期间的青少年尤为重要。因为，没有足够的蛋白质，身体就会缺乏健全发育所需要的物质。情绪不稳定——忽然暴跳如雷，忽然无精打采——也是缺乏蛋白质引起的。

蛋白质是如何发挥作用的呢？简而言之，人体由数以百万计的微小的细胞构成，每个小细胞都是一个小化工厂，生产着身体必需的物质。但是，在生产之前，工厂必须有必要的原材料。这些原材料就是蛋白质。

身体什么时候最需要蛋白质？早餐时间。因为这时候，经过一夜，身体已经有 12 — 14 小时没有进食了。而且，早餐也是青少年最有可能跳过的一顿。

认识到这个问题后，家乐氏联合两所知名大学开始寻找答案。最后，他们在一种 Special K 的物质——一种即食蛋白质谷物中找到了答案。加入牛奶后食用——热食或冷饮，能为身体提供比其他任何谷物都多的蛋白质。

现在，青少年在早餐中就可以获得他们身体所需的最至关重要的蛋白质。而且，这种含有 Special K 的即食蛋白质味道特别好——青少年都特别喜欢。

巴特尔克里克 家乐氏

© 家乐氏公司 1959

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# 作业

## 45、给美国 4800 万佩戴假牙人士的建议

# A Personal Message To The 48 Million Americans Who Wear Dentures

Remember how you cleaned your teeth as a child? You used a brush, of course. Brushing has always been the accepted way — the *only sure way* to get all tooth surfaces, including the spaces between, clean and free of food particles.

Your dentures are exact copies of those natural teeth, professionally duplicated from the original shape, spacing, color. Since brushing cleans natural teeth best, doesn't it make sense that their replacements be cleaned the same effective way?

Because dentists recommend brushing for *all* teeth, science, with the help of important research, has long sought a dentifrice that works with your brush to get dentures really clean, *antiseptically* clean. The result is new BON-DENT Denture Cleaner Cream . . . the *most effective denture cleaner ever developed by modern research.*



BON-DENT's exclusive formula (aluminosilicates-hexachlorophene) combats oral bacteria — often the source of mouth irritation and denture odor. It attacks film and tartar . . . helps remove odor-causing food particles. Safe for all dentures. BON-DENT contains a special abrasive

that removes stains, keeps dentures sparkling. And BON-DENT is pleasant-tasting, easy to use.

Hospital tests have *proved* the effectiveness of BON-DENT. Thousands of old and new denture wearers are enjoying its advantages. Discover how it can help you. Take advantage of this special money-saving introductory offer: redeem the 10¢-off coupon for your first tube of BON-DENT. Once you've tried it, we know you'll agree, nothing cleans dentures better than a brush — and new BON-DENT!

*This ad sponsored by the Drug Division of the Bon Ami Co., Inc., New York 22, N. Y. Members of the dental profession are invited to write for professional samples of BON-DENT.*

THIS COUPON WORTH 10¢

SAVE 10¢

ON NEW

bon-dent

DENTURE CLEANER CREAM

Offer limited to one Coupon per tube

To dealer: This coupon redeemable for 10¢ plus 2¢ handling if you received it on your sale of Bon-Dent Denture Cleaner Cream. For payment mail to Bon Ami Co., P.O. Box 1735, Clinton, Iowa. Coupon not assignable or transferrable by you. Invoices proving purchase of sufficient stock to cover coupon redemptions must be shown on request. Customer must pay any sales tax. Void where prohibited, taxed or restricted by law. Good only in U.S.A. Cash value 1/20¢. Bon Ami Co., Inc.

100 A

公众微信: LBC333

#62001

## 给美国 4800 万佩戴假牙人士的建议

还记得孩童时期你是怎么清洁牙齿的吗?当然是用牙刷。用牙刷刷牙,也一直是被公认的清洁牙齿表面,包括牙齿缝隙的食物残渣的唯一可靠办法。

你的假牙就是真牙的专业复制品,不管是从形状,牙齿间的间距,还是颜色,都和真牙一样。因为刷牙是清洁真牙最好的方法,难道它不能成为清洁真牙替代品——假牙的有效方法吗?

因为牙医都推荐刷牙,科学家们,经过长期重要的研究,一直在寻找一款用于牙刷上,能有效清洁假牙的牙齿清洁剂。终于,一款全新的美牙牙假牙清洁霜问世了……它是通过现代化的研究方法,研发的最有效的假牙清洁剂。

美牙牙假牙清洁霜是独家配方(铝硅酸盐-六氟酚),能杀死口腔细菌——这些细菌通常是假牙气味,以及口腔疾病的来源。美牙牙假牙清洁霜,能清洁附着在牙齿上的薄膜和牙垢……有助于清除带来异味的食物残渣。对所有假牙都绝对安全。美牙牙假牙清洁霜包含一种特殊的磨料,可去除污渍,保持假牙光泽亮丽,不磨损假牙。而且,它的味道非常好,使用起来非常方便。

医院测试证明美牙牙假牙清洁霜的效果非常好。许许多多的假牙佩戴者都享受着它带来的优势。快去看看它是否能帮到你吧。你可以利用下面这个特殊的提议帮你省钱:用美牙牙假牙清洁霜优惠券,购买第一管,可以节省 10 美分。我们相信,一旦你试过,你肯定也会同意:没有任何假牙清洁剂,比用美牙牙假牙清洁霜刷牙的清洁效果更好!

*这则广告由好朋友公司药物部,纽约 22, 赞助。*

*特邀请牙科专业人士撰写美牙牙广告宣传稿样稿。*



## 这个优惠券价值 10 美分

购买一管新配方美牙牙假牙清洁霜

立省 10 美分

一张优惠券限买 1 管

**致经销商:** 在销售美牙牙假牙清洁霜时, 这个优惠券可兑换 10 美分加 2 美分手续费。来信到好朋友公司, 邮政信箱 1755, 克林顿, 爱荷华州即可申请兑换现金。此优惠券不得赠送或转让。在申请兑现时, 需出具相等数额的发票证明。客户必须支付销售税。法律禁止, 征税或受法律限制的地方无效。只适用于美国境内。现金价值 1/20 美分。好朋友有限公司。

568

# 作业

## 46、关于膨化谷物的童话故事



### A Twilight Story

#### About Puffed Wheat

When you serve a supper dish of Puffed Wheat in milk, make this your story sometime. It is like a fairy tale.

Each bubble of wheat is a kernel, puffed to eight times normal size. All its thin, airy flakiness is due to steam explosions. And each has been shot from guns.

#### 100 Million Explosions

Each kernel of wheat contains, as it grows, more than 100 million food cells. Each food cell is hard and hollow. A trifle of moisture is in it. Each must be broken to digest.

Other cooking methods break part of those food cells, but never more than half. So Prof. Anderson, a famous food expert, sought a way to break them all.

Puffed Grains are made by his process. The grains are sealed in huge guns. The guns are revolved for sixty minutes in 550 degrees of heat. Thus the bit of moisture in each food cell is changed to steam.

Then the guns are shot. Each food cell explodes. And the grains come out puffed to bubbles, as you see.

This makes the whole grains wholly digestible. Every atom of every element is food. That's why countless mothers, every morn and night, serve these grains to children.

|                                       |              |             |
|---------------------------------------|--------------|-------------|
| ★                                     | Puffed Wheat | Except 12c  |
|                                       | Puffed Rice  | For War 15c |
| Corn Puffs—Bubbles of Corn Hearts—15c |              |             |

You find these fascinating dainties. You call them food confections. With sugar and cream or mixed with fruit they seem like breakfast bimbos. Boys eat them like peanuts when at play. Girls use them in candy-making.

But they are, above all, perfect grain foods. In no other form have cereal foods ever been so fitted to feed.

The better you know them the more you will serve them. Keep all three on hand.

**The Quaker Oats Company**

公众微信: LBC333 Sole Makers

(1927)

Quaker Food Products Co.,

## 关于膨化谷物的童话故事

当你为家人准备一顿加牛奶的膨化谷物时，它就成为了你的故事。美得像童话。

每个谷物泡泡，都由小麦内核膨化到正常大小的 8 倍而成。这些轻而薄的谷物泡泡，都是通过蒸汽膨化，并从枪里射击出来的。

### 1 亿次爆炸

每粒谷物，随着它的生长，都会包含超过 1 亿个食物细胞。每个食物细胞都是坚硬，中空的。并且包含少量水分。每个细胞都必须破裂，才能被人体消化。

其他烹饪方式，可以打破部分食物细胞，但数量不会超过总量的一半。所以，安德森专家，一位著名的食物专家，想到了一个把所有食物细胞全部打破的方法。

膨化谷物就是采用他的方法制作而成。将谷物颗粒密封在枪支中，高温中旋转数小时。这样，每个谷物细胞中的水分，就会转化成蒸汽。

然后，开枪。所有谷物细胞都爆炸了。所有谷物都成了你看到的泡泡状。

这种方法，可以使整个谷物都非常容易被消化。每个元素中的每个原子都是食物。这就是为什么许许多多的妈妈们，每个早晨和晚上都会给孩子准备这种谷物。

|      |             |       |
|------|-------------|-------|
| 膨化小麦 | 除极偏远的西部地区以外 | 12 美分 |
|------|-------------|-------|

|                   |  |       |
|-------------------|--|-------|
| 膨化大米              |  | 15 美分 |
| 膨化玉米—玉米胚芽泡泡—15 美分 |  |       |

你找到这些迷人的美味。把它们称为糖果食品。把它们和糖，奶油，水果混合起来，就能给孩子提供一顿美味糖果早餐。男孩喜欢把它们当作坚果一样的零食吃。女孩子们则把它们当作糖果。

但它们却是完美的谷物食品。没有任何其他谷物食品能做到这点。

你越了解这种食物，你就越想每餐食用一些。家中常备一些吧。

**桂格燕麦公司**

良心制造商 (1382)

十月厨房好食物

1068

# 47、临床研究发现,大多数超重的人都缺乏这8种能燃烧脂肪的营养

## Clinical studies find that most overweight people are lacking in these 8 fat burning nutrients

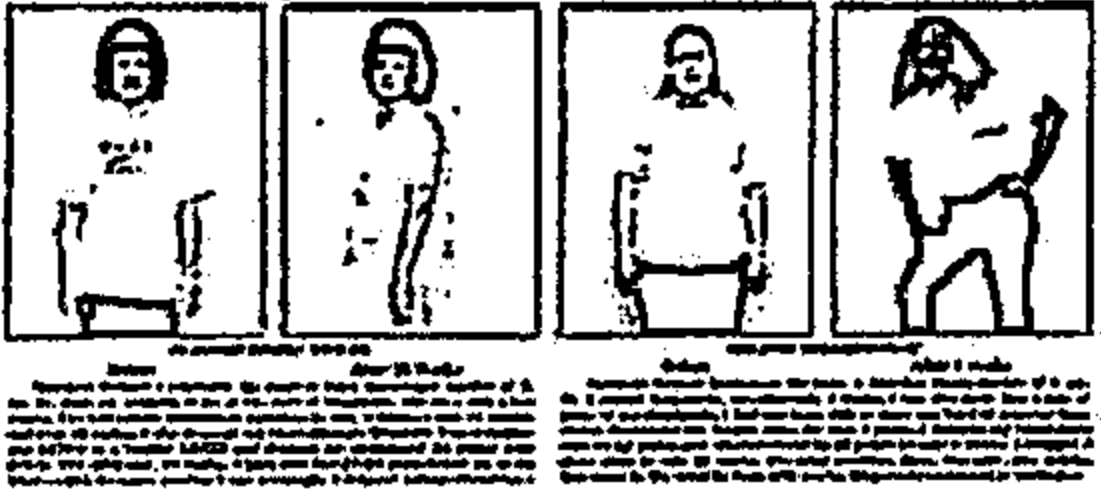
### Tablets now available that provide all 8 fat burning nutrients

There is a new way to lose weight. It's not a diet. It's not a drug. It's a new way to burn fat. The new way is to take a tablet that provides all 8 fat burning nutrients. This is the first time that all 8 fat burning nutrients have been combined in one tablet. The new way to burn fat is to take a tablet that provides all 8 fat burning nutrients. This is the first time that all 8 fat burning nutrients have been combined in one tablet.

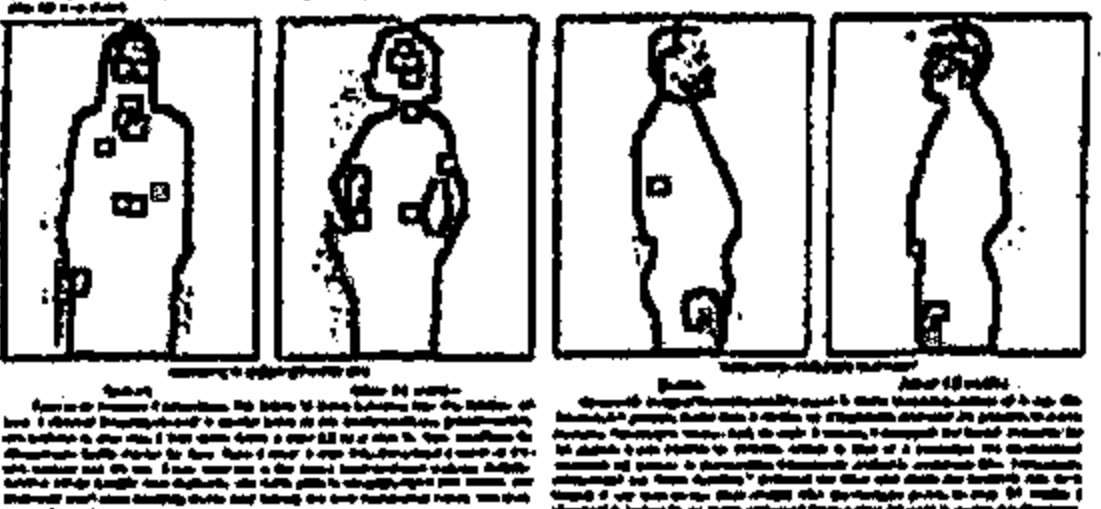


These people are from a test group that used the new Biogenex method which provided them the critical fat-burning nutrition

After 1 week, the test group showed a significant decrease in weight. After 2 weeks, the decrease was even more significant. After 4 weeks, the test group had lost a total of 10 pounds. After 8 weeks, the test group had lost a total of 20 pounds. After 12 weeks, the test group had lost a total of 30 pounds. After 16 weeks, the test group had lost a total of 40 pounds. After 20 weeks, the test group had lost a total of 50 pounds. After 24 weeks, the test group had lost a total of 60 pounds. After 28 weeks, the test group had lost a total of 70 pounds. After 32 weeks, the test group had lost a total of 80 pounds. After 36 weeks, the test group had lost a total of 90 pounds. After 40 weeks, the test group had lost a total of 100 pounds.



After 44 weeks, the test group had lost a total of 110 pounds. After 48 weeks, the test group had lost a total of 120 pounds. After 52 weeks, the test group had lost a total of 130 pounds. After 56 weeks, the test group had lost a total of 140 pounds. After 60 weeks, the test group had lost a total of 150 pounds. After 64 weeks, the test group had lost a total of 160 pounds. After 68 weeks, the test group had lost a total of 170 pounds. After 72 weeks, the test group had lost a total of 180 pounds. After 76 weeks, the test group had lost a total of 190 pounds. After 80 weeks, the test group had lost a total of 200 pounds.



After 84 weeks, the test group had lost a total of 210 pounds. After 88 weeks, the test group had lost a total of 220 pounds. After 92 weeks, the test group had lost a total of 230 pounds. After 96 weeks, the test group had lost a total of 240 pounds. After 100 weeks, the test group had lost a total of 250 pounds. After 104 weeks, the test group had lost a total of 260 pounds. After 108 weeks, the test group had lost a total of 270 pounds. After 112 weeks, the test group had lost a total of 280 pounds. After 116 weeks, the test group had lost a total of 290 pounds. After 120 weeks, the test group had lost a total of 300 pounds.

After 124 weeks, the test group had lost a total of 310 pounds. After 128 weeks, the test group had lost a total of 320 pounds. After 132 weeks, the test group had lost a total of 330 pounds. After 136 weeks, the test group had lost a total of 340 pounds. After 140 weeks, the test group had lost a total of 350 pounds. After 144 weeks, the test group had lost a total of 360 pounds. After 148 weeks, the test group had lost a total of 370 pounds. After 152 weeks, the test group had lost a total of 380 pounds. After 156 weeks, the test group had lost a total of 390 pounds. After 160 weeks, the test group had lost a total of 400 pounds.

## 临床研究发现，大多数超重的人都缺乏这 8 种能燃烧脂肪的营养

现在一种能为你提供 8 种燃烧脂肪的营养元素的药片出现了

来自: 约翰·怀特黑德 媒体服务

(坎顿, 俄亥俄州) 你有没有感觉到, 你明明没有吃很多食物, 但是体重还是莫名其妙地上升? 新的研究发现, 这并不是你的错觉。

临床研究表明, 很多超重的人缺乏特有的营养素来有效地燃烧脂肪。这些研究, 曾被很多知名医学期刊引用, 包括《美国临床营养学杂志》, 《国际生物化学杂志》, 《新英格兰医学杂志》, 以及《当前疗法研究》和《国际肥胖杂志》。知名大公司, 生物技术研究公司, 也对一些人群进行了研究测试, 这是其中一些研究照片。

这些研究发现, 大多数超重的人摄入的卡路里, 并不比那些不超重的人多。大多数超重者都缺乏以下 8 种使身体燃烧脂肪的营养。左卡尼汀, 吡啶甲酸铬, 胆碱, 肌醇, 生物素, 胰液素, 甜菜碱酶, 和维生素 B6。这些营养物质只存在于某些食物中, 你必须摄入足够的这类营养物质, 来充分燃烧脂肪。

进行充分研究后, 生物技术研究公司制造了一种, 能为你提供这 8 种燃烧脂肪的营养元素的药片。

使脂肪转化成能量, 需要经过许多化学过程和阶段 (见图 1)。在很多阶段, 都需要一些关键营养, 作为催化剂将脂肪分解成不同的部分。这些催化剂和化学反应, 包括关键营养元素胆碱, 肌醇, 生物素和维生素 B6。

脂肪分解还需要两种关键酶, 胰液素和甜菜碱酶。脂肪还需要被运送到被称为脂肪燃烧室的线粒体细胞。脂肪左卡尼汀的帮助下

被运输到线粒体内，转化为细胞用来维持生命运行的能量。一些其他重要营养物质，如吡啶甲酸铬，能帮助调节和产生胰岛素，胰岛素有助于控制饥饿，调节脂肪存储，帮助生成肌肉。这些营养物质，会在这个过程中被用完。缺乏它们，脂肪代谢就会减缓。如果我们均衡膳食，吃包含这些营养元素的对的食物，我们的脂肪代谢速度就会一直处于一个高水平。

已经有大量的临床研究表明，这 8 种关键营养物质，能使人体有效地燃烧体内储存的脂肪，保持适当的体重。

医学杂志《当前疗法研究》(51 261-274) 上的一个临床研究指出，对 30 位肥胖女性和 10 位肥胖男性进行饮食测试。这些女性每天规定摄入 1200 卡路里，男性每天摄入 1600 卡路里。这两组分别被一分为二。一组的饮食提供足够数量的卡路里，但是只包含 8 种燃烧脂肪的关键营养元素中的 2 种，吡啶甲酸铬和左卡尼汀。另一组则服用了一种含有非活性成分的药片。饮食中含有脂肪燃烧的营养成分的那组人，减重 15 磅，而另一组减重 0 磅。

最新研究还发现，决定体重增加或减少的，并不是每天摄入的卡路里总量，而是卡路里的食物来源。并非所有的热量都一样。某些类型的热量会 100% 快速转换，存储为脂肪，而某些类型的热量，只有 40% 会转化成脂肪储存。当你吃不同类型的特定食物时，你也增加了脂肪的燃烧，而且，这种组合应该不断改变，这样身体就不会储存脂肪。这种组合，能最大化你的脂肪燃烧量，是提高代谢率的关键。

生物技术研究公司，以及其他一些临床研究也都发现了这点。要想减肥，实际上大多数超重的人每天都需要增加卡路里，如前面所说，变换他们热量来源的食物类型。

如果你过多降低你的卡路里摄入量，每天只摄入 1000 卡路里，甚至更少，你的身体就会进入生存模式。那时，它将降低你的新陈代谢，使脂肪燃烧水平降到最低。它还会开始消耗你的肌肉和减少



内脏活动，来提供能量，保护脂肪。

生物技术研究公司还发现，当研究对象被提供给包含 8 种燃烧脂肪的关键营养元素，获得正确的卡路里食物来源组合时，他们可以增加他们每天的卡路里摄入量，每天可以吃 5 顿美味的饭菜，不用挨饿，就能成功减肥。他们减肥，也没有做大量运动，导致自己精疲力尽。事实上，每天只要做几分钟运动，不用筋疲力尽，就能刺激肌肉。所有这些元素都被融入了一种名为生物起源的药片中。

一个 28 人研究小组（这里刊登了其中 4 人的照片），服用生物起源减肥片后，取得了很大成果，医生对其服用前后的变化给予了验证。

这组研究对象，在短短 4 周内，减了 220 磅，围度减了 169 英寸。11 周内，共减去 416 磅，围度减去 356 英寸。仅在 4 周内，75% 的研究对象，血压下降平均 27-50 点。其中一些人的血压下降了超过 60 点。81 - 50% 的人胆固醇水平平均下降 36-57 点，一些人下降了超过 100 点。研究小组中的一个人，糖尿病患者，血糖水平降低了 39 点。再强调一次，这一切仅发生在 4 周内。很多人测试对象还说，生物起源减肥片，还缓解了他们的其他疼痛。

这组测试对象中，有的人之前从来没有减肥成功过，而这次却减重很多。有些人服用生物起源减肥片，仅仅 1 周，就减了 7 磅。有些人在短短 2 周内，裤子尺寸就减小 2 码。在仅仅 11 周内，有些人的裤子就减小了 6 码。

生物起源减肥片由生物技术研究公司开发的。主要开发人员有弗兰克·坎帕泰利，以及大卫·德斯。

弗兰克·坎帕泰利是认证的私人教练，营养师。他是著名的最畅销健身书和健身计划作者，你在全国各地的电视台、杂志或报纸上可能看到过他。大卫·德斯是认证的专业健美运动员，由健美运动员国际联盟（IFBB）给予认证，是著名的国际健美比赛冠军。要想

参加比赛，健美运动员的体脂必须降到 7% 以下，因此，大部分的减肥知识都起源于专业健身社团。德斯还是必须保持低体脂的好莱坞电影明星和专业模特的知名私人教练。

生物起源减肥片，已经被写入了一个易于遵循的特别报告中，广大受众都可以使用这个方法。全国很多人都在用这个方法，并且已经第一次成功地减去了大量体重，而且没有反弹。使用生物起源减肥片的人都说，即使他们停止服用了，体重也不会像之前使用那些无效的时尚减肥方法一样反弹。

生物起源减肥法，为你列出了为了获得燃烧脂肪的关键营养元素，你需要吃的所有食物种类和数量。生物起源减肥法，还为你提供了一些能大大提高你的新陈代谢，加快你的脂肪燃烧速率的食物热量来源组合。还包含一些简单的运动，来刺激你的肌肉，加速脂肪燃烧。

生物起源减肥法，还包含一瓶 60 片生物减肥片药片，每片都包含 8 种燃烧脂肪的关键营养成分。这些营养元素，纯天然，绝对安全。它是一个知名维生素公司为生产生物技术研究公司生产的。

生物起源减肥片，为生物技术研究公司独家所有，并非任何商店都可以买到。只要 39 美元，你就可以获得生物起源减肥法，但是如果你在未来 10 天内订购，作为给本报的读者的特别折扣，你就可以获得生物起源减肥法，和含有 8 种燃烧脂肪的关键营养成分片一瓶，共 60 片，只要 29 美元。如果你对生物起源减肥法不完全满意，还享有无条件退款保证（BSP504）。

通过电话使用信用卡订购，请拨打 1-800-466-7688。电话一天 24 小时畅通。

通过网络订购，可访问网站 [www.Biogenesis.net/BSP504.htm](http://www.Biogenesis.net/BSP504.htm)。

通过邮件，用支票或信用卡订购，只要拿一张空白的纸，在顶部写上“生物起源减肥法”，下面写上你的名字和地址，以及支付

方式。邮寄到生物技术研究公司，BSP504 部门，生物技术研究大楼，坎顿，4767，俄亥俄州。

在开始用这个方法，或者其他任何减肥方法减肥前，请咨询你的医生。该方法的效果因人而异，每个人都会有不同的收获。

**这里是这 8 种燃烧脂肪的营养元素的作用：**

生物素—启动胰液素和胃中的甜菜碱酶来分解脂肪

肌醇分解脂肪

胆碱分解脂肪

吡啶甲酸铬调节胰岛素

维生素 B6 调节血糖

胆碱，肌醇，以及脂肪，通过胆碱和肌醇运输到细胞

线粒体，这里是脂肪和碳水化合物的燃烧室，左卡尼汀就像一把铲子，可以把脂肪带到线粒体脂肪燃烧室

**下面是来自使用生物起源减肥片，摄入燃烧脂肪的关键营养元素的测试者的评价：**

**研究课题评价：**我叫玛丽·博恩特雷格，是一位 3 个孩子的母亲，今年 55 岁。下面是我在使用生物起源减肥片之前，以及短短几周后的对比照。脂肪燃烧营养棒极了。在短短 4 周内，我减了 14 磅，腰围小了超过 12 英寸。而且，我的血压下降了 29 点，从危险的 129/72 到健康的 147/84，胆固醇下降了 35 点，从 226 到 191。11 周后，我已经减掉了 27½ 磅，减到了我的理想体重，和我青少年时的体重一样了。我的裙子尺寸下降了 6 个码，从 12 码降到了 6 码。

**研究课题评价：**我叫詹妮弗·琼斯，是一位 3 个孩子的母亲，今年 36 岁。在开始使用生物起源减肥片，短短 2 周后，我就可以和我女儿穿同一条牛仔裤了。这之前，我已经很长一段时间，超过 4

年，没有穿过任何牛仔裤或合体的礼服了。短短 4 周内，我的血压下降了 12 点，胆固醇下降了 7 点。11 周内，我的裙子尺寸下降了 6 个码。我之前试过有氧运动，节食，减肥药，减肥饮料。你能想到的方法，我都试过了。但是，都没有效果。生物起源减肥片有效，而且见效很快。

**研究课题评价：**我叫罗拉萨·兰德森，41 岁，1 个孩子的母亲。在开始使用生物起源减肥片，8 周后，我去参加我儿子的婚礼，人们不敢相信这是我。我的衣服尺寸已经从 12 码，降到了 8 码。生物起源减肥片中的营养，真的可以燃烧脂肪。现在我穿 5/6 码的衣服，减腰围减了 21/4 英寸，体重减了 29 磅。我现在可以吃更多的食物而不增加体重。不像其他减肥方法，现在我的身材紧致，皮肤滑润。我的丈夫总是请不自禁地看着我，告诉我我现在看起来多么漂亮，他多么为我骄傲。

**研究课题评价：**我叫史蒂夫·哈默，是 2 个孩子的父亲，今年 45 岁。使用生物减肥法，我在前 2 周，减了 8 1/2 磅，几个月后，又减了 34 磅。没有什么比它见效更快了。而且，在短短 4 周内，我的血压降了 36 点，从 138/76 降到 110/68，这是我在青少年时期的血压。我的胆固醇下降 32 点，医生说生物起源片可能救了我的命。生物起源片消除了我的腰间“赘肉”，减少了臀部脂肪，让我的腹部变得平坦。我现在的体重非常理想，还和青少年时期一样。在短短 11 周内，我的腰围减了 6 英寸，裤子尺寸从 37 减到了 31。生物起源片彻底改变了我的生活。

1319

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# 作业



## 在短短 4 周内 培养你做梦都想不到的超强记忆力！

坦白地说，这是一个几乎令人难以置信的广告，内容是“有史以来，最具爆炸性的记忆课程。”

它由哈瑞·洛拉，世界上最伟大的记忆专家创造。它——有史以来第一次——为培养普通人令人难以置信的超强记忆力而设计。具体表现如下：

### 永远不会再忘记任何人的名字！

首先，一旦你学完这个具有革命性的新记忆课程，你就永远不会再忘记任何一个，对你来说重要的人的名字或相貌。即使你已经 5 年……10 年……甚至 20 年没有见这个人了，但是你见到他之后，依旧可以叫出他的全名，和他打招呼。你能清楚地记得他的妻子，孩子的名字。你能清楚地记得他在公司的职位，他最大的兴趣爱好，如果你想给他留下印象，你甚至能记得他的生日。

（让我们再重复一次：我们意识到这么超强的记忆力，对现在的你来说，肯定不可能。但是，我们还意识到，如果你用完全错误的方式，试图记住这些信息，也是不可能的。一旦你知道了正确的方式，不可能就会变得可能，变得司空见惯。现在，你可以零风险去证明它们！

现在，让我们再说一个你能拥有的“看似不可能的”超强记忆力：

**读一遍，就记住整本杂志！**

你将要学习:

拿起任意一本流行杂志, 比如大概 60 页或 70 页。立刻翻阅, 你只要用一个小小的技巧, 就能把每一页的内容都印在你的脑海里。(当然, 你不会记住每个字; 但是, 你对每一页的内容, 将有足够的印象, 能够: )

把那本杂志递给一个朋友——让他随便指出几页, 顺序由他选。然后, 等着看他难以置信的惊讶表情吧, 你可以立刻说出——不仅每页的正文内容, 而且还能说出它旁边的广告。

你可以一遍又一遍地应用这个技巧。但更重要的是这个简单的“记忆相机”的很多其他应用: 在短短一周内, 为你增加普通人一年才能增加的新词汇量。或者, 几分钟内快速记住半小时演讲(或销售说辞)的所有内容, 以便你到时准确无误地说出所有内容。或者——为你创造一个全新的世界——听过一次, 就准确无误地记住多达 10 个笑话, 即使 10 年后, 也不会忘记其中任何一个词语!

### 在大脑里带一本电话簿

这个课程将教你如何把你记忆的任何数据转换成图形——然后, 把这个数字图形永远刻在你的脑海里。

比如, 用这个简单的方法, 你就能在短短 30 秒内, 记住任何一个电话号码(包括区号), 而且永远不会忘记(即使你脑海里已经记忆了多达 100 个电话号码)。

或者, 如果你稍微灵活应用一下, 就可以把这个“图形数据记忆法”应用于扑克牌上, 你的朋友们肯定会拒绝再和你用钱下赌注玩牌了。比如, 在桥牌中, 叫人任意隐藏 47 张牌, 你都能轻松立即说出任意 5 张隐藏的牌数。

或者, 你可以记住整个价目表, 通过在客户办公室快速引用一系列数据, 赢得一笔又一笔的订单。



或者，通过询问一个新朋友的结婚日期（假设是 1921 年 1 月 4 日），然后，通过迅速说出那天是一年的哪个星期的哪天，从而给他留下深刻印象。

### 一夜之间成为“人体电脑”！

或者（这些都是技巧；但是它能帮你赢得你惊人的关注和尊重），你可以在一分钟内，记住 20 位数字——例如，89562374408763967943。或者，你可以用这些技巧，记住全国 50 个州的首府，和它们确切的人口数量，利用它在聚会上和朋友寒暄热场。

或者，你可以在房间里选 25 位客人……每个人分发一个不同的 6 位数……然后，立刻记住每人拿的不同数字。

（再说一次，它听起来可能匪夷所思；但是，这个“难以置信的技能”，真的简单之极，一旦学会了这个简单的方法，你 8 岁的儿子也能在 10 分钟内记住这些数字。原因是：）

有了这个革命性的课程，  
你就可以轻松拥有超级记忆力。

再说一次，要想拥有上面所说的任何能力，你不需要别的，只要有个正常的记忆力就行——再加上本课程中的简单技巧。

本课程一共有 12 个这样的“技巧”，每个技巧都为给你记忆力的某个区域以超级能力而设计。

比如，一个增强记忆力的技巧——你可以在 5 分钟内掌握——能让你对**外国词语**过目不忘。另一个技巧，能摧毁让你“走神”的**潜意识错误**。还有一个技巧，能让你摆脱令人尴尬的拼写错误，和发音错误。

而且，你不用学习，只要立即把这些技巧用于问答，心智练习

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*实践, 就能自动掌握它们, 真正地永远记住它们!*

再说一次, 如果你准备阅读一本普通书籍, 可能里面的姓名和人物, 就需要你记忆一个星期。但是, 有了本书中提供给你的增强记忆力捷径, 你当晚, 就能记住 15 个人的姓名和模样——确切无误! 亲自验证一下吧, 否则不用支付一分钱。

**现在, 只要支付一小部分钱,  
你就能获得原价 50 美元的超强记忆力养成课程!**

哈瑞·洛拉这个超强记忆力培养课程最初设计时, 包含 12 个月的月通讯——每份售价 4 美元, 或者一次性全部订购, 售价为 48 美元。

然而, 因为这样的价格, 使得很多需要这个信息的人无法购买, 所以, 我们把这些通讯课程, 全部融入到了一个精美的手册中……而且, 售价不是原来的 48 美元, 而是仅仅 19.98 美元。

而且, 我们不要求你全部支付, 直到你亲自验证了神奇的效果。我们的建议是:

现在, 你只需要支付课程总费用的四分之一 4.98 美元。在你继续支付费用前, 请亲自验证效果。如果(我们相信)你认为满意, 你只要保留这个课程, 并每月支付 5 美元, 直到付清全款 19.98 美元加运费和处理费。或者, 如果你有任何不满意, 只要把课程回寄给我们, 我们就会退回你的每一分钱。

**已经销售将近 50000 美元!**

### 今天就邮寄零风险优惠券吧

信息公司, PA-11 部门  
119 第五大街, 纽约, 10003

先生: 请快速为我寄一份哈瑞·洛拉的超强记忆力培养课程——价格不是原来的 48 美元——而是总共 19.98 美元。此次, 我只需支付四分之一的价格 4.98 美元。

我知道, 在我继续支付任何费用前, 我将请亲自验证效果。我将零风险试学这套课程 30 天。如果我在 30 天结束的时候, 对课程完全满意, 我只要每月支付 5 美元, 直到付清全款 19.98 美元加运费和处理费。或者, 如果我有任何不满意, 我只要把课程回寄给你们, 你就会退回我的每一分钱。

姓名 \_\_\_\_\_

(请打印)

地址 \_\_\_\_\_

城市 \_\_\_\_\_

州 \_\_\_\_\_ 邮编 \_\_\_\_\_

[ ]如果你想免费获得《奇迹数学》这本书, 请查看此处。如果现在你支付全款 19.98 美元, 就能免费获得这本 6 美元的畅销书。如果你退寄记忆课程, 申请全额退款, 你依旧能免费留下这本书。

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**获得这个超级记忆测试吧！  
如果你能 100%通过，不用支付一分钱！**

它非常重要！首先，这个超强记忆力培养课程会给你一个特别测试：（1）向你展示你现在没有经过培训的记忆力，有多么不足；（2）向你展示一旦通过简单的记忆力训练，同样的记忆力，能变得威力十足。

这里有一个简单的测试大纲。看看每个技能对于现在的你来说，都是多么不可能：

- 1.看一眼，就能记住一个 20 位数字。
- 2.立刻记住 15 个人的姓名和容貌。
- 3.立刻按顺序记住 20 个列表。
- 4.按页码顺序记住整本杂志内容。
- 5.记住桌上的整副牌。

**我们的保证：**我们相信，在你学习这门课程之前，你尝试这个测试，肯定一个也无法通过。但是，我们保证，当你完成这门课程后，将会通过所有测试——否则，全额退款！这个课程肯定有效，否则你不用花一分钱。为什么不今天就给我们邮寄零分险优惠券呢。

### 免费!

你可以免费拥有哈瑞·洛拉的 6 美元畅销书《奇迹数学》，即使你申请了全额退款!

革命性的新书《数学如此简单》丛书，可以一夜之间把你变成一个数学怪才! 旨在在一周内，让你比一般人一生掌握的数学水平都高! 让你能够：比计算机算术都快! 乘除计算成竹在胸! 让你在房屋，汽车，食物，分期付款，投资，人寿保险上节省几百美元!

无数人都支付 6 美元购买它! 但是，现在，如果你为我们节省为你邮寄第二份超级记忆力培养课程的费用，你就可以免费获得它! 你只要支付超级记忆力培养课程全额费用—19.98 美元即可。你依旧享有退款保证。如果你不满意，只要寄回课程，我们就会为你退款，你可以保留我们赠送的免费礼物!

### 通过他的记忆课程，这个人一周赚了 3000 美元!

他就是哈瑞·洛拉—被业内权威人士誉为“世界上拥有最非凡的记忆力的人”!

洛拉先生在埃德·沙利文，约翰尼·卡森和格里芬的电视节目上已经展示了他令人惊叹的记忆力……超过 100 家蓝芯公司，为了一夜之间提高他们高管的记忆力，为他支付一周超过 3000 美元的费用。现在，哈瑞·洛拉通过同样的图形记忆方法，使他创造了重要的“记忆奇迹”，并且能让你的记忆力在一夜之间上升到令朋友难以置信的水平!

# 作业

## 49、他们画画



Albert Dorne—from his luxurious skyscraper studio, this famous artist can see the slums where he once lived.

**A**LBERT DORNE was a kid of the slums who loved to draw. Before he was 13, he had to quit school to support his family. Although he worked 12 hours a day, he managed to study art at home in spare time. At 22 he was earning \$500 a week as a commercial artist. He rose higher and higher to become probably the most fabulous money-maker in the history of advertising art.

Dorne's "rags to riches" story is not unique. Norman Rockwell left school at 15. Stevan Dohanos, famous cover artist, drove a truck before turning to art. Harold Von Schmidt was an orphan at 5. Robert Fawcett left school at 11. Austin Briggs, who once couldn't afford a cold-water flat, now lives in a magnificent home over 100 feet long.

**A plan to help others:** More than ten years ago, these men met with six other equally famous artists—Al Parker, Jon Whitcomb, Fred Ludkens, Ben Stahl, Peter Helck, John Atherton—to discuss a problem and a plan.

Dorne pointed out that artists were needed all over the country. Yet thousands of men and women wanted to

## They DREW

By REX TAYLOR

become artists, and didn't know how. What these people needed most was a convenient way to master the trade secrets and professional know-how that the famous artists themselves had learned only by long, successful experience. "Why can't we," asked Dorne, "develop some way to bring top-drawer art training to anyone with talent... no matter where they live or how little spare time they have?"

The idea met with great enthusiasm. The twelve famous artists buckled down to work—taking time off from their busy careers. They made more than 5,000 drawings specially for the school's magnificent home-study lessons. Then, having covered the fundamentals of art, each man contributed to the course his own special hallmark of greatness. Norman Rockwell devised a simple way to explain how to draw and paint "real people." Jon Whitcomb showed how to draw and paint glamorous girls. Dorne showed step-by-step ways to create animation and humor in pictures.

Next came their most challenging problem... how to correct the drawings and paintings which students sent in from thousands of miles away? The famous artists tested many approaches. The system they finally perfected is probably the most personal and effective method of criticism the art field has ever known.

School is launched; students quickly succeed. Thus was born the Famous Artists Schools, whose campus is the U.S. mail, whose classrooms are the students' own homes. Today they have 12,000 active

#59001

## 他们画画

来自: 雷克斯泰勒

艾伯特·多恩——这位著名的艺术家，从他豪华的摩天大楼工作室向外眺望，可以看到他曾经住过的贫民窟。

艾伯特·多恩小时候住在贫民窟，酷爱画画。13岁的时候，他不得不辍学养家。尽管他每天工作12个小时，但是他还是会利用业余时间，在家学习艺术。22岁时，他靠画画，一周能挣500美元。后来，他成就越来越高，成了可能是广告艺术史上最会赚钱的人。

像多恩这样“白手起家”的故事还有很多。诺曼·洛克威尔15岁辍学。史蒂夫·多哈诺斯，著名的封面艺术家，在从事艺术之前，是开卡车的。哈罗德·冯·施密特5岁时成了孤儿。罗伯特·福西特11岁辍学。奥斯汀·布里格斯，曾经住不起带有冷水的公寓，现在住着一个超过100英尺长的豪华房子。

**帮助他人的计划：**10多年前，这些人和其他6位同样著名的艺术家——帕克，乔恩·惠特科姆，弗雷德·路德肯斯，本·斯特尔，彼得·亥尔克，约翰·阿瑟顿——来讨论一个问题和一个计划。

多恩指出，全国各地都需要艺术家。然而，许多人都想成为艺术家，却不知道怎样才能成为艺术家。这些人最需要的就是，有一个简单的方法，能让他快速掌握著名艺术家一直使用并取得成功的商业秘密和专业技术。“为什么我们不能，”多恩说道，“研究一些方法，让顶尖艺术家来培训任何具有绘画天赋的人——不管他们住在哪里，有多少业余时间？”

这个想法得到了大家的热烈支持。这12位著名艺术家从繁忙的工作中，挤出时间开始埋头策划。他们专门为学校的精品自学课程制作了超过5000幅画。然后，介绍了艺术的基本原理，每个人都为课程融入了自己独特的成功方式和技巧。诺曼·洛克威尔设计了一个



简单的方法，来解释如何绘制“真正的人。”乔恩·惠特科姆展示了如何绘画漂亮的女孩。多恩则教授了如何用循序渐进的方式来绘制动画和幽默画。

接下来，是他们的最具挑战性的问题……如何对数千英里之外的学生寄来的绘画进行指正，辅导？这些著名的艺术家测试了很多方法。最终形成了一个可能是目前为止，最个人化，最有效的批评辅导方式。

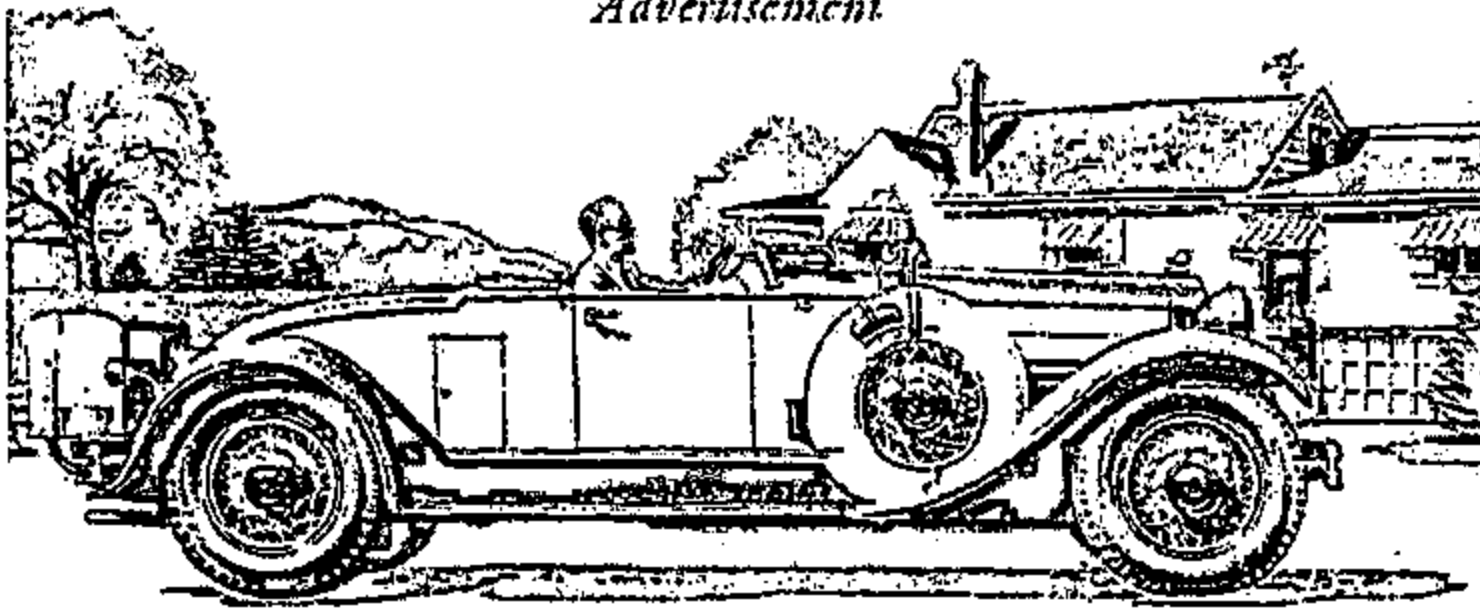
**学校开始启动；学生迅速取得成功。著名艺术家学校就此诞生，它的校园就是美国邮政，它的教室就是学生自己的家里。如今，他们有 12000 名活跃的【未完待续，接《539 档案》第二期 38 页】**

346

# 作业

## 50、在我购买经典斯图兹汽车那年， 正盛行迷你高尔夫

*Advertisement*



**“The year my classic Stutz was new,  
miniature golf was the big sensation”**

The year was 1930. Howard Hawkes startled the world by flying across America in 12 hours and 34 minutes. Women's skirts were just below the knee, and going down. And there were 122 million Americans.

This 1930 Stutz Roadster is a classic car today, thanks to the care it gets from its owner, James G. Groendyk, of Upper Saddle River, N. J. Says Mr. Groendyk, “My 30-year-old Stutz runs beautifully, and so does my new car. I keep them both in tip-top shape, and one of my secrets is Quaker State Oil.”

Quaker State quality is no secret to millions of motorists who have called this the world's finest lubricant for more than fifty years. Quaker State starts out better, as 100% pure Pennsylvania crude oil, ends up

公众微信: LBC333

best with Quaker State's incomparable refining know-how.

Today's Quaker State is designed to give long-lasting lubrication and complete protection to all kinds of cars, old and new. Stop-and-go in the city, or long hard drives on the highway—Quaker State stands up.

And it's more economical, too. For Quaker State reduces friction and wear, and helps give you increased gas and oil mileage, guards against costly repair bills, saves money every day you drive.

*Always ask for Quaker State by name. It's available everywhere.*



Member Penna. Grade Crude Oil Assn.  
QUAKER STATE OIL REFINING CORP., OIL CITY, PA.

#60001

## “在我购买经典斯图兹汽车那年， 正盛行迷你高尔夫”

我买车的那年是 1930 年。霍华德·霍克斯以 12 小时 34 分钟飞越美国震惊了世界。那时候，女性的裙子长度还在膝盖以下，很长。美国只有 1.22 亿人口。

因为车主新泽西州上鞍河镇的詹姆斯·G·乔登克的细心保养，这款 1930 斯图兹跑车，今天成了一款经典的汽车。乔登克先生说：“我开了 30 年的斯图兹现在车况很好，我的新车也是。它们一直都处于最佳状态。我的秘密就是快克润滑油。”

快克润滑油对于数百万司机来说，无疑是 50 多年来世界上最好的润滑剂。快克润滑油原油品质就非常好，是 100% 宾夕法尼亚高级原油，经由快克公司无与伦比的提炼技术提炼而成。

如今，快克润滑油专为各种各样的长效润滑和汽车保护而设计，不管是新车还是旧车。在城市里走走停停，或在高速路上长途行驶——快克润滑油都能让你的车发挥最好的性能。

而且，快克润滑油更经济实惠。因为快克润滑油能减少摩擦磨损，增加汽油行驶里程，节省昂贵的维修费用，每天都会为你节省一大笔钱。

要买就买快克润滑油。在任何店铺都能买到。

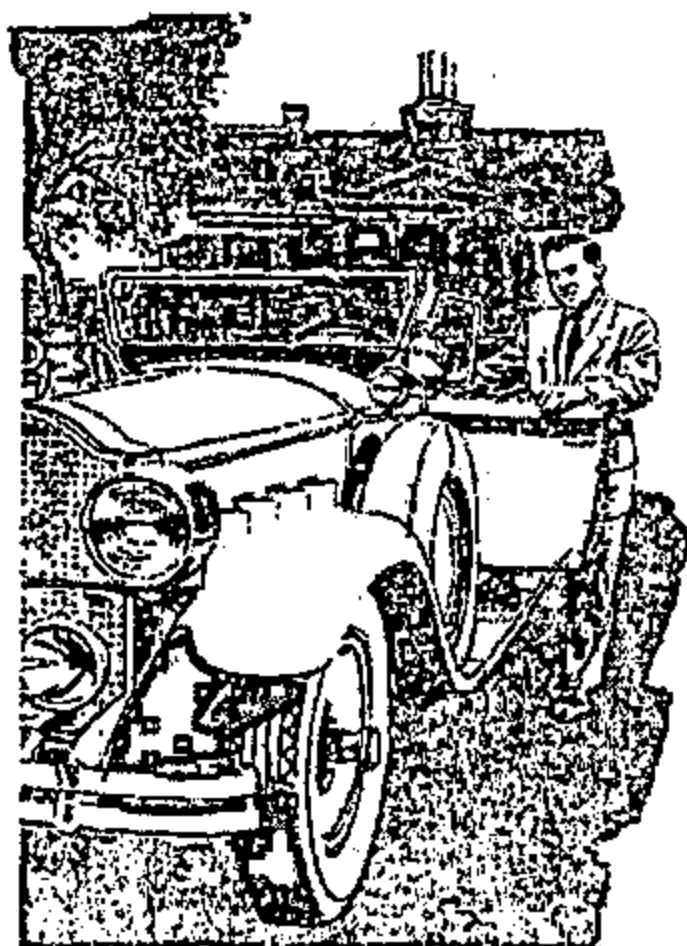
宾夕法尼亚快克高级润滑油

快克润滑油炼油公司

石油城市，宾夕法尼亚州

# 作业

## 51、“当我刚买经典汽车帕卡德时，快乐勇士正在竞选总统”



“When my classic Packard first ran, the Happy Warrior was running for President”

The year was 1928. Ship-to-shore telephones were new. The round-the-world travel record was cut to 25 days. A hurricane devastated Florida, but America, with Coolidge in the White House, was booming. Cars were bigger, more powerful, faster.

One of these automobiles was the classic Packard Phaeton, now a prized possession of Bob Turnquist, of Morristown, New Jersey. “I own eight classic Packards, and treat them all with loving care. That includes, of course, Quaker State Motor Oil. It is so pure that engine deposits don’t get started,” he says.

Like millions of motorists for more than half a century, Bob Turnquist knows that the top quality motor oils are refined only from 100% pure Pennsylvania grade crude oil.

He knows that Quaker State gives

complete protection, under the most severe driving conditions—long-lasting lubrication that saves him money. His investment in classic cars (and in his new car) is protected by the motor oil that stands alone as the finest money can buy.

Whether your car is new or old—big, compact, or small—there is a Quaker State Motor Oil exactly right for you. Dealers in all states sell Quaker State; the famous green and white sign is almost everywhere. Ask for Quaker State by name.

*For the name of your nearest dealer, call Western Union by number and ask for Operator 25.*



Member: Penna. Grade Crude Oil Assn.  
QUAKER STATE OIL REFINING CORP., OIL CITY, PA.

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公众微信: LBC333

## “当我刚买经典汽车帕卡德时， 快乐勇士正在竞选总统”

那年是 1928 年。无线电话才刚刚兴起。环球旅行记录被刷新到 23 天。飓风摧毁了佛罗里达，但是美国，在柯立芝的领导下，正蓬勃发展。汽车变得更大，更快。

经典的帕卡德辉腾就是这些汽车中的一种，现在它成了新泽西州，莫里斯敦的鲍勃·特恩奎斯特宝贵的财富。“我拥有 8 辆经典帕卡德，我用心保养每辆车。当然，离不开快克润滑油。它如此纯净，引擎上根本不会堆积杂质。”他说道。

像半个多世纪以来，其他数百万车主一样，鲍勃·特恩奎斯特知道最好的润滑油，只能是 100% 提纯的宾夕法尼亚高级原油。

他知道，快克润滑油即使在最严峻的驾驶环境下，也能给汽车完整的保护——长效润滑，为他节省了不少钱。他购买的经典汽车（以及他的新车），被最好的润滑油保护着。

不管你的爱车是新是旧——也不论是大车，还是小车——快克润滑油都是你最好的选择。全国各个州的经销商都有销售快克润滑油；著名的蓝白标志随处可见。购买润滑油时，一定要指定快克润滑油。

**打电话给西联，找运营商 25，就可查询离你最近的经销商名字。**

宾夕法尼亚快克高级润滑油  
快克润滑油炼油公司  
石油城市,宾夕法尼亚州

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# 作业



## 52、营养有多重？



There are still some folks in the "fried potatoes for breakfast" school who are inclined to measure nourishment by the weight of a meal.

But fortunately for the stylists of everything from cars to clothing (as well as for our general health), new discoveries in nutrition are gradually correcting such opinions.

Most of these discoveries are coming out of laboratories, and are gradually finding their way to American tables. But one of them is coming right out of the breakfast habits of this new trim generation that likes everything light.

These folks are discovering Kellogg's Rice Krispies as the cereal of nutrition without weight. The one that's refreshing to the morning appetite. Light on the spoon, the tongue and the tummy. But high in food value—because it delivers important nourishment of whole grain rice.

Rice, you may recall, has been one of man's chief fueling grains back since the days when he had to stoke up to lick his

weight in wildcats. And its modern cereal form—Kellogg's Rice Krispies—still supplies important whole grain values.

Surprisingly enough, as well known and popular as this cereal is, it has long been waiting for the adult world to grow young and modern enough to appreciate a morning food that's light but nourishing. Kids know it as the world's only talking cereal—the one that says "Snap! Crackle! Pop!" when you pour on milk or cream.

But don't let that light-hearted manner fool you. Rice Krispies will stay right with you—give you vitamins, minerals, and energy generators today's pace calls for.



Of course, you won't out-super Superman, or even run faster for the bus just because you've breakfasted on a bowlful of Kellogg's Rice Krispies. But you will realize you've eaten well. And you'll know you've given your body a food that's light in everything but nutrition. Isn't that the way you like to start your mornings?

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#56001

## 营养有多重？

*这里有一种早餐食物，重量很轻，营养却很丰富*

现在还有一些习惯了“早餐吃煎土豆”的人，喜欢用谷物的重量，来衡量营养的多少。

但幸运的是，为了追求身材完美的人，从汽车界到服装界（也为了我们的健康）的新发现，逐渐纠正了人们对营养的观念。

这些发现大多出自实验室，并逐渐登上了美国人的餐桌。但是，其中一个发现，却出自美国喜欢一切轻事物的一代人的早餐习惯。

这些人发现，家乐氏爆米香是一种很有营养，却几乎没有重量的食物。一种可以唤起早晨食欲的食物。小小的一勺，不腻口，吃完不会觉得胃里沉重。但是，却含有很高的营养价值——因为它能提供全谷物大米的重要营养物质。

你可能记得，过去的日子里，大米一直是为人体供能的主要食物之一，但是，要想满足身体所需，却必须饱餐一顿。如今，它的新形式——家乐氏爆米香——仍然能够提供重要的全谷物营养价值。

令人惊讶的是，这种谷物虽然众所周知。但是，大部分成年人，还需要以年轻的心态，紧跟时尚，才能接受这种轻，却很营养的食物。孩子们知道它是世界上唯一一种会说话的谷物——一种当你倒入牛奶或奶油后，会说：“噼啪！啪啪！砰！”

但不要让它轻巧的外表欺骗你。爆米香会一直呵护你——给你提供丰富的维生素、矿物质和如今较快的生活节奏所需要的能量。

当然，你不会仅仅因为早餐吃了一碗家乐氏爆米香，就比超人还厉害，比公交车跑的还快。但是，你意识到，你已经吃好了。你会知道你给身体提供了轻巧，但却很营养的食物。这难道不是你想开始新的一天的方式吗？

643

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# 作业

# 53、茶叶酷刑室——揭示的重大秘密！



## Torture Chamber for Tea

— and the wonderful secret it revealed!

There's quite a story behind the strange looking contraption you see above—a story with a very happy ending for everyone who loves good tea.

Most people don't know that tea contains a natural essence which gives it its wonderful flavor and fragrance... and that this essence is adversely affected by high heat and humidity. Now, even the fastest-selling tea may take considerable time to go from packing plant to the consumer's home, and during this time there has been no way of controlling the conditions of heat and humidity under which it will be stored or displayed.

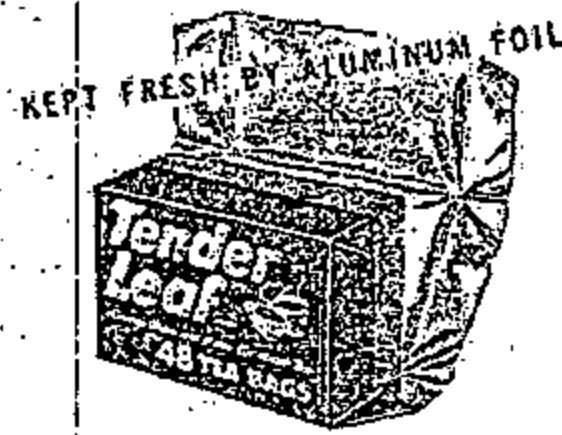
As a result, the tea you previously bought—whatever the brand—was often not at its best in taste and aroma because it was no longer fresh! The answer to this problem of freshness, therefore, was to package tea in a material which would effectively defy heat and humidity for long periods. We finally decided to use aluminum foil... but first we tried an experiment.

Our research laboratory devised the box pictured above. Inside it we can create and control any degree of heat and humidity. With it we can subject tea, in just seven days, to all the conditions of heat and humidity to which an

average package of tea will be exposed in any part of the country for many months.

We placed packages of foil-wrapped Tender Leaf and packages of other teas—*not protected by aluminum foil*—in this "torture chamber" for a full week. Then we had tea experts taste the tea from each package. Without exception they chose foil-wrapped Tender Leaf Tea for its distinctly richer flavor, finer fragrance, brighter color! These results were later confirmed by regular tea drinkers in all parts of the country.

Now you, too, can discover how good really fresh tea is. Just make your next glass of iced tea with Tender Leaf Brand. You'll see what an amazing difference freshness makes in tea—what a wonderful life Tender Leaf Tea gives you!



公众微信: LBC333

## 茶叶酷刑室

### ——揭示的重大秘密!

上面那个看起来有些奇怪的装置，背后有一段精彩的故事——它有一个对所有茶叶爱好者来说，非常开心的结局。

大多数人都不知道，茶叶中含有一种赋予它美妙口感和香味的天然精华……这种精华不能受高温和湿度的影响。现在，即使是销售最快的茶叶，从工厂包装加工，最后到达消费者的家中也需要相当长一段时间。在此期间，它的存储或展示过程中，都没有办法控制温度和湿度。

因此，你之前买到的茶叶——不管是什么品牌——通常都不是它口感和香味最好的时候，它已经不新鲜了！因此，为了解决新鲜度的问题，我们决定用一种能有效防热，防潮的材料来包装茶叶。最终我们选择了铝箔……但是，首先我们要做一个实验。

我们的研究实验室发明了上图所示的盒子。在里面，我们可以设置，并控制任何温度和湿度。有了它，我们可以将茶叶存放7天。而一般茶叶，在全国各种温度和湿度环境下，敞口存放，一放就是好几个月。

我们把用锡纸包好的速溶茶叶，和其他茶叶——不包锡纸——放在这个“酷刑室”整整一周。然后，我们请茶叶品尝家。他们无一例外地认为，用锡纸包好的速溶茶叶，*口感明显更丰富，香味更浓，颜色更亮*。这些结果后来也被全国各地的茶叶爱好者所证实。

现在，你也可以知道真正的新鲜茶叶是什么味道了。只要冲一杯因斯坦速溶茶就可以。你会发现它的新鲜度和普通茶叶的惊人不同——速溶茶带给你多么美妙的享受！

**用铝箔保持新鲜**

506