

# 539 档案

有史以来最经典的 539 篇广告文案

(第四期)

顶尖大师亲笔撰写

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# 目 录

前言 / 5

1、警告：除非你很有钱，否则不要读 / 9

2、瑞典的医生说，关节炎能治愈了 / 18

3、你 cannot 通过药物从内部杀死细菌。为什么不免费试试  
立可舒？ / 27

4、花了 200 万美元，请美国的病人免费试用“立可舒”  
/34

5、我们提供 5000 美元，作为对立可舒的保证。第一瓶  
免费！ / 41

6、年收入 9000 美元，我快要破产了 / 48

7、我花得最幸运的 7 美元 / 52

8、接下来的 90 天如何改变你的生活 / 56

9、年收入 14000 美元...这才是生活 / 60

10、超重的女性人数是男性的 2 倍！ / 64

11、白领们:注意你们的体重! / 68

12、体重控制法--对想增重或想减肥的人均有效 / 72

- 
- 13、为什么燕麦片是你早餐的正确选择 / 76
  - 14、挣得越多——体重越胖?/ 80
  - 15、有没有想过换个全新的自己?/ 84
  - 16、你是不是觉得年龄太大，缺少了乐趣？/ 88
  - 17、今年春季，西尔斯帮你重新播种、刷漆，让你轻松一春 / 92
  - 18、店里有服务员吗?/ 96
  - 19、改变了美国人习惯的一双鞋 / 100
  - 20、我改喝因斯坦速溶茶的那一天 / 104
  - 21、在俄罗斯，没多少人读《周六晚报》！/ 107
  - 22、2864，失败是成功之母 / 111
  - 23、大热天，狗狗的感受 / 114
  - 24、谁说狗狗该洗澡了?/ 117
  - 25、每 6 个月...你就能拥有一只全新的狗狗!/121
  - 26、美国最令人震惊的饮食习惯 / 125
  - 27、“医生马上就来了” /129
  - 28、绘制一幅对抗癌症的安全图.../ 132
  - 29、你的牙齿有多健康？/ 136

- 
- 30、睡走小细纹，变得更年轻——光彩照人!/ 140
  - 31、你们那里最大的“女人俱乐部”是什么？/ 144
  - 32、真正的“梦想车型”存在吗？/ 148
  - 33、当如今的各种饮食忘记了健康时，这种不寻常的食物“记住了” / 152
  - 34、一种神奇的食物，让你 40 岁以后依然精神抖擞/155
  - 35、一种赶走节食者疲劳的神奇食物 / 158
  - 36、现在，即使早餐吃的很匆忙，也依旧能保证营养了 / 161
  - 37、“3 美元的《国家观察报》是如何改变我的生活的” /164
  - 38、拉德金太太火鸡馅的秘密 / 168
  - 39、为什么有些新车，车龄还不到，就老化了 / 171
  - 40、换润滑油...真的有必要，还是销售手法？/ 175
  - 41、食欲和饥饿的区别是什么？/ 179
  - 42、这是我身边的故事 / 183
  - 43、说到走路...男人说的多，但是女人走得更多 / 186
  - 44、紧张是如何吞噬你的身体.../ 189

- 
- 45、 “这辈子见过的最划算的交易” / 192
  - 46、 斯图贝克汽车 / 196
  - 47、 这周，全美国人都去领膨化谷物了 / 199
  - 48、 如何在广告业赚取财富 / 230
  - 49、 学校的孩子教给科学家关于蛀牙的一堂课 / 210
  - 50、 一个班 57 个学生，是如何通过刷牙，让自己的牙齿变健康的 / 214
  - 51、 从来不做蛀牙填充的牙科诊所 / 218
  - 52、 孩子刷牙 “敷衍了事”：我们该怎么办 / 222
  - 53、 你是蛀牙宿命论者吗？ / 226
  - 54、 你准备好用自我催眠术，让生活带给你想要的了吗！  
/ 230

## 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

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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。

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2016 年 5 月 30 日



## 警告：除非你很有钱，否则不要读！

如果你想知道有些人是如何从一个简单的想法开始……逐渐取得年销售额超过 51000000 美元的成就……那么，下面的信息，将是你读过的最有趣的信息。

原因是：加利福尼亚有个叫卡尔·帕尔默的人，很富有，很无聊，最近他想做点事情。他当初致富（第一桶金）源于 1970 年的创业公司，3 年后，也就是 1973 年，他把它卖给了可口可乐公司。但是，作为交易的一部分，他必须签订“竞业禁止”协议，期限为五年。

5 年结束后，他又回到商界，成立了另一个公司，这个公司很快就被大企业 AMF 公司收购。之后，卡尔为沙克利斯公司发明了反渗透家庭用水过滤系统…并且…在第 1 年…他们的这款产品就创造了 5100 万美元的销售额。

等等。

说到这里，你应该明白了。这个人做的事情就是发明一些非常有价值的东西，然后成立公司，销售这些发明……很快…他受不了经营公司的繁琐和麻烦……所以……他把公司（以巨大的利润）卖给了一些有资源，有影响力，能用他发明的东西给人民带来最大价值的巨头公司。

但是现在，他战胜了自己。应塞舌尔科技公司的要求，他发明了一款世界上每个人都需要…并且…

**几乎能创造数十亿美元销量的产品！**

下面是他想出这个发明的过程。他在加利福尼亚州，波莫纳附近新得了一个马场，有一天他出去骑马…他感到无聊透顶！看到了吧，

这个家伙有一颗永远不会放弃的心。因此，他想：“这个世界上最好的发明是什么？有什么是地球上每个人都必须拥有的吗？”

是的，有。那就是水。它无色、无味，0 卡路里...但...它对地球上的所有生命都至关重要。不管是一条狗、一只猫、一个人、一头大象，还是微生物，水都是非常重要的。而且没有替代品。地球上有五十多亿人口，每个人每天需要大约 2 - 1/2 夸脱的水.....才能生存，并保持健康。

没有水，就没有生命。

但是，那又怎样呢？地球上的水比土还多呢，不是吗？是，确实是。然而，这些水里 97% 都是海水。海水，当然富含盐。如果人只喝海水，很快就会因为干渴，脱水而死，因为人体拼命地想清除体内多余的盐。当然，如果除去海水中的盐，我们也可以饮用海水。但是，成本会非常昂贵！

海水也不是农业或工业的最佳选择。它会杀死大多数农作物，会很快腐蚀掉大多数机器。

事实上，世界上只有 3% 的水是新鲜，不含咸的。但是，几乎所有淡水，至今都仍存在于冰川、冰帽或地下深处。这意味着...

**地球上只有区区 1% 的水是人类可以饮用的！**

而且，大多数水都遭到了严重污染，每天都会夺去数千人的生命.....此外，它每天还会导致数百万人生病。

你有房子吗？如果有，拿着钢锯到地下室，把水管切断约一英寸。然后，找个光线强大的手电筒，仔细观察水管里面。很有可能你会看到一些让人不是很舒服的东西。生锈...沉积物铅...污垢.....小生物的排泄物，如粪便...氯...汞...以及...各种其他垃圾，把这些东西喝进去，真不是什么好事。

想想这意味着什么：即使你住的城市，净水工作做得非常好（通常都做得不好，离做得好还差的很远）.....

你的水，穿越几英里的管道之后，  
从水龙头里出来时，仍可能带有很多可怕的东西！

但很有可能，你所在的城市，无法对居民用水进行完美的净化。因为供应量实在太大了。所以，他们的方法是，*在水里加氯！*某种程度上，这种方法很好.....因为.....氯可以杀死水中肮脏、致病的微生物。但是，你知道为什么它能够杀死这些微生物吗？很简单...

**因为氯是一种毒剂！**

这就是为什么大多数美国居民都很少有蛀牙；因为我们的饮用水中的氯，能够杀死那些侵蚀牙釉质的微生物。然而，使用像氯这样的毒剂，杀死“坏的”微生物，就像给癌症病人做化疗一样。化疗时，不仅杀死了癌细胞，许多非癌细胞也会被杀死.....而且.....病人会掉头发，会感到非常累，对生活的热情大大减弱。

说到癌症，美国环境保护总署、马萨诸塞州总医院、阿拉巴马大学、佐治亚大学和佛罗里达大学发表过 5 篇相关文章，都证明.....

**饮用含氯的水，死于癌症的几率会增加 44%！**

此外，它对你的健康还有一些其他可怕（*非常可怕*）的影响。

但是，等等！不要怪市政水务公司。为了解决水污染的最大问题，这可能是他们最好的选择。氯对人体确实不好。但是，饮用水中的“坏蛋”如果不去除.....如果不用氯.....会给我们的健康带来噩梦。

大肠杆菌、地依龆牙杆菌、隐孢子虫等等，都是“生物恶棍”能导致.....

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### 你甚至都不想知道的健康问题!

再说一次，氯就像化疗：两弊相衡，取其轻。但是，不管从哪个角度看，它依旧让人心生恐惧。

那，该怎么办呢？如今数百万美国居民家中都有滤水设备.....它可以解决部分问题。然而，通过调查，卡尔·帕尔默发现，我们一生中喝的水量中 50%—60%.....

### 都不是在家里喝的!

难怪瓶装水行业如此庞大。它有多大？问得好，仅在美国，每年瓶装水的销量...就超过...42 亿美元!

但是，瓶装水有几个问题：(1)首先，瓶装水大约有 350 个不同的品牌，并不是所有品牌的水质量都好。有些和普通的自来水一样糟糕。其中一些更糟。事实上，有些就是直接灌装的普通自来水。多会投机取巧：把水龙头里的水，直接灌装到塑料瓶中...然后...以成本的 2000%的价格销售！(2)其次，不管好坏，所有的瓶装水都比较贵。

例如，在迈阿密滩当地一家便利店，一瓶 1 盎司毕雷矿泉水售价为 1.40 美元。如果仔细算算，你会发现，合着每加仑水 16.29 美元。因为迈阿密滩是度假胜地，所以毕雷矿泉水是比较昂贵的瓶装水品牌，它的每加仑水的价格要高于平均水平。然而，即使在非度假地区，通常的瓶装水，平均价格仍然非常高，一般每加仑 7.00—8.00 美元。

另外，几乎每个购买瓶装水的美国人，一般都会买很多。真的很多！让我们面对现实吧：你每天都需要水。如果你锻炼，你需要的水比其他人更多。这就是为什么许多健身运动的美国人...

每年在瓶装水上的消费超过 1600 美元!

现在，让我们来谈谈真正令人兴奋的东西。想象你去商店买一瓶依云，毕雷，箭牌，或任何其他品牌的瓶装水。然后，你直接喝完.....但是，与其扔掉瓶子，再去商店买一瓶.....你选择了一种用空瓶子装水龙头里的水，或湖里的水，或河水的水，甚至公共泳池里的水灌满.....然后盖上盖子.....因为这个盖子下面有一种非常有效的过滤网，所以，从这个瓶子里出来的水就和你原来购买的水（味道和纯度）一样，甚至更好。

*你再也不用重新购买!*

这就意味着，你不用再花钱购买每加仑 7 美元，或 8 美元的瓶装水（这些水甚至都不能确保纯净），你现在可以得到一加仑只要几美分，而且*保证*纯净的水。

此外，你想喝水的时候，也不用再跑到商店去买了。

而且，你可以随身携带着带有前所未有的魔法过滤器瓶盖的瓶子...去任何地方...甚至墨西哥...不管到哪里，都有无限供应的最纯净的水可以喝。

听起来像在做梦，是吗？好消息是，卡尔·帕尔默为塞舌尔科技公司发明了一样东西，让这个梦想成为了现实。你看，卡尔是反渗透滤水系统的发明者，后来他把它卖给了可口可乐公司，AMF 公司，和沙克利斯公司。*但是，这是卡尔 27 年前发明的。*现在仍然非常有效，且被广泛使用。如今，卡尔专门为塞舌尔科技公司发明的这款绿水系统，和市场上的其他滤水系统，以及他 27 年前发明的那个滤水系统相比，*技术上领先了很多年.....*

卡尔能够发明这款神奇的新过滤器，原因之一是，他拥有一款名为“吸附剂”的产品的全球发售权...这款产品被证明很可能是目前世界上最好的滤水材料。原因之一是，它有只有两微米大小的孔隙（许多滤水器的孔隙为 50—100 微米），这意味着更多的有毒“坏”物质无法通过这种过滤器。



此外，这种物质非常薄，如果你把压缩在这个轻小，极效的过滤器里的滤网展开.....

**它能够覆盖 15000 平方英尺的面积！**

这个过滤器还具有离子性质...这意味着...它能够通过化学作用，使受污染的水中的有机混合物挥发出去。换句话说，它能够延伸出去，抓住它们（这些令人恶心的“有毒恶棍”），把它们带到过滤器表面。最重要的一点：水通过这个过滤器就相当于.....你在世界任何地方能买到的瓶装水的质量.....甚至更好。

另外一个重点：因为这个过滤器采用的独特材料，它能够缩小到一个核桃大小的体积，但是依旧可以净化大量的水。现在，塞舌尔科技公司准备推向市场的，不是水，而是这个能净化水的水瓶。它是塑料的。和依云，毕雷，箭牌或你见到的其他瓶装水的瓶子大小一样.....但不同的是.....它的瓶盖底部有一个神奇的离子微量过滤设备（这是最主要的一个商业秘密）...还有一个通向瓶盖顶部的小塑料吸管。

（用各种水源）灌满瓶子，拧上盖子.....你可以用吸管喝水.....在全球任何地方，你都能喝到安全的水了！

这个高级极效净水瓶的零售价为 29.95 美元，它能净化这么多的水...

**“这个世界上最好的发明是什么？有什么是地球上每个人都必须拥有的呢？”**

**你能够重复灌装 1000 次！**

要购买等量的纯净水（我们假设你购买到的是纯净水），你需要花费大约 1700.00 美元！

此外，购买瓶装水，你还要一次次去商店。

*这项发明能拯救生命！*它有可能可以根除人类很大一部分健康问题。在墨西哥、阿根廷、中国、马来西亚、韩国、印度、和其他 11 个国家中，这款产品都得到了紧急推广...并且...根据一些非官方市场研究表明，到 1998 年...

### **这款产品将风靡美国市场！**

卡尔·帕尔默非常热爱这项发明...因为...如前所述...它可以拯救生命，预防许许多多疾病。这就是为什么他选择了专门与塞舌尔科技公司合作，而且这个公司承诺不再承担其他项目.....以便于...*他们可以投入 100% 的精力来生产，推广这款产品！*

塞舌尔科技公司（位于加利福尼亚州尔 92614 湾镇 1920 大街，1020 楼）拥有巨大的增长潜力。他们非常热情地致力于生产和销售卡尔 1 帕默这项惊人的新发明...在资金允许下，*他们以最快的速度进行发展壮大！*如果你想要更多地了解这个令人振奋的公司，欢迎你来电，并留下你的姓名和地址。

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**1-800-788-6653**

747

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# 作业



## 瑞典的医生说，关节炎能治愈了！

关节炎有治愈方法了.....一些瑞典医生研发出了能治愈这个可怕的疾病的非传统疗法，并取得了显著成功。

在瑞典山区的几个诊所里，几个医生找到了基于生物医学的关节炎治疗方法，对于这里数量不断增长的关节炎患者来说，这无疑是一个天大的好消息。这个方法，目前在美国还鲜为人知。

在这些医疗先驱中，有像耶恩·汉贝格医生，拉尔斯·埃森医生和卡尔·奥托·阿里医生等，在瑞典医疗界具有很高声誉的医生。他们的治疗方法不需要通常的药物和注射；相反，临床表明，他们的方法实际上是让身体自我治愈关节炎。

我们首次出版了一本书，向美国公众报告对瑞典治疗关节炎的成功案例。我们可以免费寄给你一本。

帕沃·艾罗拉是在欧洲学医成功的加拿大自然疗法医生。虽然他自己不是治疗关节炎的权威人士，但是他一直对这个困扰着大约1700万美国人口的疾病很感兴趣。艾罗拉最近在瑞典花了几个月的时间，来参观瑞典健康诊所的生物医学临床实践。在那里，他作为助理医生，研究了病人记录，并采访已经被治愈的病人。他的书，就是一个记者对他看到的，以及听到的信息的一个记录。

下面是艾罗拉在瑞典调查的2个临床病例：

...阿托扬·维斯特兰德，一位瑞典农民，因患有关节炎，他的胳膊和腿几乎不能移动。十二年来，通过人造假体、药物、x射线治疗，都没有效果。后来，在布兰达莱尔诊所治疗，仅一个月的时间，他的痛苦消失了。他的四肢恢复了活动能力，在完全治愈后，他又回到了农场工作。

...凯萨·安德森夫人，五个孩子的母亲。在自己的医生治疗5年，

都没有效果，她的病情恶化，剧烈的疼痛使得她都无法自己回房。结果，用自然生物疗法，不到一个月的时间，她就完全被治愈了。5年后，她仍然十分健康。

#### 来自一位瑞典医药学医生：

“许多患者在各种常规治疗都失败后，通过生物医学疗法恢复了健康。生物医学和自然疗法将脱颖而出，将越来越多成功替代传统疗法；和那些徒劳无功的传统疗法相比，他们现在是唯一的选择。”——拉尔斯·埃森，医学博士

#### 这些真实案例表明关节炎可以治愈

注意：在撰写这本书前，作者亲自采访了许多在瑞典生物疗法机构和诊所成功治愈的关节炎患者。下面是书中一些真实的案例：

##### 她坐着轮椅来到诊所.....成功治愈后，高兴地跳起了波尔卡舞

F.G.太太，72岁，因为关节炎，无法自由活动，经诊断，医生确定其无法治愈。去瑞典一个诊所时，她还需要服务人员抬进去。六周后，她健康地摆脱了轮椅，在出门时，甚至高兴地跳起了波尔卡舞！

##### 治疗前他的胳膊和腿几乎不能动——现在他可以滑雪了

卡尔·恩贝格，46岁，曾经是一个运动员，由于风湿性关节炎，结束了他的职业生涯。他的关节发炎、肿胀，他的胳膊和腿几乎不能动。经过8个月的治疗，他被完全治愈了，如今又回到了滑雪场！

##### 遭受关节炎的折磨6年——在短短3周成功治愈

吉尔迪·戴贝，一个年轻的家庭主妇，患关节炎，服药6年都无济于事。她的关节炎渐渐地变得更严重，其中一种药物还使她视力受损。然而经过比约克花园诊所的治疗，3周她就摆脱了关节炎的折磨.....这是病例记录中，见效最快的一位患者。

### 2 个月治愈关节炎——10 年未复发

马丁·林格伦，45 岁，关节疼痛和肿胀，一直卧床不起。在吃了很多药，都不见效后，他来到了比约克花园诊所，求助生物疗法。2 个月后他便完全康复……10 年后仍热健康，未复发。

“我亲眼看到，瘫痪多年的关节炎患者能扔掉拐杖，下床行走了。”

——帕沃·O·艾罗拉说，经过对采用生物医学治疗关节炎有突破性进展的瑞典医疗诊所的访问后，说道“许多患者都是含着眼泪，向我诉说他们在诊所的美妙经历的。经过几周的简单、无害治疗，折磨他们多年的病痛消失了，他们的关节重新变得灵活了。”

在这本给人带来新希望的书中，艾罗拉描述了瑞典医生成功治愈关节炎的案例，他们拒绝给患者使用药物。病人不用服药，只要听从诊所医生嘱咐，遵循规定的禁食，清淡的饮食，和温和的运动，有时候，再加上疗浴和按摩，就可以实现康复——具体方法，本书都有介绍。

艾罗拉的书中描述了很多这样的案例。卡尔医生说：“根据我们的一般经验来看，生物疗法会给治愈疾病带来有利的影响，在许多情况下，能完全治愈。”

### 瑞典自然生物疗法是如何发挥作用的

根据艾罗拉的报告，瑞典使用的生物疗法，令人惊讶的简单、天然。这个方法不允许使用药物。通过激发身体本身机能，自动调节引起关节炎的紊乱生理，从而恢复新陈代谢，以及器官和腺体的正常数值和功能。

艾尔法诊所的耶恩·汉贝格医生告诉笔者：“我们不治愈患者——

我们帮助患者治愈自己。”

这本书描述了这个治疗方法的 3 个基本步骤：控制禁食，特殊饮食，和适量运动。

经过对许多医生大量的访问，艾罗拉总结道：

- 营养在治疗中起着决定性的作用；6 个饮食原则，关节炎患者必须遵守
- 瑞典诊所每日早餐，午餐，和晚餐菜单；以及准备这些佳肴的食谱
- 瑞典针对关节炎患者设定的一些简单运动方法
- 为什么关节炎患者必须扔掉阿司匹林，停止服用诸如可的松和 ACTH 之类的药物
- 关于气候对关节炎的影响，医生怎么说；高蛋白饮食时尚；便秘的作用；食品补剂在饮食中的价值

艾罗拉坦言这个生物疗法不被美国许多知名医生所接受，他们依然用药物治疗关节炎。但他觉得瑞典取得的成果是有目共睹的。

“关节炎患者，”艾罗拉说，“都受普遍观点的影响，认为没有治疗关节炎的方法。但我的书中会告诉你，的确存在治疗方法。”如果你想了解为什么关节炎能治疗，以及它的依据，我们强烈建议你，立刻来信索取书籍。

下面是每章节的关键信息

- 对医疗从业人员的一个呼吁
- 他能扔掉拐杖，独立行走了
- 卡佳·安德森的长期治疗
- “没有治愈方法”



- 
- 什么是关节炎?
  - 传统治疗方法失败的原因
  - 生物疗法的过程
  - 营养的关键作用
  - 瑞典的健康天堂
  - 他们是如何战胜病魔的: 格里塔·弗里贝里的故事
  - 他们是如何战胜病魔的: 戈尔丁·德瑞博的故事
  - 瑞典北部艾尔法诊所
  - 卡尔·奥托·阿里医生: 生物医药的拥护者
  - 更多 8 个真实案例
  - 在家里可以禁食吗?
  - 什么运动对关节炎患者最有益?
  - 柑橘对关节炎患者有害吗?
  - 苹果醋和蜂蜜
  - 气候因素
  - 高蛋白饮食的秘密
  - 维生素和矿物质补剂
  - 你应该服用哪些补剂?
  - 便秘在关节炎中扮演的角色
  - 伤痛和身体压力会导致关节炎吗?
  - 欧洲生物疗法诊所: 名称和地址
  - 食谱以及注意事项

### 关于作者

帕沃·O·艾罗拉是一位自然疗法医生，在英国接受教育，是英国非药物治疗法工会的成员。

他是瑞典自然疗法先驱阿雷·韦尔兰的朋友，也是他的学生。艾罗拉投入了大量时间，在瑞典研究环境对健康的影响。近来，他开始关注瑞典通过使用非药物的生物疗法，来治愈和控制关节炎这种严重的疾病的方法。

### 帕沃·艾罗拉的声明

“我本人在医学领域没有什么成就，也不是治疗关节炎的权威。在这本书中，我没有提出什么治疗关节炎的新方法.....我只是如实、客观地呈现了在治疗关节炎方面，生物疗法的新突破。

我书中介绍的生物疗法，背后真正的医学权威有，耶恩·汉贝格医生、拉尔斯·艾瑞克·埃森医生（前言就是他写的），和卡尔·奥托·阿里医生，以及R·沃尔特森医生。

这些受人尊敬的专家，以及许多其他生物疗法方面的医生，一致认为，生物医学治疗关节炎，给治愈疾病带来有利的影响。而且，在许多情况下，能完全治愈关节炎。他们大力支持关节炎能够治愈的观点。”

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## 作业

**3、你不能通过药物从内部杀死细菌。  
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# You Can't Kill

You who still use medicines for that irritating throat don't let us show you the power of Liqueur®. Let us buy you a bottle—a full-size bottle. Please try it at our expense.

...the cause of it. And, when that cause is inside us, medicine cannot destroy it.

On the other hand, the cause of the disease was unknown until a few years ago. Until then, drugs were used because we knew better. Now, most people know that in a given disease medicine is almost helpful. And they know the reason why.

german. These started out as life everywhere  
your neighbors and friends are among  
them. If you don't know the power of  
this product, won't you ask those who  
do?

I have to believe that what religion is doing for millions of sick ones, all over the world, it is bound to do for you.

## What Liquezone Is.

Lignozene is a product which, in the past two years has sprung into world-wide use in the treatment of germ diseases. It is now used by the sick of nations, by physicians and hospitals everywhere. It is daily used in millions of homes in America.

The wines of Louisiana are characterized by their solid, firm grist, made in large part from the high oxygen producers. No dregs, no alcohol—nothing but this gas enters into the process of making takes 14 days, and requires numerous apparatus. At the end of two weeks we get one cubic inch of liquor for each 1,250 cubic inches of gas used. The attainment of this present day, for more than 20 years, has been the constant subject of scientific and chemical research.

and thus into the blood, a powerful, yet harmless emetic. And the product is so helpful—so good for you under any conditions—that even a well person feels its instant benefit.

**Two Million Dollars**

Have been invited to make a presentation at the 20th Biennial. We have brought the first book and given it free to every sick one we learned of. The result is that one born in 1917, the country near has some one whom I recognize has cured. These books are scattered everywhere. Your neighbors and friends live in some of them. If you will only ask what I encourage do so, we are millions to tell you about it.

And we need \$100,000 for the stimulus

right to make a diagnosis—the American—  
trials. The rights in other countries have  
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this fact to indicate the respect value  
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paid such a price for any discovery used  
in the cure of sickness.

But we bought hydrogen, we have it tested for years, through physicians and hospitals in this country and overseas. We had it employed in very severe cases every period, in thousands of the most difficult cases obtainable. For two years, in many a disease called incurable, we proved that hydrogen did what medicine could not do. That was the reason for its price.

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The greatest value of Lincocin lies in the fact that it kills germs in the body without killing the tissues, too. And you may know another way to do it. Anybody can kill germs in a poison, and if you drug the body internally. For that reason, medicine is almost helpless for any germ disease.

Little more is a guarantee to a certain way of publishing every beetle an offer of \$5,000 for a disease from that it cannot kill. Yet it is not only hardness, but of

The reason is that even as vegetarians—and I quote—"the an excess of oxygen is deadly to vegetal matter. To the human body, however, is exhaled during vitalizing, purifying—the most useful, the most helpful thing possible. But to remove it is certain destruction, and these facts are true of nothing else in existence."

—Dr. J. C.

## Germ Diseases.

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

As for the medicine used for the various diseases, it is to act as a tonic, aiding Nature to overcome the germs. But these results are indirect and uncertain, depending on the patient's condition. A cure is always doubtful, when drugs are used, and some of the diseases mentioned never cured. LINGOZOL alone can destroy the cause of these troubles. It goes wherever there be germs, so that no germ can escape it. The results are almost marvellous. Diseases which have resisted medicines formerly vain at once to LINGOZOL. Incurable diseases are cured by it. In the stage of any disease in this last the results are so certain that we will gladly send to any patient who asks for it and absolute guarantee.

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If you need *Liquorica*, and here we've used it, please send us the coupon below. We will then send you an order on a local drugist for a substituted bottle—a 50¢ bottle—and will pay the drugist ourselves for it. This applies only to the first bottle, of course—to those who have never used it.

under no obligations. We simply wish to let the customers of our other products know what it can do. Then you can judge by its merits as to whether you wish to continue.

that if anyone does as we claim, it would certainly not buy a bottle and give it to you, if there was any doubt of results. You want these results; you want to be well and to keep well. Then be fair enough to yourself to accept our offer for 30 days. Let us show you at our expense why what this wonderful product means to you.

**Expense costs 56 and 51.**

**CUT OUT THIS COUPON**

For the office may say against him. For the  
the books, and said to the insurance  
Company, 121-123 W. 4th Ave., Chicago.

My dear Mr. \_\_\_\_\_

I have enjoyed with a lively interest the time I have spent with you since your arrival in London. I have been very glad to hear of your success in your studies and of your progress in your career.

4175 One Sixty-fourth Street

Am. J. Math. 1900, 22, 1, 1-10.

## 你不能通过药物从内部杀死细菌

### 为什么不免费试试立可舒？

你还在用药物处理药物无法解决的问题吗——现在，让我们为你展示立可舒的威力吧。真诚地邀请你免费尝试。

不从根源上解决问题，你就无法治愈疾病。如果疾病的根源是细菌内部引起的，那么药物就无法解决这种问题。

不要因为你的父辈们一直服用某种药，你也跟着服用。由于细菌引发的疾病，是直到前几年才被发现的。在这之前，人们服用药物，是因为他们没有更好的办法。现在，大多数人都知道细菌引起的疾病，药物几乎没有效果。而且他们也知道其中的原因。

立可舒通过摧毁疾病的根源——细菌，已经成功治愈了数百万细菌引发的疾病。到处都有立可舒的受益者：你的邻居，你的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，难道你不想问问知道的人吗？

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。

### 立可舒是什么

立可舒，是过去两年迅速风靡全球的一款治疗细菌引发的疾病的产品。现在，有 9 个国家各个地方的患者，医生和医院都在使用它。是数以百万计的美国家庭的常备药。

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。没有药物，没有酒精——只有气体。整个制作过程需要 14 天，需要巨大的装置。最后，我们可以从 1250 立方英尺的气体中，提取

1 立方英寸的立可舒。如何制造这款产品，20 多年来，一直是科学家和化学家研究的主题。

最主要的目的，是把这种威力强大，但对人体无害的杀菌成分融入血液。这款产品，在任何条件下，效果都特别好，即使是健康的人也能立即体会到它的好处。

### 200 万美元

为了让大家知道立可舒，我们投入了 200 万美元。我们为每位我们知道的病人免费赠送 1 瓶立可舒。结果是，每 5 个家庭中，就有 1 个家庭成员被立可舒治愈。这些家庭遍布各地。你的邻居，朋友都可能是其中一员。如果你想知道立可舒的作用，许多人都可以为你津津道来。

我们花费了 100000 美元购买到了立可舒的生产权——美国地区的生产权。其他国家也得到了一定量的生产权。我们说这个，是为了说明立可舒的价值。之前从来没有人为了购买某种治愈疾病的发明投入这么多资金。

在购买立可舒之前，我们请国内外很多内科医生，以及医院做了多年的实验。我们将它临床用于各个阶段的细菌疾病；用于我们能接触到的最难治愈的案例；2 年来，通过很多号称无法治愈的疾病，我们证明了立可舒拥有药物没有的效果。这就是它贵的原因。

### 立可舒是如何治愈疾病的

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。

只用立可舒, 就能摧毁这些疾病的根源。它融入在血液里, 没有任何细菌能逃避它。几乎是百分之百见效。药物多年都无法治愈的疾病, 立可舒一次就能治愈。“无法治愈的疾病”被它治愈了。下面这些疾病, 不管处于什么阶段, 立可舒都肯定能带来治愈效果, 我们愿意给任何病人绝对的保证。

哮喘

甲状腺肿——痛风

脓肿——贫血

枯草热

支气管炎

肾脏疾病

血毒

流行性感胃



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
肺病	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。我们会给你邮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。

接受这份提议，你不用承担任何义务。我们只是希望让你相信它的效果；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。

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

627B

· 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

## 4、花了 200 万美元，请美国的病人免费试用“立可舒”

\$2,000,000

### Have Been Spent to Let the Sick of America Try Lipozone Free.

When we purchased the rights to Lipozone, the great problem was how to let the sick know its power. For years we had watched it cure diseases which medicine could not cure. We had proved that, in germ troubles, its results were almost inevitable. We were using it daily in our own homes, as a preventive of sickness, and we knew that every home should have it.

In every neighborhood, all over America, there was sickness which nothing but Lipozone could cure. There was everywhere suffering which Lipozone alone could stop. And thousands were dying whom Lipozone could save. What was the right way—the best way—to quickly let those sick ones know it?

We decided to buy the first bottle and give it free to every sick one we learned of. And we published this offer in 2,500 papers. The result is that millions know Lipozone almost as well as we do. And half the people you meet, wherever you are, know some one whom Lipozone has cured.

#### Not Medicine.

Lipozone is not made, like medicine, by compounding acid 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. The process of making takes fourteen days and requires immense apparatus. At the end of two weeks we get nine cubic inches of Lipozone for each 1,250 cubic inches of gas used. The attainment of this product has, for more than twenty years, been the constant subject of scientific and chemical research.

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—so good for you, under any condition—that even a well person feels its instant benefit.

This is a product which, in the past two years, has sprung into worldwide use in the treatment of germ diseases. It is now

used by the sick of nine nations by physicians and hospitals everywhere. It is daily used in millions of homes in America.

#### We Paid \$100,000

For the American rights to Lipozone, and the rights in other countries have sold for proportionate sums. We mention this fact to indicate the value of Lipozone—the value to you. Men have never before paid such a price for any discovery used in the cure of sickness.

We need not tell you that we proved Lipozone 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 obtainable. With thousands of sick ones, considered incurable, we proved that it did what medicine could not do. Then, and then only, did we pay the price.

Since then we have spent nearly \$2,000,000 to make Lipozone known. We have bought the first bottle and given it free to every sick one we learned of. These people told others, and the others told others. The result is that Lipozone is now more widely employed than any medicine ever was. And no one can doubt that it is doing more for sick humanity than all the drugs in use combined.

#### Kills Inside Germs.

The greatest value of Lipozone lies in the fact that it kills germs in the body without killing the tissues, and it does it in a way that is almost harmless. Any drug that kills germs is a poison, and it cannot be taken internally. For that reason, medicine is almost helpless in any germ disease.

Lipozone is a germicide so certain that we publish on every bottle an offer of \$1,000 for a disease germ that it cannot kill. Yet it is not only harmless, 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 vegetables, and Lipozone—like an excess of oxygen—is deadly to vegetable matter. The human body Lipozone is exhibiting, purifying—the most needful, the most helpful thing possible. But to germs it is certain destruction, 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 that medicine can do for these troubles is to act as a tonic, aiding Nature to overcome the germs. But these 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 multiply never cure.

Lipozone alone can destroy the cause of these troubles. It goes wherever the blood goes, so that no germ can escape it. The results are almost inevitable. Diseases which have resisted medicine for years yield at once to Lipozone. "Incurable" diseases are cured by it. In any stage of any disease in this list the results are so certain that we will gladly send to any patient who asks for it an absolute guarantee.

Any From Lipozone:  
Asthma, Allergies, Anemia, Arteriosclerosis, Bronchitis, Croup, Diphtheria, Eczema, Epilepsy, Gout, Hay Fever, Influenza, Indigestion, Kidney Diseases, Leukemia, Lymphatic Diseases, Measles, Malaria, Rheumatism, Scurvy, Syphilis, Tetanus, Typhoid, Typhus, Venereal Diseases, Whooping Cough, Yellow Fever, Zoster, etc.

#### 50c Bottle Free.

If you need Lipozone, and have never used it, please send us the coupon below. We will then send you an order on a local druggist for a full-sized bottle—a 50c bottle—and will pay the druggist ourselves for it. This applies only to the first bottle, of course—to those who have never used it.

The acceptance of this offer places you under no obligations. 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 Lipozone does as we claim. We would certainly not buy a bottle and give it to you, if there was any doubt of results. You want these results, you want to be well and to keep well. Then be fair enough to yourself to accept our offer today. Let us show you, at our expense, what this wonderful product means to you.

Lipozone costs 50c and \$1.

#### CUT OUT THIS COUPON

For this offer may not appear again. Fill in the blanks, and mail it to The Lipozone Company, 415-421 Wabash Ave., Chicago.

My disease is \_\_\_\_\_  
I have never used Lipozone, but if you will supply me a 50c bottle free I will take it.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP \_\_\_\_\_

Any physician or hospital not yet using Lipozone will be gladly supplied free of cost.

## 花了 200 万美元 请美国的病人免费试用“立可舒”

当我们购买“立可舒”的销售权的时候，面临的最大难题就是：要让病人了解它的威力。多年以来，我们见证它治愈了很多药物无法治愈的疾病。我们已经证明了，对于细菌类疾病，其效果几乎就是无懈可击的。我们每天在自己家里也都会使用它来预防疾病，我们知道，每个家庭也都应该使用它。

在全美国的每一个街区，有些疾病只有“立可舒”可以治愈。只有“立可舒”可以帮他们减去痛苦。许许多多濒临死亡的生命都可以用“立可舒”来挽救。只是，怎么才能以最快的速度——最好的方法——让这些病人知道立可舒呢？

我们决定，免费给我们所知道的每一位病人购买第一瓶立可舒。我们将这份宣传文案印刷了 2500 份，结果是：上百万人几乎像我们一样了解了“立可舒”。并且，无论在什么地方，你遇到的人中，50%的人都会认识通过“立可舒”而治愈的人。

### 不是药物

立可舒并不像药物那样是通过酸性物质和药物混合而成的，也不含任何酒精。它的制作过程要花费 14 天的时间，并且需要极好的设备。2 周之后，我们便可以得到一立方英寸的立可舒，而制作它却要使用 1250 立方英寸的气体。这种产品是经过 20 多年不断的科学和化学研究才制成的。

它的主要功效是：先溶解在液体中，然后进入血液，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很有帮助，甚至是一个身体健康的人都能

立刻感觉到它的效用。

这种产品在过去的两年间，已经被世界各地的人们用来治疗细菌疾病。现在，有 9 个国家的医生和医院都用它来医治病人。在美国，它已经是成千上万个家庭的日常用品。

### 我们支付了 10 万美元

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额进行购买的。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。之前从来没有人为购买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，我们在购买立可舒之前，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过了。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，我们所支付的价钱才是值得的。

从那时以来，我们已经花费了将近 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，它要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。它会融入在血液里，到达血液经过的任何地方，所以没有任何细菌能逃避它。几乎是百分之百见效。药物多年都无法治愈的疾病，立可舒一次就能治愈。“无法治愈的疾病”被它治愈了。下面这些疾病，不管处于什么阶段，立可舒都肯定能带来治愈效果，我们愿意给任何病人绝对的保证。

哮喘

甲状腺肿—痛风

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脓肿——贫血	枯草热
支气管炎	肾脏疾病
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
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，立可舒能振奋精神，起到任何药物都无法达到的效果。

### 50 美分的瓶装立可舒——免费

如果你需要立可舒，而且之前没有用过它，请邮寄下面的优惠券给我们。我们会给你邮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。这个优惠只限购买第一瓶立可舒的人，当然也包括从未使用过立可舒的人。

接受这份提议，你不用承担任何义务。我们只是希望让你相信它的效果；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。

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

627D

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

## 5、我们提供 5000 美元，作为对立可舒的保证。第一瓶免费！

We Offer \$5,000

As a Guarantee on Liguozone. The First Bottle is Free.

A great deal is said on these days about Liguozone. Millions are telling of the good it has done, for one home in five—wherever you go—has some one who has Liguozone as a cure.

This remarkable product has become the talk of the world. In the past two years, the sick of nine nations have come to employ it.

But so great a good could not be done to humanity without bringing the interests of a few.

The consumption of medicine has immensely increased. The popularity of the few physicians who cling solely to drugs has diminished. And in numberless homes where Liguozone is in daily use, sickness has been almost eliminated.

These facts have inspired some interests. And a few of the injured attack what they blame for the injury. They demand that which has done the good.

The usual method is to insinuate that Liguozone itself is a medicine; that, despite our claims, it is a compound of acids and drugs.

Such statements are oft repeated, and we cannot doubt that some are led to believe them.

Our answer to all is this:

The virtues of Liguozone are derived solely from gas, by a process requiring immense apparatus and from \$ to 14 days' time. The gas is made, in large part, from the best oxygen producers. Nothing whatever enters into the product, save the gas and the liquid used to absorb it, plus a touch of color.

And to emphasize this answer, we offer \$5,000 to any one who can dispute it.

In this business, methods which are subject to criticism are most carefully avoided. We permit no misrepresentation, no claims which have not been fulfilled. Our product is too vital to humanity to be held open to dispute.

What we say about Liguozone is true. What we claim it can do has again and again been done. And in any disease which we claim that Liguozone will help, we assume the whole risk on a two months' test with every patient who asks it.

Before we bought the rights to Liguozone, it had been tested for years in thousands of the most difficult cases. It had resisted medicine for years without at once to it. Sickness which had been pronounced incurable was cured. The value of the product was placed beyond possible question, before we started our forums and reputations on it. It was simply proved that, in some broken, Liguozone did what medicine could not do.

Then we gave the product away—say millions of bottles, one to each of millions of sick ones.

We have published no testimonials; no evidence of cure. We have never asked a soul to buy it.

One method has been to buy the first bottle overseas; to let the sick try it without the cost of a penny; to let the product itself prove its power.

Most of you know the result. There is no deliriousness—no harder to get more—but knows some wonder which Liguozone has wrought.

And Liguozone is probably doing more to cure sickness, and to prevent it, than all drugs, all medicines combined.

How many is that self-interest which would have you go back to the old method—to the days before Liguozone? Back to the times when the very cause of disease was unknown, or when no one knew how to prevent it?

### What Liguozone Is

The greatest value of Liguozone lies in its medicinal power. It is a germicide, a disinfectant, a purifier. It kills every germ in an hour of \$1,000 for a yet it is absolutely harmless to the

human body. Not only harmful, but helpful in the extreme. Even a well person feels its instant benefit. Liguozone is the only way known to kill germs in the body without killing the tissues, too. Any drug that kills germs is a poison, and it cannot be given internally. Medicine is almost useless in dealing with internal germs. But germs are vegetable; and Liguozone—the very life of an animal—is deadly to vegetable matter. This fact—above all others—proves Liguozone its value. There is no other way to destroy and the cause of any serious disease.

### Known Diseases.

There are the known serious diseases. Nearly all forms of these diseases have been traced 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 that medicine can do is to act as a tonic, aiding nature to overcome the germs. But those results are indirect and uncertain. The sick cannot afford to rely on them. And no one needs to know.

Liguozone alone can destroy the cause of these troubles. It does what ever the blood ever, so that no germ can escape it. The results are almost instantaneous. We have seen them so often in every disease in this list that we have come to rely on them. Liguozone has proved itself so certain that in any case of any of these diseases, we will gladly send to any patient who asks it an absolute certainty.

Acidosis, Amyloidosis, Anemia, Asthma, Bacteremia, Beriberi, Bright's Disease, Bronchitis, Bubonic Plague, Cancer, Cholera, Diphtheria, Diabetes, Dysentery, Eczema, Epilepsy, Exanthema, Glandular Disease, Gonorrhea, Gravel, Hay Fever, Indigestion, Influenza, Kidney Disease, Leukemia, Lymphatic Disease, Malaria, Measles, Meningitis, Mononucleosis, Neuritis, Rheumatism, Rubella, Scarlet Fever, Scurvy, Syphilis, Tetanus, Typhoid, Typhus, Venereal Disease, Whooping Cough, Yellow Fever.

Over 400,000,000 bottles of Liguozone have been sold in all countries—all kinds—all continents—all the results of modern medicine. In every case Liguozone has been a success, wherever it was given to the sick.

### 50c Bottle Free.

The way to know Liguozone, if you have never tried it, is to ask for a bottle free. We will then send you an order on a local druggist for a full-size bottle—a 50c bottle—and will pay the druggist ourselves for it. This applies only to the first bottle, of course—to those who have never used it.

The acceptance of this offer places you under no obligations. We simply wish to convince you that it can do what you can judge by results as to whether you wish to continue.

This offer itself should convince you that Liguozone does as we claim. We would certainly not buy a bottle and give it to you, if there was any doubt of results. You want these results; you want to be well and to keep well. Then be fair with yourself, accept our offer to-day. Let us show you, at our expense, what this wonderful product means to you.

Liguozone costs 50c and \$1.

### CUT OUT THIS COUPON

For the first 50c bottle free, fill out the blank, and send it to Liguozone Company, 1149 Wisconsin Ave., Chicago.

My name is \_\_\_\_\_  
I have never used Liguozone, but if you will send me a 50c bottle free, I will try it.

NAME \_\_\_\_\_

Any physician or hospital not yet using Liguozone will be gladly supplied for a

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## 我们提供 5000 美元 作为对立可舒的保证。第一瓶免费

最近关于立可舒的谈论很多。

许许多多的人，都在讲述它给他们带来的好处：因为每 5 个家庭中——不管你去哪里——就有一家受益于立可舒。

这款神奇的产品已经成了世界热点。在过去的 2 年中，9 个国家的病人都使用了立可舒。

但是，这么好的一款产品，想要造福大众，也不得不损害部分人的利益。

立可舒出现后，药品的销量极大地降低了。一些只依赖药物给病人治病的医生，也没有以前那么受欢迎了。很多家庭把立可舒作为了日常用品，疾病几乎消失了。

这些事实都触动了一些人的利益。他们开始攻击触动他们利益的东西。开始谴责这个能造福众人的产品。

他们常用的方法就是，含沙射影地说立可舒本身也是药，是酸性化合物和药物的混合物。

他们一遍遍地说，有些人肯定就会相信他们。

我们的回答是：

立可舒的优点完全来源于气体，通过巨大的高精度装置，用 8——14 天的时间才能制作出来。立可舒采用的气体，大部分来源于最好的氧气供应商。

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任何细菌，在立可舒这里都无可遁影。

为了让大家知道我们所言不假，我们拿出了 5000 美元，给任何能证明它无效的人。

-----

在这个行业里，有争议的方法，大部分都会小心回避。我们不承诺无法兑现的诺言。我们的产品对人类太重要了，我们不能让人们误解它。

我们所说的关于立可舒的一切效果都是真实的。我们承诺的东西，一次次都被证实了。我们承诺的立可舒可以治疗的任何疾病，我们都愿意给病人 2 个月零风险试用保证。

-----

在我们购买立可舒销售权前，我们做过多年，数千个最难治疗的案例测试。我们发现，药物无法治疗的疾病，立可舒立刻治好了。号称无法治愈的疾病，立可舒也治好了。

在我们把资金和荣誉全部压在这款产品上时，我们要确保它绝对有价值。很多案例都充分证明，立可舒在不孕不育方面，有药物无法达到的效果。

-----

我们开始赠送这种产品——为每位我们知道的病人免费赠送 1 瓶立可舒，共送出数百万瓶。

我们没有证言，没有案例。我们也没有要求任何人购买。

我们的方法是，我们自己先买一瓶，让病人不用花一分钱，免费尝试；让产品自己证明它的威力。

你们大多数人都知道它的效果。立可舒的强大效果已经传遍了大街小巷。

和所有药物相比，立可舒不仅能治愈疾病，还能预防疾病。

用过立可舒之后，再让你用之前的老方法，在不知道疾病的起因，甚至不知道是什么病的情况下，治疗疾病，是多么自私的一件事！

### 立可舒是什么

立可舒的最大价值在于它的杀菌威力。它有绝对的杀菌效果，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。

然而，它却对人体无害，它不仅无害，而且还具有神奇的好处。甚至一个健康的人，也能立即从这款产品受益。

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。

原因是，细菌都是植物性的；立可舒——就像浓浓的氧气——对植物性有致命的伤害。这就是立可舒优于其他药物的价值所在。没有任何其他方法，能直接根除细菌性疾病的根源。

### 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。

所有这些疾病，都无法通过药物治疗，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。没有人敢完全依赖它，因为后果无法预知。

而立可舒可以摧毁这些疾病的根源。它会融入在血液里，到达血液经过的任何地方，所以没有任何细菌能逃避它。几乎是百分之百见效。药物多年都无法治愈的疾病，立可舒一次就能治愈。“无法治愈的疾病”被它治愈了。下面这些疾病，不管处于什么阶段，立可舒都肯定能带来治愈效果，我们愿意给任何病人绝对的保证。

哮喘

甲状腺肿—痛风

脓肿——贫血

枯草热

支气管炎

肾脏疾病

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

肺病

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

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，立可舒能振奋精神，起到任何药物都无法达到的效果。

### 50 美分的瓶装立可舒——免费

了解立可舒的一个方法，就是：如果你需要立可舒，而且之前没有用过它，请邮寄下面的优惠券给我们免费索取一瓶。

我们会给你邮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。这个优惠只限购买第一瓶立可舒的人，当然也包括从未使用过立可舒的人。

接受这份提议，你不用承担任何义务。我们只是希望让你相信它的效果；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

## 6、年收入 9000 美元，我快要破产了

# I Was Going Broke on \$9,000 a Year

So I sent \$7 to The Wall Street Journal

By a Subscriber

HIGH PRICES AND TAXES were getting me down. I had to have more money or reduce my standard of living. Like Alice in Wonderland, I had to run faster to stay in the same place.

So I sent \$7 for a Trial Subscription to The Wall Street Journal. I heeded its warnings. I cashed in on the ideas it gave me for increasing my income and cutting expenses. I got the money I needed. Now I'm slowly forging ahead. Believe me, reading The Journal every day is a wonderful get-ahead plan.

This experience is typical. Each day The Wall Street Journal tells you about far-reaching changes taking place in America. New inventions. New industries. New ways of doing business. New opportunities to earn money. The Journal gives you quick warning of any new trend that may affect your pocketbook.

The Journal is a wonderful aid to salaried men making \$7,500 to

\$30,000 a year. It is valuable to the owner of a small business. It can be of priceless benefit to young men who want to win advancement.

The Wall Street Journal is the complete business DAILY. Has largest staff of writers on business and finance. The only business paper served by all three big press associations. It costs \$24 a year, but you can get a Trial Subscription for three months for \$7. Just mail the coupon below with check for \$7. Or tell us to bill you.

.....  
The Wall Street Journal  
44 Broad St., New York 4, N. Y.

Gentlemen: Please send me The Wall Street Journal for 3 months, for \$7.

☐ Check enclosed. ☐ Send bill.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

微信公众号: LBC333

## 年收入 9000 美元，我快要破产了

所以，我花了 7 美元，订阅了华尔街日报

来自：一位订阅者

较高的物价和税费，压得我快喘不过气了。我必须多赚钱，或者降低我的生活标准。就像爱丽丝梦游仙境一样，我必须更快地奔跑，才能停在原地。

所以，我花了 7 美元，订阅了《华尔街日报》试订版。我从了上面的警告。根据它给我的建议，我增加收入，并减少开支积累财富，终于得到了我想要的钱。现在，我在慢慢地稳步前进。相信我，每天阅读《华尔街日报》是获取成功的一个绝妙计划。

这是一个典型的案例。每天，《华尔街日报》都会告诉你美国发生的深远变化、新发明、新产业、生意的新契机、赚钱的新机会。《华尔街日报》会快速告诉你任何能让你赚钱的新趋势。

这个故事很典型。《华尔街日报》可以帮助工薪族每年多赚 7500—30000 美元。它对喜欢做小生意的人非常有价值。对追求进步的年轻人来说，是无价之宝。

《华尔街日报》是一份彻彻底底的商业日报。它拥有最多的商业和金融方面的作家。是唯一一家由三大媒体协会共同提供服务支持的日报。它的年订阅费用为 24 美元，你也可以订阅 3 个月，只需 7 美元。你只要把下面的优惠券附加 7 美元寄给我们，或者告诉我们如何收取你的费用，即可完成订阅。

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《华尔街日报》

纽约 4，百老汇街 44

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先生: 请给我寄 7 美元 3 个月的《华尔街日报》

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内 ☐ 附汇票

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地址 \_\_\_\_\_

城市 \_\_\_\_\_

州 \_\_\_\_\_ rd-12A

315

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# 作业

## 7、我花得最幸运的 7 美元

# The Luckiest \$7 I Ever Spent

By a Wall Street Journal Subscriber

NOT LONG AGO I picked up my first copy of The Wall Street Journal. I expected dull reading. Imagine my surprise when I found some of the best articles I'd ever read!

I sent for a Trial Subscription. For the first time in my life I began to understand why some men get ahead while others stay behind. I read about new inventions, new industries and new ways of doing business that are helping ambitious men earn increased income. Also I got ideas on what to do to reduce living expenses and taxes. My Trial Subscription to The Journal cost me \$7. It was the luckiest \$7 I ever spent. It has put me hundreds of dollars ahead already.

This story is typical. The Journal is a wonderful aid to salaried men making \$7,500 to \$30,000 a year. It is valuable to owners of small businesses. It can be of priceless

benefit to ambitious young men who want to earn more money.

The Wall Street Journal is the complete business DAILY. Has largest staff of writers on business and finance. The only business paper served by all three big press associations. It costs \$24 a year, but you can get a Trial Subscription for three months for \$7. Just mail the coupon below with check for \$7. Or tell us to bill you.

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☐ Send bill.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ R.D.:

微信公众号: LBC333

#62001

## 我花得最幸运的 7 美元

来自：一位《华尔街日报》订阅者

不久前，我拿起了我的第一份《华尔街日报》。本来想着，这又将是一份无聊的报刊。结果，它带给了我你无法想象到的惊喜，我在上面看到了我看到过的最好的文章！

于是，我立即订阅了试阅版。平生第一次，我明白了为什么有些人比另一些人更成功。我在上面看到了新发明，新行业，以及赚钱新方法，这些都可以帮助有抱负的人增加收入。我还学到了如何降低生活开支，以及税收。我试订阅的《华尔街日报》只花了 7 美元。这是我花过的最幸运的 7 美元。它已经给我带来了数百美元的价值。

这个故事很典型。《华尔街日报》可以帮助工薪人员每年多赚 7500—30000 美元。它对喜欢做小生意的人非常有价值。对想赚更多钱的年轻人来说，是无价之宝。

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《华尔街日报》

纽约 4，百老汇街 44

先生：请给我寄 7 美元 3 个月的《华尔街日报》

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☐ 内附支票

☐ 内附汇票

姓名\_\_\_\_\_

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## 作业

## 8、接下来的 90 天如何改变你的生活

# How The Next 90 Days Can Change Your Life

A Warning from The Wall Street Journal

**Y**OU are living in a period of rapid changes. The next 90 days will be filled with opportunities and dangers.

Fortune will smile on some men. Disaster will dog the footsteps of others.

Because the reports in The Wall Street Journal come to you DAILY, you get the fastest possible warning of any new trend that may affect your business and your personal income. You get the facts in time to take whatever steps are needed to protect your interests, or to seize a new profit-making opportunity.

If you think The Wall Street Journal is just for millionaires and heads of large corporations, you are **WRONG!** The Journal is a wonderful aid to salaried men making \$7,500 to \$30,000 a year. It is valuable to owners of small businesses. It is of priceless benefit to young men who want to earn more money.

If you want to seize profit-making opportunities and avoid pitfalls during the next 90 days, you should write today for a three months' sub-

scription to The Wall Street Journal. It may change your life! To assure speedy delivery to you anywhere in the U.S., The Journal is printed daily in eight cities from coast to coast.

The Wall Street Journal is the complete business DAILY. Has largest staff of writers on business and finance. The only business paper served by all three big press associations. It costs \$24 a year, but you can get a Trial Subscription for three months for \$7. Just mail the coupon below with check for \$7. Or tell us to bill you.

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The Wall Street Journal  
44 Broad St., New York 4, N. Y.

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## 接下来的 90 天如何改变你的生活

来自《华尔街日报》的告诫

你生活在一个快速变化的时代。接下来的 90 天，你会遇到无数的机遇和风险。

财富会眷顾一些人。灾难也会降临某些人。

因为《华尔街日报》每天都会带给你最新报道，你会以最快的方式获得所有会影响你的生意，和个人收入的新趋势的一些警示。你会及时得到一些信息，从而采取相应的必要措施来保护你的利益，或者及时抓住新的盈利机会。

如果你觉得《华尔街日报》只是给百万富翁和大公司总裁准备的，你错了！《华尔街日报》可以帮助工薪人员每年多赚 7500—30000 美元。它对喜欢做小生意的人非常有价值。对想赚更多钱的年轻人来说，更是无价之宝。

如果你想在接下来的 90 天内，抓住赚钱的机会，避免陷阱，你今天就应该立刻写信订阅 3 个月的《华尔街日报》。它可能会改变你的生活！为了确保每天快读送达美国各地的订阅者，《华尔街日报》在美国从东海岸到西海岸的 8 个城市都有印刷点。

《华尔街日报》是一份彻彻底底的商业日报。它拥有最多的商业和金融方面的作家。是唯一一家由三大媒体协会共同提供服务支持的日报。它的年订阅费用为 24 美元，你也可以订阅 3 个月，只需 7 美元。你只要把下面的优惠券附加 7 美元寄给我们，或者告诉我们如何收取你的费用，即可完成订阅。

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《华尔街日报》

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# 作业

## 9、年收入 14000 美元...这才是生活

# \$14,000 a Year...Now I Am Really Living!

By a Wall Street Journal Subscriber

A FEW YEARS AGO I was going broke on \$9,000 a year. High prices and taxes were getting me down. I had to have more money or reduce my standard of living.

So I sent for a Trial Subscription to The Wall Street Journal. I heeded its warnings. I cashed in on the ideas it gave me for increasing my income and cutting expenses. I got the money I needed. And then I began to forge ahead. Last year my income was up to \$14,000. Believe me, reading The Journal every day is a wonderful get-ahead plan. Now I am really living!

This experience is typical. The Journal is a wonderful aid to salaried men making \$7,500 to \$30,000. It is valuable to the owner of a small business. It can be of priceless benefit to young men who want to win advancement. To assure speedy delivery to you anywhere in the U.S., The Journal is printed

daily in eight cities from coast to coast.

The Wall Street Journal is the complete business DAILY. Has largest staff of writers on business and finance. The only business paper served by all three big press associations. It costs \$24 a year, but you can get a Trial Subscription for three months for \$7. Just mail the coupon below with check for \$7. Or tell us to bill you.

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## 年收入 14000 美元...这才是生活!

来自: 一位《华尔街日报》订阅者

几年前,我年收入 9000 美元,快要破产了。较高的物价和税费,压得我快喘不过气了。我必须多赚钱,或者降低我的生活标准。

所以,我花了 7 美元,订阅了《华尔街日报》试阅版。我听从了上面的警告。根据它给我的建议,我增加收入,并减少开支积累财富,终于得到了我想要的钱。从那时候起,我的生活变得越来越好。去年,我的年收入达到了 14000 美元。相信我,每天阅读《华尔街日报》,是获取成功的一个绝妙计划。

这个故事很典型。《华尔街日报》可以帮助工薪人员每年多赚 7500—30000 美元。它对喜欢做小生意的人非常有价值。对追求进步的年轻人来说,更是无价之宝。

为了确保每天快速送达美国各地的订阅者,《华尔街日报》在美国从东海岸到西海岸的 8 个城市都有印刷点。

《华尔街日报》是一份彻彻底底的商业日报。它拥有最多的商业和金融方面的作家。是唯一一家由三大媒体协会共同提供服务支持的日报。它的年订阅费用为 24 美元,你也可以订阅 3 个月,只需 7 美元。你只要把下面的优惠券附加 7 美元寄给我们,或者告诉我们如何收取你的费用,即可完成订阅。

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《华尔街日报》

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# 作业

## 10、超重的女性人数是男性的 2 倍！

Who are America's 60 million overweight? How did they get that way? What can they do about it?

### *The ladies lead by nearly 2 to 1!*

*Nationwide research reveals that almost twice as many women as men are overweight!*

by Robert S. Kleckner  
Science Writer, Chicago Sun-Times



A shocking 49.2% of America's total adult population today is overweight. And the women outnumber the men by a ratio of nearly 2 to 1. Women, perhaps, are more prone to the harmful habit of "social overeating" which medical opinion emphatically defines as the basic cause of most overweight cases.

But in men or women, the pattern is the same . . . a gradually increasing tendency to eat more food than the body's daily activity can convert into energy. And the pattern of attempted correction is largely the same, too . . . periodically "going on a diet." Together, these "dieting" men and women add up to an estimated 16 to 17 million at any given time. And both are most easily lured by the various fad or miracle diets.

Of course, the basic and incontestable truth, for man and woman alike, is this: 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 stored in your body 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 midmorning 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.

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美国 6000 万肥胖人群，他们是怎么变胖的？他们该怎么办？

## 超重的女性人数是男性的 2 倍！

全国范围的研究表明，  
超重的女性人数几乎是男性的两倍！

来自：罗伯特·S·克莱克纳  
《芝加哥太阳报》，科学作家

一个令人震惊的数字，49.2%的美国成人都超重。而且，女性超重人数是男性超重人数的将近 2 倍。也许，女性更容易养成“暴饮暴食”的坏习惯。医生说，暴饮暴食是造成大多数肥胖的主要原因。

但是，不管是男性，还是女性，造成肥胖的模式都一样.....每天吃的食物，慢慢变得比身体每天能转化成能量的数量多起来。而且，尝试减肥的模式也一样.....定期“节食”。据估计，靠“节食”的减肥人数，在任何时期都高达约 1600-1700 万。而且，这些人最容易被各种时尚饮食，或减肥奇迹所吸引。

当然，不管对男性，还是女性，最基本，最无可置疑的真理就是：要想减去多余的脂肪，保持身材，你必须减少你每天的卡路里摄入量。摄入的热量更少，身体体重也就更低.....就这么简单。因为，当你摄入的卡路里超过你身体的需要时，多余的卡路里就会被转化成脂肪存储在体内。

但是，在每天摄入热量范围内，你就可以吃自己喜欢吃的食物，而且不会变胖。你喜欢吃的食物，能给你提供身体每天所需的营养和能量。当然，一顿饭就把你一天应该摄入卡路里都吃了，也是不明智的做法。尤其是，为了少摄入热量，不吃早餐。

事实上，营养专家们一直建议，减肥的人，每天必须吃营养早餐。此时，高蛋白优质早餐燕麦片就是一个很好的选择了。因为，虽然加了糖和牛奶的美味燕麦片一共只有 210 卡路里，里面却包含

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着 9 克高质量的蛋白质。

使用像这样优质，饱腹感强的早餐，减肥者会感到吃的很丰富，一上午都会觉得很满足。上午再也不需要吃零食了，甚至想都不会想。

真的有效。

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桂格燕麦系列出品之一，母亲燕麦片。美国男女老少最喜欢的燕麦粥。

271

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# 作业

## 11、白领们:注意你们的体重!

[A continuing study of America's 60 million overweight]

### White-Collar Workers: Watch Your Weight!



by Robert S. Kleckner  
Science Writer, Chicago Sun-Times

Pity the poor white-collar workers . . . men or women . . . the very pattern of whose business life tends to push them into excess poundage.

Being sedentary (minimum physical exertion), their bodies utilize less of their food intake as energy . . . store more of it as body-fat. Other negative influences are the coffee break (seldom just coffee) and the high-calorie lunch. In short, *daily overeating* is bluntly defined by medical opinion as the chief cause of most overweight.

Result, according to a recent national survey: overweight problems now confront 47.8 per cent of all sales and clerical workers; 50.4 per cent in business and professional fields.

Attempted solution: the "periodic diet" . . . involving an estimated 16 to 17 million people at any given time. And far too many adopt some fad or lose-it-fast plan . . . ignoring the incontestable fact that *only a daily reduction of calories* can take weight off and keep it off.

The silver lining: there is a way

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to keep body weight in line (by staying within the daily caloric limit your body needs) and still have fun at the table. Foods you really *enjoy* eating can provide your nourishment and energy requirements. Naturally it isn't wise to use up your caloric quota in one big meal. Particularly, it is not 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 comes into the diet picture. For while an average serving of hot, delicious oatmeal, with milk and sugar, adds up to only 210 calories . . . it provides 9 whole grams of the high-quality protein your body needs.

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.

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【对美国 6000 万超重人群的不断研究】

## 白领们:注意你们的体重!

来自: 罗伯特·S·克莱克纳  
《芝加哥太阳报》, 科学作家

可怜的白领.....不管男性还是女性.....他们的工作模式, 让他们逐渐变得超重。

因为久坐不动(最低限度的体力活动), 他们的身体消耗的食物能量减少.....身体储存的脂肪增加。还有一些造成肥胖的负面因素, 比如, 咖啡时间(很少只喝咖啡), 以及高卡路里的午餐。简而言之, 每天摄入量高于消耗的量, 被医生列为造成大多数肥胖的主要原因。

结果, 根据最近的一项国家调查显示: 现在从事销售和文职人员中超重人数占 47.8%; 商业和其他专业领域占 50.4%。

试图解决肥胖的方案: 定期“节食”的减肥人数, 在任何时期, 都高达约 1600-1700 万。而且, 这些人最容易被各种时尚饮食, 或减肥奇迹所吸引。而忽略了无可争辩的事实: 只有每天减少卡路里摄入, 才能减肥并保持。

万幸的是: 有个方法, 可以让你吃自己喜欢吃的食物, 而且不会变胖(那就是每天摄入热量不要超过身体所需)。你喜欢吃的食物, 能给你提供身体每天所需的营养和能量。当然, 一顿饭就把你一天应该摄入卡路里都吃了, 也是不明智的做法。尤其是为了少摄入热量, 不吃早餐。

事实上, 营养专家们一直建议, 减肥的人每天必须吃营养早餐。此时, 高蛋白优质早餐燕麦片就是一个很好的选择了。因为, 虽然加了糖和牛奶的美味燕麦片一共只有 210 卡路里, 里面却包含着 9

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克高质量的蛋白质。

使用像这样优质，饱腹感强的早餐，减肥者会感到吃的很丰富，一上午都会觉得很满足。上午再也不需要吃零食了，甚至想都不会想。

真的有效。

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桂格燕麦系列出品之一，母亲燕麦片。美国男女老少最喜欢的燕麦粥。

296



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# 作业

## 12、体重控制法--对想增重或想减肥的人均有效

and the 15 million who need to gain some...  
corrective dieting begins with

### *The Weight-Control Law that Works Both Ways*



**A** SEEMING paradox of weight control is that certain of the very same foods must be included in the daily diet of those who want to take pounds off... and those who need to put pounds on.

These "gain-or-lose" foods include meat, milk, eggs... and oatmeal... all of them high in valuable, body-building, energy-producing *protein*.

*Protein for Gaining:* Protein is the basic, essential part of all living cells. Without it, the human body could not "replace" itself, cell by cell, as it must do. (98% of human cellular structure is replaced *yearly*.) And since protein is not stored in the body, as fats and carbohydrates are, you must get a continuing supply of protein from the foods you eat... day by day, and meal by meal. To sum up, protein is the fundamental "must" for building strong bodies... good red blood.

*Protein for Losing:* Protein is the food element which acts as the body's automatic hunger control. In general, the higher the protein content of your food,

the longer it takes for hunger to re-appear. When the body's blood-sugar level remains high enough, the "appetite" is inactive. Protein raises the blood-sugar level, and holds it above the hunger line for longer periods of time than other food elements do.

The practical value of a high protein diet for overweight people is this ability of protein to cut down their hunger... while supplying the strength and energy they need. For example, a bowl of hot oatmeal, with sugar and milk included, contains only 210 calories... yet supplies 9 grams of protein. This is the secret behind that "stick-to-the-ribs" feeling that lasts all morning long after an oatmeal breakfast.

So, if either kind of weight-control problem exists at your house, remember that delicious hot oatmeal for breakfast can help to correct it.

Whole-grain oatmeal is a rich natural source of vitamins and minerals, as well as protein. Helps you start the day off *enjoyably*, and keeps you going strong all morning.

Quick Quaker Oats has a creamy smoothness you will like, and requires only 1 minute of actual cooking. And the same goes for Quick Mother's Oats, or Mother's Premium Oats.

If you prefer the flavor and texture of old-style oatmeal, be sure to try Old Fashioned Quaker or Mother's Oats.

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#56001

写给 2500 万想减肥... 以及 1500 万想增肥的美国人...  
调整饮食从下面开始...

## 体重控制法

### 对想增重或想减肥的人均有效

#### 健康报告

有一个看似悖论的观点，那就是，想减肥和想增肥的人一样，在饮食中必须加入几种相同的食物。

这些“能增加-或-减少体重”的食物包括，肉类、牛奶、鸡蛋.....和燕麦.....它们都包含高营养价值，高能量，对身体成长至关重要的元素，蛋白质。

**对想增肥的人：**蛋白质是所有活细胞重要的基本组成部分。没有它，人体细胞就不能正常“新陈代谢”。（98%的人体细胞会自动每年更换一次。）由于蛋白质，不像脂肪和碳水化合物一样，不是储存在体内的。所以，你必须每天从你吃的每餐食物中，持续获取蛋白质。总之，蛋白质是让身体强壮有力，血液健康的最基本的“必需”元素。

**对想减肥的人：**蛋白质是一种可以让身体自动控制饥饿的食物元素。一般而言，食物中的蛋白质含量越高，饥饿感出现的就越晚。当身体的血糖水平维持在足够高的水平时，“胃口”就不会很活跃。蛋白质能提高血糖水平，并将它维持在饥饿线以上，维持时间比其他任何食物都长。

高蛋白饮食，对超重的人价值在于，可以减少饥饿感。同时，能给他们提供身体所需的能量。例如，一碗加了糖和牛奶的热燕麦片，只有 221 卡路里的热量.....却含有 9 克蛋白质。这就是早餐喝了燕麦粥后，一上午都觉得很饱的秘密所在。

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所以, 如果你的家人, 想增肥或想减肥, 请记住, 早餐喝杯美味的热燕麦片, 就可以帮他实现目标。

全麦燕麦片, 富含多种维生素、矿物质, 以及蛋白质。帮助你开启愉快的一天, 让你一上午都精神饱满。

桂格燕麦片, 口感如乳脂般细腻, 光滑, 烹煮只要 1 分钟。同样的还有, 母亲燕麦片。

如果你喜欢老式燕麦片的口感和香味, 可以尝试一下老式桂格燕麦片, 或母亲燕麦片。

298

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# 作业

## 13、为什么燕麦片是你早餐的正确选择

Modern findings about growth, energy, mental, and physical efficiency and weight control show...

*Why you have always been right  
to like hot oatmeal for breakfast*



You have been so familiar with oatmeal for such a long time, that you may feel you already know all there is to know about it. But here are a few facts that you may not know:

**Q:** Is oatmeal really superior for promoting child growth?

**A:** Yes, for this reason: The basic, essential part of all living cells is *protein*. It is the fundamental "must" for building strong bodies and good red blood. And *far more protein* is furnished to the body by oatmeal than by any other leading cereal.

**Q:** Is an oatmeal breakfast actually important to adults?

**A:** Yes, if you want to maintain mental and physical efficiency in late morning hours. Physiologists say the morning meal should provide approximately one-fourth of your day's protein and calories, and recommend fruit, cereal, milk, bread and butter as an ideal basic breakfast. Oatmeal fits in best because it is far richer in protein than any other leading cereal.

**Q:** Isn't such a nourishing food bound to be fattening?

**A:** Not necessarily. A high-protein food is the body's automatic appetite control. With oatmeal for breakfast, the return of hunger is delayed... yet you get the energy and strength you need. There are 9 grams of protein, and only 210 calories, in a bowl of hot Quaker or Mother's Oats (same product) with sugar and milk.

**Q:** Wouldn't eggs, bacon, provide even more protein at breakfast?

**A:** Gram for gram, these fine foods actually are *not* superior to oatmeal as a source of protein. (6 grams of protein in one medium egg... or in 3 bacon slices.) And an oatmeal breakfast costs only a few pennies.

**Q:** What is actually "new" about New Quick Quaker or Mother's Oats?

**A:** Nothing... except that it cooks quicker (flakes are rolled thinner and cook completely in 50-60 seconds) and has a somewhat creamier taste that more people seem to prefer.

**Q:** How soon should oatmeal be fed to infants?

**A:** As early as 3 months, authorities now agree, for its palatability, nutritional values, and economy. (Baby's portion is cooked longer; see package.)

**Q:** What is *Old Fashioned* Oatmeal?

**A:** Precisely the same as the modern product... except the flakes are thicker, require 5 minutes to cook. Those who prefer its taste and flavor buy *Old Fashioned* Quaker Oats or Mother's Oats.

**Q:** How does Quaker Oats rank *today* in popularity?

**A:** It is still more popular than any other cereal, hot or cold. Today, same as always, people like it better because it is hot, tastes more delicious, and "sticks to their ribs" all morning long.

微信公众号: LBC333

#56001

关于成长, 精力, 精神状态, 体能, 以及体重控制的现代调查结果.....

## 为什么燕麦片是你早餐的正确选择

因为长期食用燕麦片, 你可能觉得自己知道关于燕麦片的所有知识。但是, 这里有一些事实, 你可能还真的不知道:

问:燕麦片真的对促进孩子的成长有好处吗?

答: 是的, 因为: 蛋白质是所有活细胞最基本, 最关键的组成部分。是拥有强壮的身体, 健康的血液所“必须”的基本元素。燕麦片比其他任何常见谷物为身体提供的蛋白质都要丰富。

问: 燕麦片早餐对成年人真的重要吗?

答: 是的, 如果你想一上午都保持精力旺盛, 体能好的话, 燕麦片对你很重要。生理学家指出, 早餐应该提供你全天所需大约四分之一的蛋白质和热量, 并推荐早餐选择水果、燕麦片、牛奶、面包、黄油作为理想的基本早餐。燕麦片最适合早餐, 因为它比其他任何常见谷物的蛋白质都要丰富。

问: 这么有营养的食物, 是不是一定会让人发胖?

答: 不一定。高蛋白食物能控制食欲。早餐食用燕麦片后, 饥饿感就会来的迟一些...但是, 你依旧能获得身体所需的能量。一碗加有牛奶或糖的母亲燕麦粥(或同类产品), 只有 210 卡路里, 却包含了 9 克蛋白质。

问: 早餐吃鸡蛋, 培根, 难道不比燕麦片蛋白质更高吗?

答: 按克算的话, 这些优质食品的蛋白质, 实际上并不优于燕麦片。(一个中等大小的鸡蛋...或 3 片培根中才含有 6 克蛋白质。)而且, 一顿燕麦片早餐, 成本只有几便士。

问: 新桂格快速燕麦片或母亲燕麦片有什么“新变化”吗?

答:没有多大变化...除了烹煮更快速(燕麦片更薄了,只要 50—60 秒就能煮熟),有乳脂的口感,应该会有更多人喜欢。

问:多大的宝宝能辅食燕麦片?

答:专家说,3 个月大就可以,因为它的口感好,营养价值高,而且实惠。(给宝宝食用的时候,烹煮时间稍微长一点;见包装。)

问:老包装的燕麦片是什么样的?

答:和新包装的品质一样。除了麦片比较厚,需要煮 5 分钟以外。喜欢它的风味和口感的,可以购买老包装的桂格燕麦片或母亲燕麦片。

问:如今桂格燕麦片的受欢迎程度如何?

答:长久以来,它一直比其他谷物都受欢迎,不管是冷食还是热煮。如今,和往常一样,人们更喜欢它了,因为经过烹煮,它食用起来更美味,而且饱腹感很强,一上午都不觉得饿。

299



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# 作业

## 14、挣得越多——体重越胖？

Just who are the 60 million overweight Americans?  
What makes them that way? How can they fight it?

### *Earn more—weigh more?*

51.4% of all Americans in the \$5,000 and over  
income group are concerned with overweight

by Robert S. Kleckner, Science Writer, Chicago Sun-Times



Is there really a relationship between earning power and poundage? It would seem so, since a nationwide survey reveals that in families of the \$5,000 or over income bracket, well over half of all adults weigh too much. And as income goes up, the problem of overweight increases.

Apparently, for the American family, "more money" leads straight to more and fancier foods. And medical opinion assures us that in the vast majority of cases, overweight is caused simply by overeating.

The next step, of course, is "going on a diet" every so often. An estimated 16 to 17 million people are actively *trying* to reduce, at any given time. And far too many of them pin their hopes on a lose-it-fast miracle or fad diet.

But let's face it: to take off extra pounds and *keep* them off, the very cornerstone of your dieting program must be to 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 stored in your body 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 midmorning 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.

#57001

微信公众号: LBC333

美国 6000 万肥胖人群，他们是怎么变胖的？他们该怎么办？

## 挣得越多——体重越胖？

美国收入在 5000 美元，或者 5000 美元以上的人群，  
超重人数占了 51.4%

来自：罗伯特·S·克莱克纳 《芝加哥太阳报》，科学作家

挣钱能力和体重真的有关系吗？看起来似乎存在一定联系，因为根据全国调查表明，收入在 5000 美元，或者 5000 美元以上的家庭中，超过一半的成年人，体重都超重了。而且，随着收入的增加，超重问题也在增加。

显然，对于美国家庭来说，“收入更多”直接导致了摄入更多，更丰富的食物。医生认为，在大多数情况下，超重就是因为吃得太多。

下一步，当然，就是经常“节食”。据估计，尝试减肥的人数，在任何时期，都高达约 1600-1700 万。而且，这些人中，有很大一部，都会寄希望于各种时尚饮食，或减肥奇迹。

但是，我们必须面对一个现实：要想减去多余的脂肪，保持身材，你必须减少你每天的卡路里摄入量。摄入的热量更少，身体体重也就更低……就这么简单。因为，当你摄入的卡路里超过你身体的需要时，多余的卡路里就会被转化成脂肪存储在体内。

但是，在每天摄入热量范围内，你就可以吃自己喜欢吃的食物，而且不会变胖。你喜欢吃的食物，能给你提供身体每天所需的营养和能量。当然，一顿饭就把你一天应该摄入卡路里都吃了，也是不明智的做法。尤其是，为了少摄入热量，不吃早餐。

事实上，营养专家们一直建议，减肥的人每天必须吃营养早餐。此时，高蛋白优质早餐燕麦片就是一个很好的选择了。因为，虽然加了糖

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和牛奶的美味燕麦片一共只有 210 卡路里，里面却包含着 9 克高质量的蛋白质。

使用像这样优质，饱腹感强的早餐，减肥者会感到吃的很丰富，一上午都会觉得很满足。上午再也不需要吃零食了，甚至想都不会想。

真的有效。

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桂格燕麦系列出品之一，母亲燕麦片，美国男女老少最喜欢的燕麦粥。

584

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# 作业

## 15、有没有想过换个全新的自己?

Ever feel like  
trading yourself in  
for a new model?

SOME of us take more care of our cars or TV sets than ourselves. The slightest knock sends us to the service station. A flutter on the screen has us phoning the TV expert.

*Doesn't it seem to be common sense to give the same care to our most precious possession of all—our bodies?*

Cars, TV sets can be traded in. But you can't trade yourself in for a newer model. You can't buy a new set of nerves, a head or a stomach.

Before you say "Joe should read this," STOP! This message is for YOU! You may be guilty of the same symptoms you see in others . . .

Often, the "knock" you develop—sleeplessness, irritability—may be corrected as simply as turning a screw.

*Your doctor would tell you that—for some people—one of the worst offenders against the delicate nervous system is the caffeine in coffee or tea.*

The use of this strong stimulant day after day may make you nervous, irritable, hard to live with. However, if you are addicted to this habit, here's what you can do.

Switch from caffeine-heavy drinks to this wonderfully satisfying hot beverage—Instant Postum.

There isn't a taut nerve, a sleepless hour or a headache in it because it doesn't have a speck of caffeine.

微信公众号: LBC333



And now you can enjoy Postum two ways . . . try the new *Imitation Coffee Flavor* Instant Postum (red label) or regular Instant Postum (blue label), with a distinctive flavor all its own.

You owe it to yourself and your family to try one of these delicious, caffeine-free drinks for 30 days. Then, if you don't feel better . . . act better . . . look better . . . we'll refund your money! Just send the label from the jar with your name and address to Box 351, Battle Creek, Mich. Offer expires March 1, 1956, so hurry—make your 30-day trial now!



Postum is a registered trademark of General Foods Corp.

#55001

## 有没有想过换个全新的自己?

我们中有些人,对我们的汽车和电视机的关心,比对我们自己的关心还多。汽车上轻微的刮伤,我们都要立刻送到服务站去维修。电视屏幕上,轻微的颤动,我们也要给维修商打电咨询。

*给我们最宝贵的财富,我们的身体以同样的关怀,难道不是常识吗?*

汽车,自行车都能换全新的。但是你不能换个全新的自己。你不能买一套全新的神经系统,一个全新的头,或胃。

你说,“乔应该看看这个信息”的时候,请停下来!这个信息是给你的!你可能也犯着同样的错误.....

通常,你身体的“不适”——失眠,易怒——很容易调整好。

*你的医生会告诉你,对一些人来说,影响微妙的神经系统的最严重的因素之一就是咖啡或茶中的咖啡因。*

日复一日,年复一年地饮用这种刺激性强的饮料,可能会让你变得疲惫,紧张,易怒。然而,如果你沉迷于这种习惯,你无法改变它,也就不足为奇了。

你只要把咖啡因含量高的饮料,换成这种最新推出的,让人爱不释手的热饮——速溶马黛茶就可以了!

它不会让你紧张,失眠,或头痛,因为它里面不含一丁点咖啡因。现在马黛茶有两种口味供你选择——有新出的咖啡风味的速溶马黛茶(红色标签),或原味速溶马黛茶(蓝色标签),都别具特色。

一定要让自己,以及家人尝试一下这种美味,且不含咖啡因的饮料,坚持饮用30天。毕竟人无法两三天就改掉多年来的习惯。如

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果你没有感觉好一点, 没有更精神, 没有看起来更漂亮……我们会给你全额退款! 你只要发送你的名字和地址到: 密歇根州, 巴特尔克里克 351 箱。有效期到 1956 年 4 月 1 日。所以, 赶快选择——30 天试用吧!

*马黛茶是通用食品公司的注册商标。*

272



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# 作业

## 16、你是不是觉得年龄太大，缺少了乐趣？

### Have you outgrown fun?

FUN isn't merely for children, you know—or for the rich—or the happy-go-lucky. A woman needs fun, almost as much as she needs food!

Fun keeps you feeling young, looking young—makes you *fun to be with*.

But—if you're like all too many women today—you may be missing out...

Perhaps each day seems alike... gray, and a little gray. You do the same monotonous chores, almost drag yourself from one task to another. You're irritated by little things.

You tell yourself that you're not really sick, so you certainly can't blame your health. But you're far from being really well.

You see, it just wouldn't occur to the average woman that anything as simple as the *caffeine habit* may have an effect on the way she feels. But...

Your doctor would tell you that, for some women, one of the worst offenders against the human nervous system is the caffeine in coffee or tea.

The use of this strong stimulant day after day, year after year, may make you tired, nervous, irritable.

However, if you're addicted to this habit, there's no reason why you can't get yourself in tune again.

You simply switch from caffeine-heavy drinks to a new and wonderful



hot beverage—*Imitation Coffee Flavor Instant Postum*, now available for the first time!

There isn't a raw nerve, a sleepless hour or a headache in it because it doesn't have a speck of caffeine.

You owe it to yourself and to your family to try this wonderful, caffeine-free beverage not once, but for 30 consecutive days.

Of course, if you're one of the many people who don't care for the taste of coffee, remember that regular Instant Postum is still available. Your grocer has both.

Don't let another day go by without giving Instant Postum a fair 30-day trial. See if you don't feel better! Act better! Look better!

The Instant Postum Beverages are fine products of General Foods, and Postum is a registered trade-mark.

微信公众号 · LBC333

#55001

## 你是不是觉得年龄太大，缺少了乐趣？

快乐不只属于儿童——或者有钱人——或者乐天派。女人需要快乐，就好像需要食物一样！

快乐会让你感觉更年轻，让你看起来更年轻——别人和你相处也会感到快乐。

*但是——如果你和今天的大多数女性一样——你可能就会错失快乐.....*

也许，你会日复一日，重复着同样的生活.....灰暗，还有点残酷。每天，你做着同样的单调乏味的琐事，几乎是机械性地重复着一个又一个的工作。你开始变得因为一点小事而发怒。

你告诉自己你没有真的生病，你很健康。但是，你的状态却很差。

你知道，并不是所有女人，都会被像经常喝咖啡这么普遍的习惯，影响她的状态。但是.....

*你的医生可能会告诉你，对于有些女人，影响她们神经系统最大的一个因素，就是咖啡或茶中的咖啡因。*

日复一日，年复一年地饮用这种刺激性强的饮料，可能会让你变得疲惫，紧张，易怒。

然而，如果你沉迷于这种习惯，你无法改变它，也就不足为奇了。

你只要把咖啡因含量高的饮料，换成这种最新推出的，让人爱不释手的热饮——速溶马黛茶就可以了！

它不会让你紧张，失眠，或头痛，因为它里面不含一丁点咖啡因。

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一定要让自己, 以及家人尝试一下这种美味, 且不含咖啡因的饮料, 坚持饮用 30 天。毕竟人无法两三天就改掉多年来的习惯。

当然, 如果你像和多人一样, 不迷恋咖啡的味道, 记住, 我们还有原味速溶马黛茶。商店里两种都有售。

不要再犹豫了, 今天就立即开始尝试 30 天这种让人爱不释手的无咖啡因速溶马黛茶吧。看看你有没有感觉好一点! 有没有更精神了! 看起来更漂亮了!

速溶马黛茶是通用食品公司的又一款优质产品, 注册商标是马黛茶。

311

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## 作业

## 17、今年春季，西尔斯帮你重新播种、刷漆，让你轻松一春

*It's springtime at Sears—where quality costs no more*

### How **Sears** helps you reseed, repaint, and relax this Spring

Sears, Roebuck and Co. is headquarters for grass seed, power mowers, paint, tools, barbecue grills, fencing—and everything else you need for Spring. Look for enormous values during National Hardware Week, April 18 to 27.

**S**pring weekends are busy ones. Don't run all over town looking for house and lawn supplies. Come to Sears—and find *everything* you need, at amazingly low prices.

The Sears Cross Country Lawn Seed mixture in the picture contains famous Merion Kentucky Bluegrass. It needs fewer mowings and less watering than other grasses.

Sears neoprene garden hoses come only in black because black screens out the sun's ultraviolet rays which dry and crack colored hoses.

On the country gentleman's left is a power trimmer and edger. And the rotary power mower, at top left

(\$59.99), has more important features than this page could hold.

Sears paints are designed for convenience and ease of use. They dry fast, and they last long. Sears has masonry paint, shingle and shake paint, floor paint, marine finishes and interior paint (in 750,000 colors).

Sears has outdoor furniture in dozens of styles and finishes. There are 17 different kinds of outdoor grills at Sears, including the big wagon-cooker at top right.

Come to Sears now—and save even more during National Hardware Week, April 18 to 27. You can charge it all with no down payment.

*Everything you need for Spring is at Sears and in the Sears Catalog. Come to Sears during NATIONAL HARDWARE WEEK, APRIL 18 TO 27, for amazing values—and remember, you can charge it.*

微信公众号: LBC333

# 6 3 0 0 1

春季购物到西尔斯——商品加质不加价

## 今年春季 西尔斯帮你重新播种、刷漆， 让你轻松一春

西尔斯，罗巴克公司，出售各类草种、割草机、油漆、工具、烧烤架、围栏，以及其他春天需要的东西。4月18日——4月27日，国家五金周，来西尔斯淘宝吧。

春天的周末是繁忙的。幸运的是，你不必再跑遍全城去购买装修房屋和草坪的器材了。来西尔斯，就能以惊人的低价买到你需要的一切。

西尔斯草坪种子包含了著名的梅里恩肯塔基蓝草。和其他草相比，它不需要太多的修整和灌溉。

西尔斯氯丁橡胶花园软管只有黑色一款，因为黑色能够挡住太阳紫外线，不会像彩色软管一样被晒干裂。

乡绅的左边是草坪修剪器和剪边器。左上角旋刀式动力割草机（89.99美元），它的优点用一整页也介绍不完。

西尔斯油漆独特的设计，使它使用起来非常方便，轻松。而且干的快，持续时间长。西尔斯有砌筑油漆、木瓦漆、地板漆、船上用漆和室内油漆（750000种颜色）。

西尔斯有许多户外家具，风格多样，款式多多。还有17种不同类型的户外烤架，包括右上方的那种大型烤架。

赶快来西尔斯吧——4月18日至27日国家五金周，甚至可以为

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你节省更多。不用定金，直接就可以购买。

■ 春天里你需要的一切，尽在西尔斯，以及西尔斯目录册中。4月18日至27日西尔斯国家五金周，绝对物超所值。

275



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# 作业

## 18、店里有服务员吗?

### WHO'S WATCHING THE STORE?



*Here's the ultimate in self-service: No clerks, no cashiers, no attendants... just customers.*

Imagine, if you can, 20,000 stores with no attendants whatsoever, open 24 hours a day, seven days a week, taking in millions of dollars in nickels and dimes, and you'll get a rough idea of one of the most amazing business success stories since the end of World War II.

These stores are coin-operated laundries. Along with their spectacular success, these unattended laundries have revealed a great deal about American women. How do they act when no one's looking?

"Women amaze me," reports Bill Shorb, a water heater salesman who invested in an ECON-O-WASH coin-operated laundry as a sideline.

"I wondered if I was going too far when I set aside a lounge area in my ECON-O-WASH. It has soft drink, hot coffee, candy and popcorn machines, even a coin-operated hair dryer, and a card table.

"As it has turned out, my ECON-O-WASH has become a social center for the neighborhood. The girls seem to look forward to meeting here to do their washing! Because I took a little care in outfitting my laundry, they help me keep it neat and tidy. Last Christmas I put in a color TV set, just to show my appreciation."

Sometimes this owner interest backfires: An attorney in a southern city put a juke box in his ECON-O-WASH laundry, because he thought his customers would enjoy the music. Driving by one night he found the

juke box going full blast, one housewife doing her laundry, and three teen-age couples happily dancing in the lounge area!

Another surprise: A recent survey revealed that 78% of the ECON-O-WASH customers have their own washers at home. So why do they need a self-service laundry? As one owner put it:

"If a woman has five loads of wash to do at home, she washes one load after another and it takes all day. Here at ECON-O-WASH she simply puts the five loads in five washers at once, and does the whole week's wash and dry in one hour. Then she has the rest of the day for more important things.

"Besides, she gets her clothes cleaner here with our soft water, and they dry softer and fluffier in our big professional dryers."

J. A. Coleman, manager of the Small Equipment Division of The American Laundry Machinery Company, Cincinnati, which franchises ECON-O-WASH coin-operated laundries to independent businessmen, explains it this way:

"If you show the women of this country that you can do a job for them better, for little money, at a great savings of time, you've got a business. In the next 24 hours, thousands of housewives will wash over 2,000,000 pounds of wash in ECON-O-WASH coin-operated laundries. They must like them!"

微信公众号: LBC333

#60001

## 店里有服务员吗？

*终极自助服务：这里没有工作人员，  
没有收银员，没有服务员，只有客户*

想象一下，20000 家门店，没有服务员，一天 24 小时，一周七天，每天收到数百万美元的硬币，会是怎样的情景？这是二战结束以来，最惊人的成功商业故事之一。

这些商店就是投币洗衣店。这些无人值守的洗衣店取得巨大成功的同时，也在很大程度上反映了美国女性的另一面。在没人注意的时候，她们会怎么做？

“这些女人让我感到很惊讶，” 比尔·肖特，一个投资自动投币洗衣店作为副业的热水器推销员说道。

“我很好奇，如果我离开洗衣店，去了较远的地方，在洗衣店的休息区供应上饮料，热咖啡，糖果以及爆米花机，甚至还有投币吹风机，和牌桌，会发生什么。

“结果令我非常惊讶，我的洗衣店成了社区活动中心。女孩子们似乎很期待来这里洗衣时，碰碰面！因为我很少关心我的洗衣设备，这些女孩子们会帮我把它保持得十分整洁，干净。去年圣诞节时，为了表达我的感激，我在店里为她们安装了彩色电视。”

有时，这种让顾客宾至如归的感觉，也会带来适得其反的效果：南部城市的一个律师，认为来洗衣服的顾客会很享受店里的音乐，于是在自助洗衣房安置了自动唱片点唱机。有一天晚上，他开车路过洗衣店，发现点唱机的音响被开到了最高，一个家庭主妇在洗衣服，三对年轻的夫妇在休息区高兴地跳舞！

另一个惊喜：最近一项调查显示，在自助洗衣房洗衣服的顾客中，78%的人自己家里都有洗衣机。那为什么他们还要来自助洗衣店

洗衣服呢？某位洗衣店老板说：

“如果家里有 5 桶衣服要洗，主妇们就得一桶一桶地接着洗，这可能需要花费她一天时间。但是在自助洗衣房，她只需要把衣服一次性放到 5 个洗衣桶里，一周积攒的衣服，一个小时就洗完了。她接下来的时间就可以去做更重要的事情了。”

“此外，这里软水水质好，在把衣服洗干净的同时，她们还可以在大型专业烘干机里把衣服烘干，衣物会变得既干净，又柔软，蓬松。”

J·A·科尔曼，美国辛辛那提洗衣机械公司小型设备部经理，自助洗衣房特许经营权的人，这样解释道：

“如果你向这个国家的女人展示，只要很少的成本，你就可以为她们把工作做得更好，为她们节省很多时间，你就会有生意。在接下来的 24 小时内，成千上万个家庭主妇，会在自助洗衣房投币清洗超过 2000000 磅的衣物。他们一定很喜欢这种洗衣方式！”

279

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# 作业

## 19、改变了美国人习惯的一双鞋

### *The Shoe That Changed America's Habits*

**B**ACK WHEN people either wore high, stiff shoes or no shoes, tennis players had a problem. Their feet needed "barefoot freedom without barefoot risk."

They got it in the 1880's, when some ingenious American manufacturers made a "tennis shoe," with canvas uppers and rubber soles. It was incredibly light, unbelievably flexible and comfortable.

Other athletes took it up. (Such grip, such freedom!) Kids wore it to gym. (It was washable!) Thrifty folks took to it. (It was economical!) Some farmers even plowed in it. (So durable!)

By 1916 the inventors, known by then as United States Rubber, needed a name to set their shoe apart from imitations. Unable to copyright their choice, "Peds," they substituted the strong letter "K" for "P," never dreaming they were creating one of America's great brand names. They simply meant Keds to be "the best shoes of their kind."

So, Keds were first to put quality into canvas shoes. And, with all the imitations over the years, no shoe has been able to touch them for quality.

Keds were first with color in canvas (in the '20's, Keds put blue in a shoe for a tennis star). Keds were first with a sponge rubber insole. First with a buoyant crepe-and-cork soled men's casual (Booster Keds, the world's most copied shoe).

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*How one shoe took a load off the country's feet and started a whole new kind of footwear*

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Whatever the cost to U. S. Rubber, Keds had to *feel good and be good* for feet. Keds had to give proper support. Keds patented arch cushion had to really absorb shocks. Keds had to fit perfectly on long, short, narrow or wide feet. "U. S." measured thousands of feet to get the right proportions for each Keds last.

As World War II ended and people swarmed to the suburbs for a more casual life, the "sneaker" won complete social acceptance, not to mention the teenager's heart.

How that "tennis shoe" of long ago has grown! Today, Keds are sold in every corner of the country. There are "pro" Keds for tennis, boating, track, golf, football, basketball, handball and Little League baseball. 20 different women's Keds. Keds in 13 fabrics and 34 colors, each rigorously tested for wear and washability. Keds in 136 sizes and 50 styles, with each size of every style made on individually designed lasts. Keds for every age from toddlers on.

The shoe most Americans live in regardless of age, sex, season or income—the shoe that's pure pleasure to wear—that's U. S. Keds.

微信公众号: LBC333

#63001

## 改变了美国人习惯的一双鞋

*一双鞋是如何减掉美国人双脚的负担，开启鞋子新时代的*

在人们穿高跟鞋，硬底鞋或没鞋穿的年代，网球运动员一直面临一个问题。他们的双脚需要这样一双鞋：“既要赤脚般的自由，又要没有赤脚受伤风险。”

19 世纪 80 年代，他们拥有了这样的鞋，一些天才美国制造商，发明了帆布鞋面，橡胶鞋底的“网球鞋”。这双鞋非常轻巧，它的灵活性和舒适性，简直令人难以置信。

于是，其他运动员也开始穿这种鞋了。（它的抓地力好，而且双脚非常自由！）孩子们穿着它去健身房。（这双鞋非常耐洗！）节俭的人也开始穿它。（它非常经济！）有些农民，甚至穿着它去耕种。（十分耐用！）

到 1916 年，这双鞋的发明者们认为，那时，这双鞋还被称为美国橡胶鞋，他们需要给这双鞋起个独特的名字，把它和其他模仿的鞋区分开。因为他们最终定下的名字“Peds”无法获得版权。所以，他们把名字中的首字母“P”换成了“K”，他们做梦都想不到，他们从此创造出了一个美国大品牌。他们当初只是想让科迪斯（Keds）成为“同类中最好的鞋。”

所以，科迪斯是第一个生产高品质帆布鞋的品牌。多年来虽然有很多品牌都在模仿，但没有哪个品牌的质量能和它相较。

科迪斯是第一个注重帆布颜色的品牌（20 年代时，科迪斯为网球明星推出一款带有蓝色的帆布鞋）。科迪斯还是第一个使用海绵橡胶鞋垫的品牌。它还是第一个推出超轻软胶底男装休闲鞋（超轻科迪斯，是世界上被模仿最多的鞋）。

无论是什么价位的美国橡胶鞋，科迪斯都始终保证高品质，让你穿着舒适，感觉良好。科迪斯必须给脚部足够的支撑。科迪斯专利拱垫，必须真正地吸收冲击，达到缓震效果。科迪斯必须能满足不同尺寸、宽窄脚型的需求。美国橡胶鞋测量了数千双脚，为的就是制作出合适比例的科迪斯。

第二次世界大战结束后，大量人群选择了到郊区或更休闲的地方生活，“运动鞋”获得了整个社会的认可，更不用说年轻人了。

历史悠久的“网球鞋”现在是多么流行啊！如今，科迪斯全国各地都有售。既有“专业版”科迪斯网球鞋、又有划船、徒步、高尔夫、足球、篮球、手球和小联盟棒球时穿的网球鞋。科迪斯女鞋有 20 种不同的款式。13 种不同的面料，34 种不同的颜色，每双鞋的耐磨性和可洗性都经过严格检测。科迪斯有 136 种不同的型号，50 种不同的风格。每个型号，每个风格都各有特色。任何年龄段，从蹒跚学步的小孩，到老人，都能在科迪斯找到适合自己的款式。

这是大多数美国人都会选择的一款鞋，不管年龄、性别、季节或收入——一双穿着会感到非常快乐的鞋——这就是美国科迪斯。

289.



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## 作业

## 20、我改喝因斯坦速溶茶的那一天

Famous friend to homemakers,  
Mary Margaret McBride  
tells how a new kind of tea  
gives all of the flavor  
with none of the fuss



### *The Day I Switched to Instant Tea*

By Mary Margaret McBride, Author, Lecturer and Radio Personality



Frankly, I was pretty skeptical the day that the Standard Brands people invited me to try their new instant tea. Like most women, I've found many instant foods great work-savers. But instant tea? Would it really save much trouble, I wondered... and what about the flavor?

Only one way to find out—I made myself some iced tea with Instant Tender Leaf and immediately I agreed it saved lots of fuss. No waiting for tea to brew. No drippy tea bags. I just dissolved a spoonful of the pure tea crystals in a little boiling

water, stirred, filled up the glass with ice and tap water.

Then came the most important test—I tasted it. In fact I sat down and drank the whole glass. It really tasted just as good as tea made from loose tea or tea bags.

They tell me that's because Instant Tender Leaf is 100% pure tea. It's the only instant tea without fillers, dextrins and maltose to dilute the flavor.

The day I switched to instant tea? It was the day I first tried Instant Tender Leaf. After all, not many people would go back to the horse and buggy after automobiles.

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

微信公众号: LBC333

#57001

主妇们熟知的一位朋友，玛丽·玛格丽特·迈克布莱德  
告诉我们一种有可以做出各种味道的新茶，而且一点也不麻烦

## 我改喝因斯坦速溶茶的那一天

来自：玛丽·玛格丽特·迈克布莱德 作家 演说家 广播人

坦白地说，当标牌的人邀请我去尝试他们新研发的速溶茶时，我很怀疑它的味道。和大多数女人一样，很多速食产品确实能省去很多工作。但是，速溶茶？即使真的能省不少麻烦，但会不会味道不好呢？

找到答案的唯一方法，就是亲自尝试——我用因斯坦速溶茶冲了一杯冰茶，的确能省去很多麻烦。不用等待茶叶泡开，没有滴水的茶包，我只是用开水冲了一勺茶晶，搅拌，然后，添满冰和水。

最重要的测试来了——我品尝了一下。然后，我坐下来，把整杯茶都喝了。它的味道和散茶或茶包泡出来的味道一样美。

他们告诉我，这是因为因斯坦速溶茶是 100% 纯茶。没有任何糖类添加剂，口味绝对纯正。

我什么时候开始改换喝因斯坦速溶茶的？从我第一次接触它的时候。毕竟，有了汽车，估计很少有人愿意再去坐马车了。

标牌公司的又一款优质产品

340

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# 作业

## 21、在俄罗斯 ,没多少人读《周六晚报》!

Not many people  
read The Saturday  
Evening Post  
in Russia!



**I**N fact, there are exactly 19 subscribers in all of the U. S. S. R. The reason for this is simple. The Russian government can't afford to have its population exposed to a magazine which regularly looks behind the news, exposes foibles and fables, pokes fun and admonishes.

But our way of life guarantees you the right to know. And THE SATURDAY EVENING POST guarantees that you will know. Not only what's right or wrong with our government, but what's happening in entertainment, in business, in all walks of life. This is done in well-written features by people who know what's happening—businessmen, seasoned journalists, senators, congressmen, columnists, mayors, editors. POST fiction, too, mirrors our way of life and reflects the changing scene. Sometimes this is done in a frightening tale of intrigue, sometimes in diverting and delightful humor. Authors such as Clarence Budington Kelland, Erle Stanley Gardner, Ben Hecht and Nicholas Monsarrat weave tales that spellbind and fascinate. You'll see them and many others in the POST.

In the past year POST readers got the story back of the headlines with

Hoffa vs. Kennedy, The Untold Story of Little Rock and why Our Fighting Men Have Gone Soft. Coming up? Coverage of whatever screams for attention. You'll see it in the POST.

And, on the lighter side, you'll soon be gaining new insight into the life of Princess Grace of Monaco, as she tells her own story to Pete Martin. The POST spotlight will also focus on the delightful world of the friend of Presidents and "Hostess with the Mostest" Perle Mesta. Plus a revealing series on the bewildering and often sensational legal battles of Hollywood by its favorite criminal lawyer, Jerry Giesler.

Stuffed shirts crumble when the pinpoint mirth of POST cartoons comes into focus. They've always been a POST favorite, and each issue will be crammed full with its quota.

THE SATURDAY EVENING POST is now offering a special introductory price for DICEST readers. You can receive 60 exciting POST weeks for just \$4.79. That's \$2.13 below established subscription rates—or a 30 percent saving.

Why not act now... POSThaste? All you need to do is fill out the order coupon at the bottom of this page. And there's no need to pay now; we'll be glad to bill you later.

**SPECIAL OFFER!**  
**SAVE \$2.13**

Please send me 60 issues of THE SATURDAY EVENING POST for the special price of \$4.79—a saving of 30 percent!

☐ PAYMENT ENCLOSED ☐ BILL ME LATER

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Department 1810, Independence Square, Philadelphia 6, Pa.

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STATE \_\_\_\_\_ 微信公众号: LBC333

## 在俄罗斯，没多少人读《周六晚报》

事实上，整个俄罗斯，只有 19 个人订阅。

原因很简单，因为俄罗斯政府不敢让人们读杂志，因为杂志上会揭露一些新闻背后的事实，揭露缺点，讽古论今，或嬉笑怒骂，鞭挞丑恶，或诙谐幽默，博君一笑。

但是，我们的使命就是，保证你知悉的权利。《星期六晚报》保证让你会知晓。不仅关于我们政府的对错，还有娱乐界，商业界，各行各业发生的事情。各行各业的信息，都由该行业专业人士撰写——有商人，经验丰富的记者，参议员，国会议员，专栏作家，市长，编辑。

《星期六晚报》也有小说，反映生活，反映不断变化的社会。有时是可怕的阴谋故事，有时是令人开怀一笑的幽默故事。有克拉伦斯·巴丁顿·凯兰，厄尔·斯坦利·加德纳，本·赫克特和尼古拉斯·蒙萨拉特等作家令人着迷的文章，也有许多其他作家的精彩内容。

在过去一年中，《星期六晚报》刊登了许多吸引眼球，令人尖叫的精彩文章，如《霍法与肯尼迪》，《小石城的秘密》，《为什么我们的战士不再勇猛》《来了？》等等。

从轻松的一方面讲，这里有摩纳哥王妃格蕾斯，对皮特·马丁讲述她自己的故事，从中你会得到对生活的新见解。《星期六晚报》还关注总统的朋友们的精彩世界，以及“最热情的女主人”珀尔·迈斯特。而且专栏作家，最受欢迎的刑事律师，杰里·吉斯勒，还会揭露一系列好莱坞经常耸人听闻的法律纠纷，各种谜团。

《星期六晚报》上的卡通漫画，即使是自命不凡，一本正经的人看到，也会开怀大笑。它们经常是《星期六晚报》中最受喜爱的

版块之一。

《星期六晚报》现在为《读者文摘》的订阅者提供了推广价：只要 4.79 美元，你就可以收到 60 份精彩的晚报。比平常订阅能节省 2.13 美元——或 30%。

为什么不现在就行动呢？你需要做的就是填写本页底部的优惠券。你不需要立即支付，我们很乐意在你收到后再付款。

星期六晚报

宾夕法尼亚州，费城，独立广场，1810 部门。

特别报价！

姓名 \_\_\_\_\_

立省 2.13 美元

地址 \_\_\_\_\_

请给我寄特价 4.97 美元的 60 份《星期六晚报》……比平常节省了 30%。

城市 \_\_\_\_\_ 区 \_\_\_\_\_

州 \_\_\_\_\_

☐ 内附报刊费

☐ 货到付款

359

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# 作业



## 22、2864，失败是成功之母

2,864

*failures came first*

... somebody had to fight them through. The clues that held such promise, yet led nowhere at all. The search that carried around the world and came to nothing. Long nights in the labs, with only discouragement at daybreak.

*Somebody has to fight these things through.* Doctors and drug industry scientists working together. Dogged, undefeated, they find the new drug at last. To free a pair of crippled limbs. Or return a mind adrift to reality.

Whenever your doctor prescribes a new drug, some such story lies behind it. Years of frustration for a single accom-

plishment. A money cost running into many millions. (One company spent \$12,000,000 for a vaccine that never reached the market.) But in the end, the finest satisfaction man can experience: saving life and relieving pain.

This is pharmaceutical research in America—to go all out for discovery, then make the benefits available at prices that are bargains compared to the cost of illness in years gone by.

Millions are alive today because of yesterday's research. Millions more will live because of work going on right now.

*This advertisement is sponsored by a group of prescription drug manufacturers\*, members of the Pharmaceutical Manufacturers Association, whose aim is to create through research continually better medicines.*

微信公众号: LBC333

\* Company names on request through this magazine

#62001

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## 2864

### 失败是成功之母

…必须有人去奋斗。承诺能达到效果的,最后无疾而终。在世界各地的研究,一无所获。在实验室度过的漫长夜晚,黎明时也只是哀叹。

必须有人去奋斗。医生和药品行业科学家联手工作。经过顽强,永不放弃的努力,他们终于发现一种新药物。或许是为了给双腿残疾的人带来自由。或让人勇敢面对现实。

每当医生开一副新药时,背后都会有这样的故事:为了研究这种新药,经过了多年的挫折,资金投入了数百万。(某公司花了 12000000 美元研究一种市场上目前从未有过的疫苗。)但最终,病人将得到最好的效果:拯救生命、缓解疼痛。

这就是美国的药物研究——全力以赴去研发新药,以比以往治愈这种疾病成本都低的价格,给患者带去最好的效果。

数百万人因为昨天的研究,保住了生命。还有数以百万计的人,将受益于现在正在做的研究。

*这则广告由处方药制造商赞助,药品制造商协会成员,其目的是通过不断地研究,发现更好的药物。*

\*想知道这些公司的名称,可联系本杂志

375

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# 作业

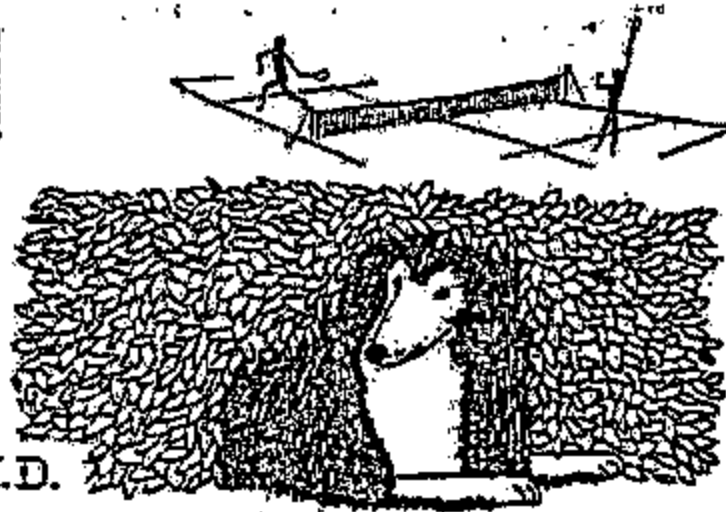
## 23、大热天，狗狗的感受

Speaking of Dogs

### Dog Sense for Dog Days

by James R. Kinney, V.M.D.

*Co-author of "How to Raise a Dog in the City and in the Suburbs"*



**W**HEN a heat wave hits, do you worry about how your dog will take it? Don't be alarmed. Chances are your pet is showing more common sense than most of your other friends!

For instance, no dog in his right mind romps around with a tennis racquet under a blistering sun and risks sunstroke. Nor does he strip to the waist and invite sunburn. Usually, he simply finds himself the coolest, shadiest spot within range and lazily lies down till the temperature comes down.

So for the most part, let your dog handle the heat as he thinks best. Just make sure there's some place where he *can* get out of the sun. If he's a city dog, take him out for exercise only in the morning and evening, when it's cooler. And because he perspires, too, (mostly through his tongue) keep his drinking bowl filled with fresh, cool water—he dislikes stale water as much as you do.

If you're tempted to give him a close clip, resist! Nature has already stripped him down to a summer coat. (Remember all that hair you've been sweeping up?) What's left of his coat not only keeps the sun off his skin and acts as insulation against heat . . . it also helps protect him from gnats, mosquitoes and flies.

And if your pet seems to go a little off his feed during a hot spell, don't switch him to salads and iced tea! He still needs all the food essentials he needed last winter. Stay with a well-balanced, high-protein dog food—just reduce the quantity. The healthier your dog is, the happier he'll be during hot weather.

For more information on keeping your dog happy this summer, send for a free booklet, "Hot Weather Care of Dogs." Just write to Gaines Research Kennels, Dept. 4, Kankakee, Illinois.

*An advertisement published as a public service by the Gaines Research Kennels*

微信公众号: LBC333

#57001

说到狗狗

## 大热天，狗狗的感受

来自：詹姆斯·R·基尼 兽药学博士  
《如何在城市以及郊区养狗》合著者

当热浪来袭时，你是否担心你狗狗的不舒服？不要着急。你的狗狗可能要比你的其他朋友更能泰然处之呢！

例如，正常的狗狗不会冒着中暑的危险，在酷热的阳光下打网球。他也不会光着膀子，晒太阳。通常，他只会找个最阴凉的地方，懒洋洋地躺着，直到气温降下来。

所以，在大多数情况下，让你的狗狗以自己认为最好的方法来对待高温。如果你住在城市，那么，在凉爽的早晨和晚上带它出去溜溜。因为，它也会出汗，（大多通过它的舌头排汗），所以，让它喝点新鲜，清凉的水——它可不像你一样，喜欢不新鲜的水。

如果你想给狗狗把毛剪短，千万不要！大自然已经帮它换上了一件夏天的外套。（还记得你每天清扫的狗毛吗？）褪毛剩下的，不仅可以防止太阳晒到它的皮肤，像热绝缘体一样，让它保持凉爽，还有助于保护它不受蚊子和苍蝇的侵扰。

如果你的狗狗因为炎热，食欲似乎有点下降，不要把它食物换成沙拉和冰茶！它仍然需要和去年冬天一样的必需食物。依然喂它营养均衡，高蛋白的狗粮吧——减少食物数量就可以了。你的狗狗越健康，它在炎热的天气也就越快乐。

也许你想了解更多信息，帮助你的狗狗拥有健康，亮丽的毛发。那么，请写信到伊利诺伊州坎卡基，盖恩斯狗狗研究舍，4 部门，免费索取《宠物美容小贴士》手册。

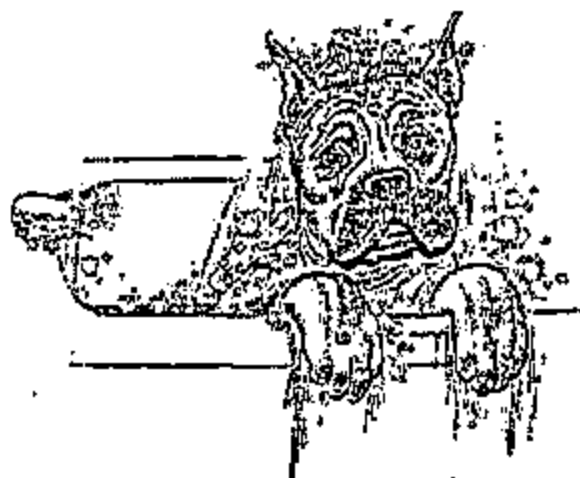
一则盖恩斯狗狗研究舍发布的公益广告

389

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# 作业

## 24、谁说狗狗该洗澡了?



Speaking of Dogs

### Who Says It's Time for a Bath?

by Josephine Z. Rine

Author of "Your Dog from Puppyhood to Old Age" and other dog books

ASK A DOG how often he should be bathed, and he'll probably give you a loud "Never!" Most humans, however, would agree that a tub every 4 to 8 weeks keeps a dog easier to look at . . . and live with.

With kind words and a little applied psychology, bathing Bowser can be fun for both of you. Well, *almost* fun. First, put a rubber mat in the tub so he won't lose his balance and his nerve. Check to see that the water is just moderately warm as you would for a baby—use the elbow test—and don't run it higher than about the middle of his legs. Then prepare him for the great adventure by plugging his ears loosely with cotton. From here on, farther up firmly, but gently, with mild soap. Keep the suds away from his eyes and ears—and keep on making friendly, reassuring conversation.

Two soapings should do the trick. Rinse with a hand spray, and make the last rinsing as long and thorough as you both can stand it. Take a moment

to congratulate each other and draw breath, then give him a brisk rubdown with heavy towels and keep him in the house for two hours or until his coat is completely dry.

Let's face it, however . . . some dogs are so tub-shy that the battle is not worth it. The answer here is a dry shampoo. For that matter, plain corn meal works well, too. As for puppies under six months, no tub baths. But *all* dogs, no matter what age, need a brushing every day. Daily grooming, plus a balanced diet with high-protein value, will keep your dog's coat sleek and healthy. Add an occasional bath, and he'll be the Beau Brummell of his bailiwick!

Perhaps you'd like more information on helping your dog to a healthy, glossy coat? Just write to Gaines Research Kennels, Dept. 5, Kankakee, Illinois for "Grooming Tips." The booklet is free.

*An advertisement published as a public service by the Gaines Research Kennels*

微信公众号: LBC333

#57001

说到狗狗

## 谁说狗狗该洗澡了?

来自: 约瑟芬·R·赖恩斯  
《你的狗狗从幼犬到大狗》以及其他狗狗类书籍的作者

问问你的狗狗,它多久该洗一次澡,它可能会告诉你“永远不要洗澡!”然而,大多数人都认为,每4—8周洗一次澡,会让狗狗看起来更漂亮……和狗狗相处时,也更舒适。

用温和的言语和一些应用心理学方法给狗狗洗澡,你和它都会感受到乐趣。或者说是一点愉悦吧。首先,在浴缸里铺上橡胶垫,这样,狗狗不会失去平衡,不会不知所措。水温要适宜,就和给宝宝洗澡一样——用肘部测试水温——水位不要超过狗狗的腿中部。然后,用棉花松松地遮住它的耳朵,开始为它洗澡。然后,用温和的肥皂,轻轻地搓洗,直至全身遍布肥皂泡泡。肥皂水要远离它的眼睛和耳朵——整个过程中,要和狗狗友好地交谈,让它安心。

两块肥皂应该足够了。用手动喷雾器进行最后的冲洗,最后冲洗的时间一定要足够长,彻底洗干净,直到你和狗狗都觉得可以了为止。洗完后,花点时间,相互庆祝一下,舒口气,然后用毛巾把狗狗裹上,直到2小时候,它身上的毛完全干了,再让它去户外。

让我们面对现实吧……有些狗狗特别不喜欢在浴缸里洗澡,你再怎么做,都是徒劳无功。所以,这里有个方法,就是干洗洗发剂。其实给狗狗吃普通玉米粉就很好。6个月以下的幼犬,不用洗澡。但是,不管多大的狗狗,每天都要刷刷毛。每天刷刷毛,再喂食营养均衡的高蛋白食物,会让狗狗的毛发光泽,健康。偶尔再洗个澡,它就是狗狗中的佼佼者!



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也许你想了解更多信息, 帮助你的狗狗拥有健康, 亮丽的毛发。那么, 请写信到伊利诺伊州坎卡基, 盖恩斯狗狗研究舍, 5 部门, 免费索取《宠物美容小贴士》手册。

一则盖恩斯狗狗研究舍发布的公益广告

399

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# 作业

## 25、每 6 个月...你就能拥有一只全新的狗狗!

Speaking of Dogs

You own  
a brand-new dog ...  
every six months!

by Hovey M. Burgess

*Manager of Research and Development  
Gaines Division, General Foods*



**I**N the two minutes it will take you to read this article, Towser there, curled up at your feet, will have changed. In fact, about six months from today he'll be an almost totally new animal — biologically speaking, that is. Outwardly he'll look much the same — the same happy wag in his tail, the same loving look in his eye. But every living cell in every hair of his coat, every tooth and muscle, every ounce of blood will have been actually re-created.

You see, as with all living things, the microscopic cells that make up your pet's body are constantly being replaced by new ones. And since these new cells are made up mostly of protein, the protein in your dog's diet is vitally important. Not just the amount, but the *kind* of protein, because all proteins are not the same.

Basically, proteins are composed of "building blocks" called amino acids. Ten of these amino acids are considered essential to body growth

and maintenance. And recent nutritional studies show that one in particular, Methionine, is especially important for the growth of cells. Yet this is the amino acid most likely to be at a low level in many dog diets. The addition of small amounts of Methionine, however, enables your dog to make far better use of all the protein in his diet.

Proteins, of course, are only a part of the nutrition story. No dog can live on proteins alone, any more than you can. That's why good-commercial dog foods also include properly balanced amounts of the four other groups of food essentials — carbohydrates, fats, vitamins and minerals. But whether your Towser is a bouncing pup or a sedate old-timer, make sure that his food contains enough high-value protein to keep him healthy and strong.

\* \* \*

*By the way... as a human animal, you'll be a "new" person yourself in just about two years from now!*

*An advertisement published as a public service by the Gaines Research Kennels*

微信公众号: LBC333

#57001

## 说起狗狗

## 每 6 个月... 你就能拥有一只全新的狗狗!

来自: 霍维·M·伯吉斯  
通用食品盖恩斯研发部

在你阅读本文的 2 分钟内, 蜷缩在你脚边的大狗, 就会发生变化。事实上, 从现在起, 大约 6 个月, 它就会几乎变成一个全新的狗狗——从生理上来说。表面上看起来它还和以前一样——一样快乐地摇着尾巴, 一样可爱的眼神。但是, 它每根毛发上的每个细胞, 每颗牙齿, 没块儿肌肉, 每滴血, 事实上都被新细胞取代了。

和所有生物一样, 你的狗狗体内的细胞不断被新细胞所取代。因为这些细胞主要由蛋白质构成, 所以, 狗粮中的蛋白质至关重要。不仅蛋白质的数量很重要, 而且它的种类也很关键, 因为蛋白质并非都一样。

一般来说, 蛋白质由氨基酸构成, 它被称为蛋白质的“基石”。在这些氨基酸中, 有 10 种被认为是身体生长和维持的必要元素。最近营养研究表明, 特别是其中一种被称为蛋氨酸的氨基酸, 对于细胞的成长尤为重要。然而, 这种氨基酸正是许多狗粮中含量偏低的元素。在你的狗狗的饮食中, 加入少量蛋氨酸, 可以让狗狗更好地吸收饮食中的其他蛋白质。

当然, 蛋白质只是营养中的一部分。和人一样, 狗狗要想健康, 不可能只吃蛋白质。这就是为什么好的狗粮中, 还会包括比例均衡的其他 4 组关键营养元素——碳水化合物、脂肪、维生素和矿物质。但是, 不管你的狗狗年龄大小, 都要确保它的饮食中含有足够的优质蛋白质, 确保它健康、强壮。

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\* \* \* \*

顺便说一下.....作为人类, 从现在起, 2 年后, 你也会有个“全新”的自己!

——则盖恩斯狗狗研究舍发布的公益广告

401

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## 作业

## 26、美国最令人震惊的饮食习惯

Adults started it; now it has caught up  
with 4 out of 5 school-age children!

### America's Most Shocking Eating Habit

*An interview with Dr. Herman N. Bundesen, a leading authority on public health*

by Robert S. Kleckner



**I**nadequate breakfasts are endangering the health of the nation... and particularly that of school children!"

Hale, hearty at 73, working 12 to 14 hours a day, Dr. Herman N. Bundesen, president of Chicago's Board of Health and its chief officer for 35 years, made that indictment of parents and other adults for what he said had become a national bad habit.

"The habit of breakfast skimping," the doctor stated, "or of no breakfast at all, was begun by adults in a hurry. It has spread alarmingly to youngsters.

"A thought-provoking breakfast study has revealed that about 80 per cent of our children go to school with an inadequate breakfast under their belts. Some had none at all before tackling their three R's. This is damaging

to a person's well-being, and creates a physical and mental handicap. Once behind, you don't catch up on food."

An ideal breakfast, for youngsters and adults alike, would consist of fruit, a cereal like oatmeal, milk, bread and butter. "This," said Dr. Bundesen, "gives the nutritional values... vitamins, minerals, body-building protein... needed to last through the morning hours and prevent let-downs."

The bouncy, often outspoken health official who, incidentally, received no remuneration for this interview, added: "I practice what I preach, too. My breakfast is always oatmeal, orange slices, milk, bread and one cup of coffee. I take oatmeal because of its high-protein content. I like a hot breakfast, both winter and summer, that really sticks to the ribs. Needless to say, my own children and grandchildren were raised on oatmeal.

"It is the responsibility of all adults to keep themselves and their children fit and healthy. This is impossible without proper nutrition. An adequate breakfast is imperative, for young and old alike."

*An advertisement in the public interest by The Quaker Oats Company, makers of Quaker Oats, Mother's Oats and Mother's Premium Oats. One of a series.*

微信公众号: LBC333

#56001

原本成人养成的习惯：现在五分之四的学生也养成了！

## 美国最令人震惊的饮食习惯

专访公共卫生权威人士赫尔曼·N·邦德森博士

来自：罗伯特·S·克莱克纳

“早餐吃的不充足，正在威胁着国民的健康……尤其是学生！”

73岁依旧身体硬朗，精神矍铄，每天工作12到14小时的赫尔曼·N·邦德森博士，担任芝加哥健康委员会主席和首席官35年，他指出，父母和其他成年人不好好吃早餐，已经成为一个全国性的坏习惯。

“不好好吃早餐，”邦德森博士说，“或者直接不吃早餐的习惯，刚开始是匆忙的成年人养成的。现在已经危及到年轻人。”

“一份发人深省的早餐的调查显示，大约80%的学生去上学时，早餐都吃不好。有些在上课前甚至不吃早餐。这对人的健康更有害，会造成生理和心理障碍。一旦身体亏损了，你就无法只通过饮食弥补了。”

一份理想的早餐，年轻人和成年人都一样，包括水果、谷类麦片、牛奶、面包和黄油。邦德森博士说，“早餐要给身体提供丰富的维生素、矿物质、蛋白质等营养价值，能量需要持续一上午，防止疲惫。”

这位精神抖擞，经常直言不讳的卫生官员，顺便说一下，本次采访，他没有收取任何报酬，补充道：“我也亲自实践我说的东西，我的早餐通常包含燕麦片、橙片、牛奶、面包和一杯咖啡。我食用燕麦片，因为它蛋白质含量高。不管是冬天，还是夏天，我都喜欢吃一顿热乎乎的早餐，燕麦片的饱腹感真的很强。不用说，我自己的孩子和孙子也在吃燕麦片。”



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“让自己和孩子健康是所有成年人的责任。没有营养均衡的早餐，不可能做到这点。不管是老人，还是年轻人，都需要充足的早餐。”

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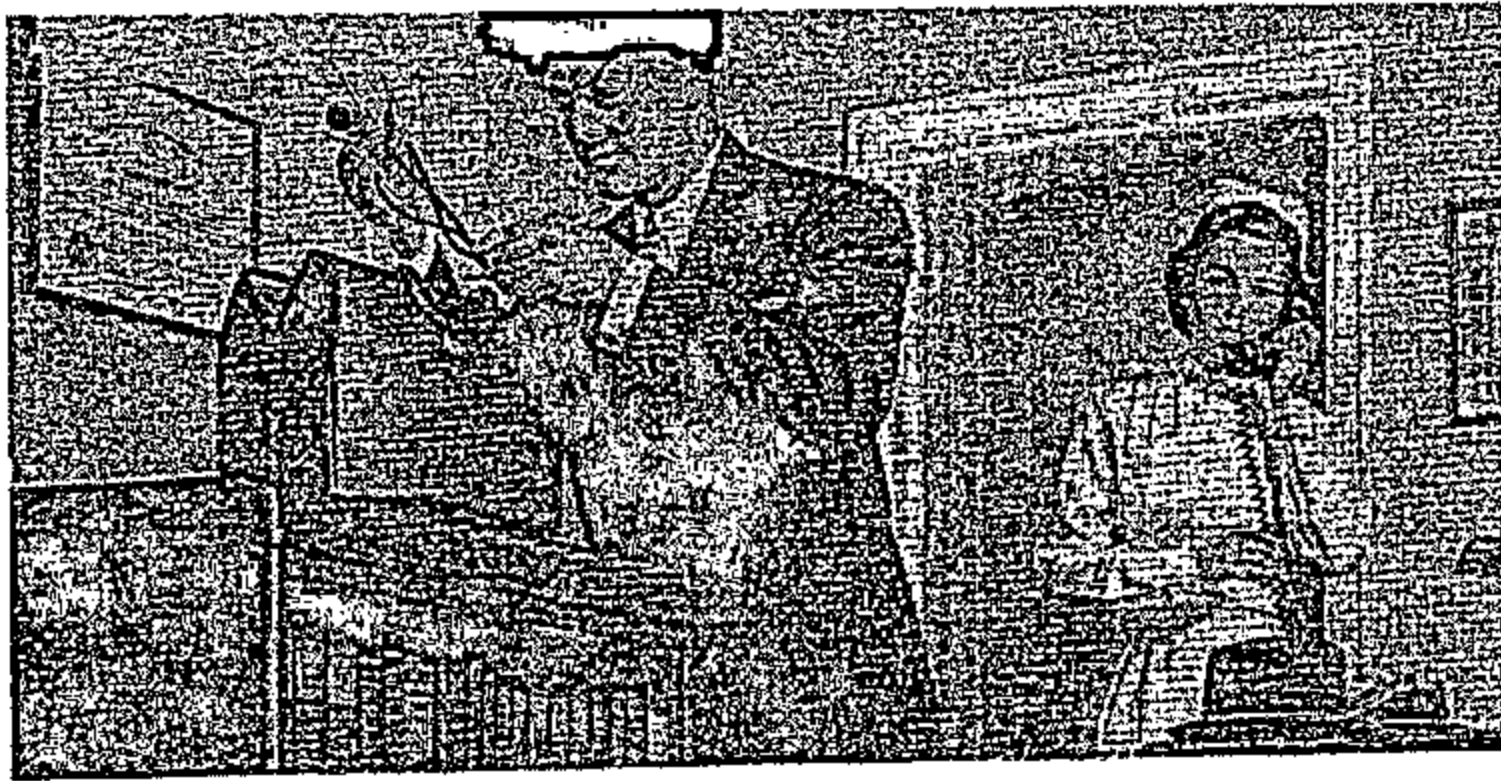
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301

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# 作业

## 27、“医生马上就来了”



*“The doctor's coming right away!”*

IN AN HOUR of urgent need, you may have had the feeling of relief and reassurance that comes when you know your family doctor will soon step through your doorway.

Of course, any physician would respond to an emergency call. It is not quite the same, however, as having your own doctor who has known you through the years. When he comes, you rely on him not only as a physician, but also as a friend.

This warm relationship can be as important, in a way, as the doctor's knowledge of medicine. This is because the family physician, in treating a patient, considers not only the current medical phases of the case but also the patient's personal medical background. Furthermore, a doctor who has year-to-year contact with you can help ease many worries which illness often magnifies.

There are other equally good reasons for having a family doctor. Through periodic health check-ups, he can often detect trouble early and take prompt action. Moreover, by consulting him periodically, you get his advice about keeping in good physical condition . . . with proper diet and sensible living habits.

Your friend, the family doctor, is the first to know when hospital care is needed . . . and when a specialist should be called to advise and assist him. Specialists, because of their detailed knowledge and experience in diagnosing and treating diseases falling within their particular field, are important allies of the family doctor.

One of the most practical steps that you can take for future health and happiness is to consult your family doctor now . . . and keep in touch with him over the years.

Metropolitan Life Insurance Company

170 Broadway, New York 30, N.Y.

微信公众账号: LBC333 #5780

## “医生马上就来了”

在迫切需要医生的时候，如果你知道你的家庭医生很快就会到你家里，你可能会有如释重负的感觉。

当然，如果你打紧急电话，任何医生都会登门为你解决问题。然而，有个多年为自己服务，对自己十分了解的家庭医生，情况却截然不同。当家庭医生到家里时，你对他的依赖，不 z 只是一名医生，还是一个朋友。

这种朋友般温暖的关系，在某种程度上，和他作为医生的医学知识一样重要。这是因为，家庭医生在为病人治疗时，不仅会考虑当前的病情，用药方法，还会综合病人以往的用药历史。此外，和家庭医生常年接触，还能缓解由于生病而放大的很多烦恼，忧虑。

拥有家庭医生，还有很多其他好处。通过定期健康体检，医生通常可以及早发现问题。立即采取措施。此外，通过定期向医生咨询，遵循他的建议，养成良好的饮食和生活习惯，有助于保持健康的身体状况。

你的朋友，家庭医生，最清楚什么时候需要住院治疗。什么时候应该咨询专家建议，并请专家协助他治疗。专家，因为他们在自己专业领域研究的深入，对该领域疾病的诊断和治疗经验丰富。所以，是家庭医生的重要盟友。

为了你未来的健康和幸福，最实用的方法就是，立即咨询你的家庭医生。长期和他保持联系。

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**都市生活人寿保险公司**

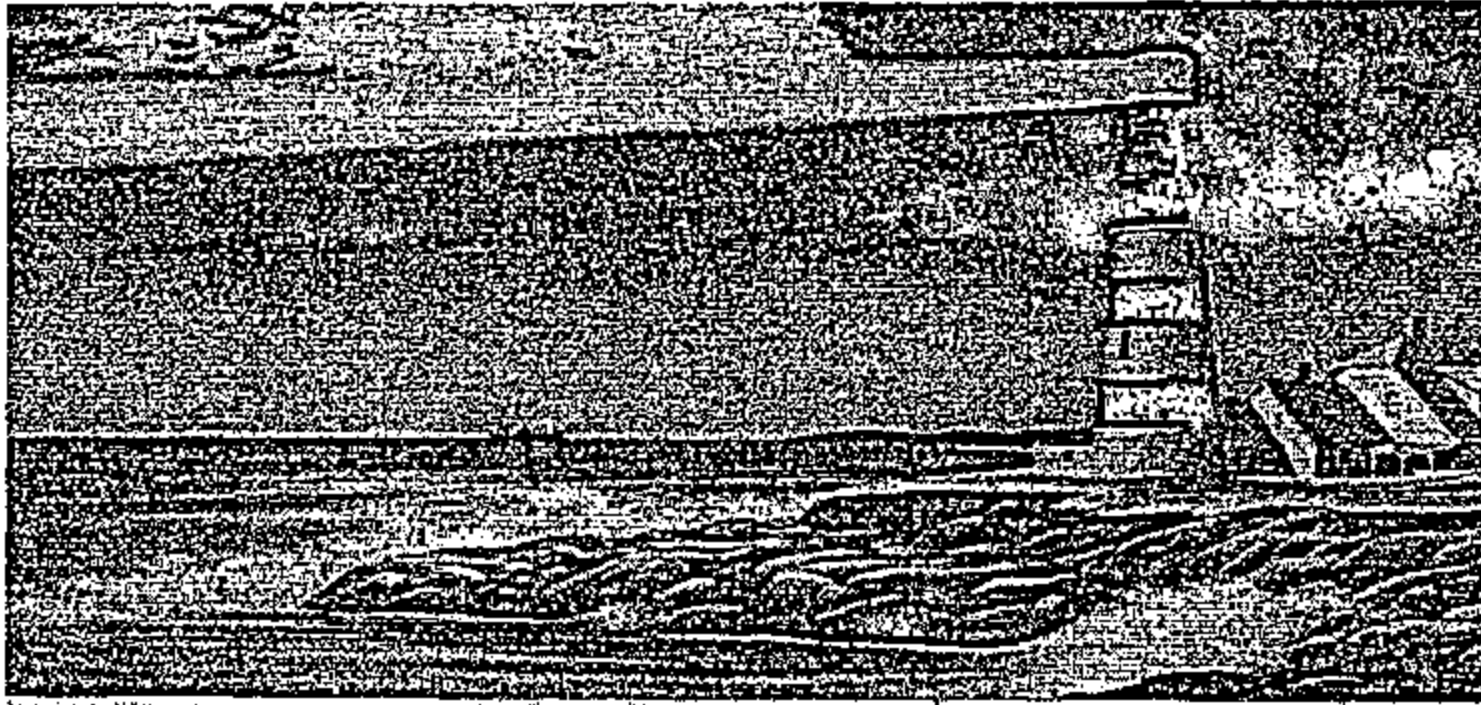
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曼迪森街道 1 纽约市 10 纽约 402

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## 作业

## 28、绘制一幅对抗癌症的安全图...



### Charting a safer course against CANCER...

Just as the pilots of ships chart safer courses by heeding signals, so, too, have many people been made safe by recognizing warning signals of possible cancer and taking proper action.

In fact, thousands of people are alive and well today because they knew cancer's warning signs and were treated in time. For your own protection, know the danger signals listed here.

Remember, however, that these signals do not always indicate cancer. Rather, they may just be signs that something is wrong—and that you should see your doctor promptly. If cancer is found, precious time will be gained by starting treatment immediately.

Even if no symptoms occur, it is important to have periodic health examinations, particularly if you are 35 years of age or older. Studies show that about 95 percent of all cancers are found in people over 35.

#### Cancer's Seven Warning Signals

1. Any sore that does not heal.
2. A lump or thickening in the breast or elsewhere.
3. Unusual bleeding or discharge.
4. Any change in a wart or mole.
5. Persistent indigestion or difficulty in swallowing.
6. Persistent hoarseness or cough.
7. Any change in normal bowel habits.

If people would act promptly when a danger signal is noticed . . . if apparently well people would have their doctors examine them regularly . . . the American Cancer Society believe that the annual number of cancer cases saved could be increased 50% with weapons now at hand.



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

Please send me free booklet, #57-H, "What You Should Know About Cancer."

Name #57001  
Street 微信公众号: LBC333  
City \_\_\_\_\_ State \_\_\_\_\_



## 绘制一幅对抗癌症的安全图

就像航海员绘制的，上面标有注意点的行船安全图一样，很多人通过对抗癌症安全图上可能引发癌症的信号，采取适当的行动，从而变得更健康。

事实上，许多人现在生活得都非常健康，充满活力，因为他们知道癌症的征兆，并及时治疗。为了保护自己，请熟知下面列出的癌症危险信号。

但是请记住，有这些信号，并不意味着你就一定得了癌症。相反，它们只是表明你身体某些方面出问题了——你应该立即去看医生。如果发现癌症，那么，一定要立即开展治疗，此时的每分钟都十分宝贵。

即使没有任何症状，你也要定期去医院做健康检查，这点非常重要，尤其在 35 岁以后。研究表明，大约 95% 的癌症，发生在 35 岁以上的人群中。

### 癌症的 7 大征兆

- 1、身上总有无法愈合的伤口
- 2、乳房等部位出现肿块或硬结
- 3、不正常的出血或流脓
- 4、原有的疣或痣发生明显的变化
- 5、持续性消化不良，或吞咽困难
- 6、嗓子持续嘶哑或咳嗽
- 7、肠道发生变化

如果人们出现一些癌症的危险征兆, 及时采取正确措施……如果健康人定期查体……美国癌症协会认为, 以现有的医疗技术, 拯救癌症病人生命的几率可以上升 50%。

<p>版权所有 1957——都市生活保险公司</p> <p><b>都市生活</b></p> <p><b>保险公司</b></p> <p>一个互助公司</p> <p>曼迪森大街 1 纽约市 10 纽约</p>	<p>都市生活保险公司</p> <p>1 曼迪森街道 纽约市 10 纽约</p> <p>请给我免费寄一份《对癌症, 你应该了解些什么》4-57-H</p> <p>姓名 _____</p> <p>街道 _____</p> <p>城市 _____ 州 _____</p>
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405

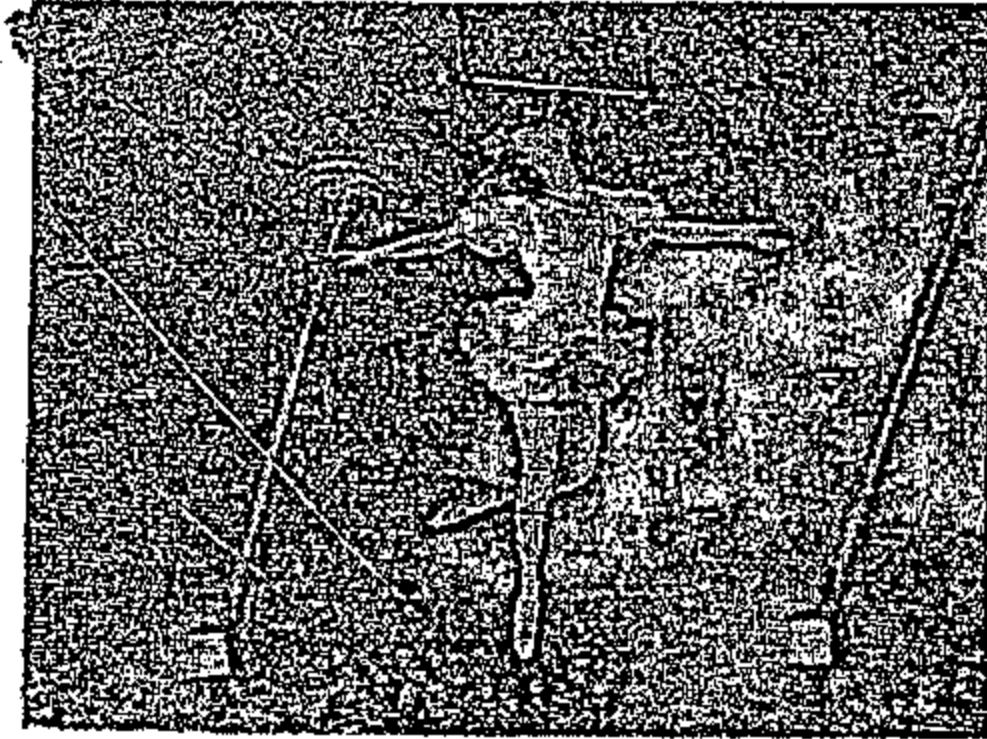


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# 作业

## 29、你的牙齿有多健康？

How good  
are **your**  
teeth?



Only circus performers, like the one here, risk life and limb by using their teeth. Nevertheless, good teeth are mighty important to all of us.

Your teeth deserve good care for many reasons. They aid in maintaining general health, for unless food is chewed properly, it cannot be easily digested. Healthy teeth also make us look more attractive, help us speak clearly and distinctly.

Yet, few of us escape dental troubles, as shown by these findings from the American Dental Association:

1. Too many Americans have lost half of their natural teeth by age 40. 2. Cavities occurring in the teeth of children between 6 and 18 years old run into the millions—all of which should be treated.

Dental discoveries of great value to children have been made. For instance, direct applications of sodium fluoride to a child's teeth may prevent as much as 40 percent of the cavities that otherwise would be expected to occur.

Because early dental care is so important, visits to the dentist should start around age three. While little or no treatment may be needed at this age, it is a good idea simply to let the child meet the dentist. The first visit, if made pleasant and interesting, can give the child a favorable attitude toward dental care that may last for the rest of his life.

Adults should also see the dentist regularly... at least twice a year. If unhealthy conditions of the teeth and gums are not treated early, they may lead to premature loss of teeth... to say nothing of costly and extensive care.

Preserving the teeth and gums also depends largely on good daily care, including regular brushing and proper diet. In fact, good daily care, coupled with regular dental check-ups, can greatly increase the chances of keeping most of one's teeth throughout life.

Metropolitan's booklet, *For Good Teeth*, gives many more facts. Just clip and mail the coupon below for your free copy.



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

Please mail me a free

copy of your booklet.

For Good Teeth, 356-H.

Name \_\_\_\_\_  
Street #56001  
City 微信公众号: LBC333

## 你的牙齿有多健康？

只有像图上的马戏团演员，牙齿才担负着生命和身体安全的风险。然而，拥有一口好牙齿，对我们所有人都很重要。

你的牙齿应该得到悉心的关爱，原因有很多。它们会帮助你维持身体健康，因为食物如果不咀嚼，就很难消化。同时，健康的牙齿，让我们看起来更有吸引力，让我们发音清晰，能清楚表达我们的意思。

然而，根据美国牙齿协会的调查发现，很少有人不会遇到牙齿问题：

1、很多美国人，40岁以后，就会掉光一半牙齿。2、6-18岁发生蛀牙的孩子，人数达到了数百万——都应该接受治疗。

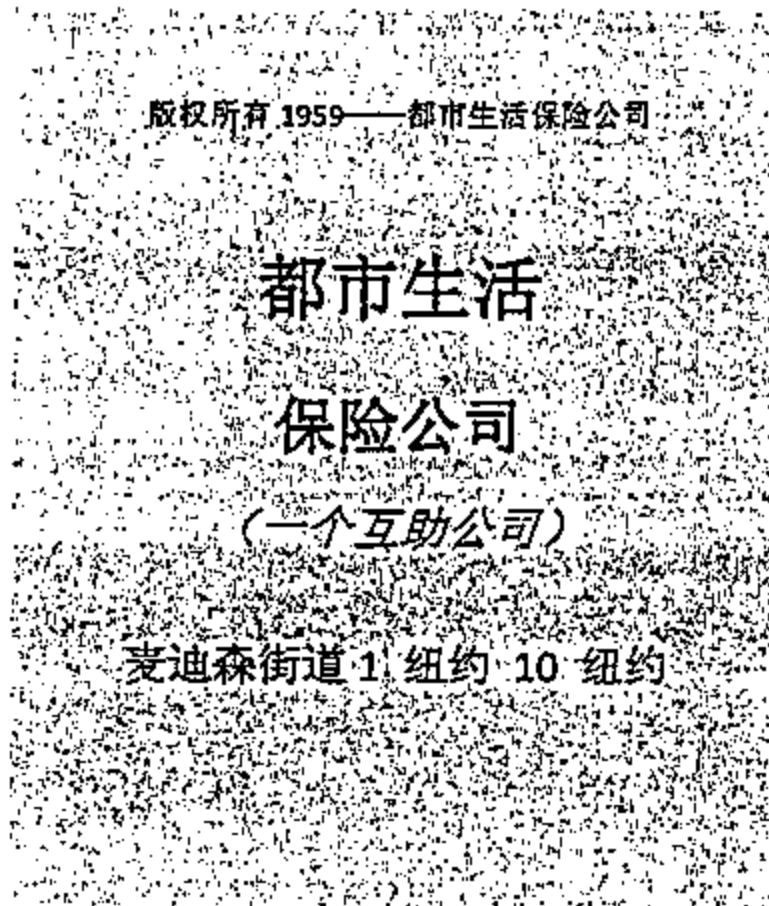
对儿童牙齿健康，目前已经有了非常有价值的突破性发现。例如，对儿童牙齿直接使用氟化钠，可以减少40%的儿童蛀牙。

因为早期的牙齿护理非常重要，所以，孩子在3岁左右，就应该去看牙医。虽然这个年龄段的孩子，可能很少或几乎没有牙齿问题。但是，让孩子在这个时候，见见牙医，却是一个非常不错的主意。如果第一次看牙医，给孩子留下了有趣，开心的印象，孩子在未来的人生中，就会有一个积极的态度去对待牙齿护理。

成年人也应该定期看牙医……每年至少两次。如果牙齿和牙龈问题，没有得到及早治疗，很可能造成牙齿脱落……更不用说之后高昂的牙齿护理费用。

保护牙齿和牙龈，很大程度上取决于良好的日常护理习惯，包括定期刷牙和合理的饮食。事实上，良好的日常护理习惯，加上定期牙齿检查，就可以大大增加一生中保住大部分牙齿的可能性。

剪下下面优惠券, 邮寄给我们, 就能免费索取都市生活保险公司的小册子《好牙齿》, 了解更多信息。



都市生活保险公司  
麦迪逊大街 纽约 10 纽约

请给我免费寄一份手册《好牙齿》  
356-H

姓名 \_\_\_\_\_

街道 \_\_\_\_\_

城市 \_\_\_\_\_ 州 \_\_\_\_\_

410

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# 作业

## 30、睡走小细纹，变得更年轻——光彩照人！

Now You Can...

### Sleep Away the Creeping Signs of Age—Glamorously!

By Barbara Taylor

Are tiny lines beginning to show around your eyes, mouth, throat, across your forehead? Does your skin's fresh color seem to be fading?

These creeping signs of age are the result of a gradual drying-out process that's death to the full, fresh look of youth. This drying-out may begin as early as the twenties—and nothing ages a woman so fearfully fast.

Everything, it seems, conspires to dry your skin!

Sun. Wind. Weather. All these dry your skin. And your skin loses moisture from inside, too. What causes this? Birthdays! Aging tissues do not hold their oil and moisture, as young skin does.

You've used cream after cream: greasy ones, sticky ones, solids, liquids . . . faithfully night after night. Yet your skin is still dry. Some days, does it look so old and drab that it frightens you?

Well, here's the answer. Now, after years of research, Revlon Laboratories bring you 'Moon Drops' Moisture Balm, a flowing moisturizer with a precise balance of humectants, plus Lanolite (Revlon's

exclusive *heart* of lanolin that is three ways better than lanolin itself).

'Moon Drops' protects with a thin molecular film that holds moisture to your skin. And this same invisible film helps prevent moisture within your skin from evaporating. No greasy pillow, either, because 'Moon Drops' is non-greasy, quickly absorbed.

How can a non-greasy cream "lubricate"?

Each molecule of the oils in 'Moon Drops' is sealed in a chemical "envelope" of greaseless moisture. You can almost feel youth-giving oils being fed deep into the sub-surface cells. You can actually see how your skin blooms—takes on the full, moist look of youth. Tiny lines seem to disappear as if by magic.

For best results, most women like to use 'Moon Drops' Moisture Balm at night to protect against loss of precious moisture. There is also a special lighter formulation for daytime. It's new 'Moon Drops' Moisture Foundation specifically created to wear under any makeup without fear of oily "shine through". Each \$3.00 and \$5.00 plus tax. © REVLON, INC. 1960

微信公众号: LBC333

#59001

现在, 你可以.....

## 睡走小细纹 变得更年轻——光彩照人!

来自: 芭芭拉·泰勒

你的眼睛、嘴角、颈部、额头是不是渐渐地出现了一些小细纹?  
你皮肤的红润光泽是不是好像在逐渐消退?

这些小细纹是年轻细胞逐渐干枯的结果, 它意味着红润, 饱满的年轻肌肤的死亡。肌肤干燥细纹最早可能在 20 岁就开始出现——没有什么比它让女人衰老的速度更快了。

所有东西, 似乎, 都在密谋让你的皮肤更干燥!

太阳、风、天气。所有这些都会让你的皮肤变得干燥, 让你的皮肤内部失去水分。这一切的根源是什么呢? 生日! 衰老的肌肤组织无法和年轻肌肤一样, 锁住水分和油脂。

你尝试了各种护肤霜: 油性大的, 粘性大的, 固体, 液体, 等等.....每天晚上都虔诚地用这些护肤霜擦拭皮肤。但是, 你的皮肤还是干燥。是不是有些日子, 你的肌肤看起来是那么的衰老, 暗沉, 让你心生恐惧?

你的救星来了。经过多年研发, 露华浓实验室为你带来了“月亮之露”保湿香脂, 一种保湿液, 外加羊脂精华(露华浓独有的羊脂精华, 在 3 方面比羊脂本身效果更好)。

“月亮之露”里的分子薄膜, 能帮助肌肤锁住水分。这种无形的薄膜, 能有效防止皮肤内水分蒸发。夜间涂抹, 不会沾油你的枕

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头，因为“月亮之露”能被快速吸收，不油腻。

### 不油腻的护肤霜怎么能让皮肤“润滑”呢？

“月亮之露”里的每个分子，都用一种没有油脂的保湿化学“信封”包裹着。你几乎可以感觉到那种让你瞬间变年轻的油脂，深深地渗入肌肤内部。你可以看到，你的皮肤变美——重新焕发水嫩，饱满的年轻光彩。小细纹就像被施了魔法一样，消失了。

为达到最佳效果，大多数女性喜欢在晚上使用“月亮之露”，防止肌肤内宝贵的水分流失。我们还有一款供白天使用的护肤霜。它是一款全新的“月亮之露”基础保湿霜，可以用在任何妆容底部，不用担心油脂“发亮”。每支售价为 3.00 美元，税后 5.00 美元。

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501



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## 作业

## 31、你们那里最大的“女人俱乐部”是什么？

What's the  
biggest "woman's club"  
in *your* state?

...IN STATE AFTER STATE IT'S THE  
MILLIONS OF TRADING STAMP SAVERS

Those who make it a business to study the American woman's buying habits are practically unanimous on one point. Wherever they go they find that women like trading stamps.

Nor is it surprising that the American woman has taken them to her heart. Of course, it's the husband who's generally the family provider. But what housewife who saves trading stamps doesn't think of herself as a "good provider," too. And she is. Through her thrift and diligence in shopping where trading stamps are given, she provides "extras" for all the family to enjoy.

Moreover, her devotion to stamps pays off handsomely for America's business firms. Last year she took home from stamp redemption stores about \$500,000,000 worth of all kinds of quality merchandise.

Making these things gave employment to 75,000 people in manufacturing plants and on farms.

And often the merchandise the housewife gets with stamps generates other spending. It gives her fresh ideas that send her out to buy other things at local stores.

American women live in an atmosphere where they can be free and independent in their thinking. They can shop where they like. With the women in 2 out of 3 families shopping regularly where they get trading stamps, you might say they're the country's largest "woman's club."

\* \* \*

NOTE: If you would like to receive research material about the trading stamp industry, simply write to The Sperry and Hutchinson Company, Dept. 2-A, 114 Fifth Avenue, New York 11, New York.

*This message is one of a series presented for your information by THE SPERRY AND HUTCHINSON COMPANY which pioneered 63 years ago in the movement to give trading stamps to consumers as a discount for paying cash. S&H GREEN STAMPS are currently being saved by over 22 million families.*

微信公众号: LBC333

#59001

## 你们那里最大的 “女人俱乐部”是什么？

.....在任何地方都有很多的优惠券收藏者

那些专门研究美国女人购买习惯的人，几乎都认同一点，那就是：不管走到哪里，他们都会发现，女人喜欢优惠券。

美国女人在意优惠券，也不足为奇。当然，通常丈夫是家庭收入的主要支柱。虽然，经常收藏优惠券的妻子女子们，不认为自己能为家庭带来多少收入。但事实是，她们确实能带来不少收入。通过她们的节俭以及勤奋，在提供优惠券的地方购物，她们能为家庭带来不少“额外”享受。

此外，家庭主妇积攒优惠券，也给美国企业带来了丰厚回报。去年，她们用优惠券，从兑换商店里，兑换了价值 500000000 美元的各种各样高质量商品。

相应的，为了制造这些商品，美国 75000 人在工厂以及农场得到了工作岗位。

通常，家庭主妇们得到优惠券后，又会产生其他消费。优惠券会给她带来一些消费新主意，让她去当地商店再购买一些其他商品。

美国女性生活在一种能够自由，独立思考的氛围中。他们可以在自己喜欢的商店里购物。美国 2/3 的家庭主妇，会定期在她们得到优惠券的地方购物，你可能会说那里是国内最大的“女人俱乐部”吧。

\* \* \*

注意：如果你想获得有关优惠券行业的研究材料，只需写信到

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纽约 114 第五大道, 斯佩里和哈钦森公司 2-A 部门。

这则消息是斯佩里和哈钦森公司一系列信息中的一个, 斯佩里和哈钦森公司 63 年前开创了为顾客提供优惠券, 来抵用现金的新理念, s&h 绿色优惠券, 目前被超过超过 2200 万个家庭收藏。

511

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# 作业

## 32、真正的“梦想车型”存在吗?

*Official Report:*

### Will a Real "Dream Car" Ever Be Designed?

REMEMBER those rumors about the secret car that delivers 50 miles per gallon? Or the special chemical pill that you drop in your gas tank so your car can run on water? And how about the radar car that can't collide with others? Well, for the next ten years at least, all these things will stay just plain "rumor". Today's average American car doesn't do better than 12-14 miles per gallon, and on super-premium fuel, at that.

But the answer to gas economy and easier driving *has* been found. European car makers have been producing cars that will do over 40 miles per gallon on regular fuel, for years. The only catch is that most European cars have been either ugly, noisy, or too small. There wasn't enough luxury in economy cars.

But that's where Paris comes in. As fashion and design capital of the world, Paris is more conscious of comfort and luxury in cars. So it came as no surprise that France's most important car makers, SIMCA, should try to design a realistic "dream car". The goal was a car that had everything.

Here's what SIMCA did. They designed a car that is really good look-

ing, roomy, economical, powerful, quiet running and luxurious to drive, too. On paper it was great, but actually producing it for less than \$2,000 was the main problem. The miracle is, that they did it. Production costs were figured so expertly that the "dream" SIMCA can be sold in America for less than \$2,000. But there was still a long way to go. Production cars had to be tested, and service facilities had to be set up all over the United States. A tremendous job. But it was done beautifully. SIMCA service today is a vast network that rivals most American car set-ups.

To test the "dream" SIMCA, they ran it for 637 consecutive hours at top speed, averaging 70.02 miles per hour for 62,137 miles. Result? Perfect performance, and a new world's high-speed endurance record. For economy, they ran two SIMCAs from San Francisco to Los Angeles. Average? 42.6 miles per gallon! To prove the "dream" SIMCA's power, they actually pulled a huge 9-ton bus.

Today, the roomy 4 door SIMCA "dream car" is sold everywhere. For your ~~dealer's name and address~~ write SIMCA, Inc., 445 Park Avenue, New York 22, N. Y.

微信公众号: LBC333

#58001

官方报道:

## 真正的“梦想车型”存在吗?

还记得那些关于汽车的谣言吗? 每加仑汽油可以跑 50 英里; 或者是加上一种特殊的化学药, 你的汽车就可以在水上跑; 或者说车上装上雷达, 就不会和别的车相撞等.....在接下来的至少 10 年中, 这些依旧会是无法实现的“谣言”。今天, 美国的车平均车速也没有超过每加仑 12-14 英里, 而且燃油很多。

不过, 现在确实已经找到节约燃油, 驾驶更方便的方法了。欧洲汽车制造商, 生产出了能够让每加仑常规汽油行驶 40 英里的汽车。唯一美中不足的是, 大多数欧洲汽车外观都比较丑, 声音大, 空间太小, 无法进行奢华的装饰。

因此, 巴黎汽车制造商参与了进来。巴黎, 世界时尚与设计之都, 更关注汽车的舒适和豪华。所以, 法国最重要的汽车制造商, 西姆卡, 做出了设计“梦想之车”的尝试。目标是制造一辆美艳不可方物, 能满足任何需求的汽车。

西姆卡为此而生。他们设计了一辆车, 漂亮、宽敞、经济、马力十足、运行安静, 而且十分奢华。这款车看起来非常理想, 但是要以 2000 美元的成本生产出来, 才是主要的问题。

奇迹是, 他们做到了。为了使这款“梦想之车”在美国以低于 2000 美元的价格销售, 他们严格计算并控制生产成本。这是一条漫长的道路。汽车生产出来, 必须首先经过测试, 然后, 要在美国各个地区设立服务站。巨大的工作量。但, 都被完美地完成了。西姆卡汽车服务, 如今已经形成巨大的网络, 足以打败大多数美国汽车服务站。

为了测试“梦想之车”西姆卡, 他们使它以平均 70.02 英里每小时的高速, 持续运行 887 小时, 一共行驶了 62137 英里。结果如何? 它以

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完美的性能，创造了世界高速耐力的新记录。对于经济性，他们开着两辆西姆卡从旧金山到洛杉矶。平均耗油多少？每加仑 42.6 英里！为了证明“梦想之车”西姆卡的马力，他们还用它拖拽了 9 吨重的巨型大巴。

今天，宽敞的 4 门西姆卡“梦想之车”全国各地都有销售。要想查询你附近经销商的名称和地址，可以写信到纽约 445 年公园大道，西姆卡公司。

522



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# 作业

## 33、当如今的各种饮食忘记了健康时， 这种不寻常的食物“记住了”



### This Remarkable Food "REMEMBERS" When Modern Diet Forgets

**W**ITH ALL OUR knowledge of food's importance to health, millions of Americans start their days with inadequate breakfasts.

This hustle-bustle meal, where the handiest foods are often hurriedly consumed, sets up an imbalance that other meals frequently fail to correct.

Fortunately for breakfast skimpers, nature has stored an abundance of nutritional wealth in Wheat Germ which supplies superior protein and over 30 minerals and natural vitamins essential to health and energy.

Ounce for ounce, Kretschmer's Wheat Germ gives you twice as much protein as fresh eggs or meat, twice the iron in raisins, and more B and E vitamins than any other food. Calorie for calorie, Kretschmer's Wheat Germ actually offers more all-around nutrition than meat, eggs, milk, bread, fruits and vegetables.

Kretschmer's Wheat Germ is the life-giving heart of the wheat made into tiny roasted flakes. It can be added to cereal, used in baking or breading, or served in countless interesting ways.

Only three spoonfuls of Kretschmer's Wheat Germ with breakfast helps even the "hit and run" eater enjoy the rewarding benefits of a better balanced diet.

So if you, or any members of your family, have the habit of breezing through breakfast, Kretschmer's Wheat Germ can add the essential nutrients that help give more zest for living to all ages.

Why not provide this nutritional insurance for your family? It's the most economical *diet additive* known, costing about 3¢ an ounce. You'll find Kretschmer's Wheat Germ, plain or Sugar N Honey, in vacuum sealed jars at your grocer.

#6 1001

## 当如今的各种饮食忘记了健康时 这种不寻常的食物“记住了”

虽然很多人明白食物对健康的重要性，但是，依然有数以百万计的美国人早餐营养摄入不足。

早餐吃得匆匆忙忙，常常选择速成的快餐，使得一天的其他两餐也失去了平衡，无法正确饮食。

幸运的是，对于经常不吃早餐的人，大自然为他准备了一种食物，小麦胚芽。小麦胚芽中储存着丰富的营养元素，能提供大量带给人能量，而且对人体健康至关重要的优质蛋白，以及 30 种以上的矿物质和天然维生素。

每盎司克雷奇默小麦胚芽，所含的蛋白质，是新鲜鸡蛋或肉的 2 倍，所含的铁是葡萄干的 2 倍，所含的维生素 B，以及维生素 E 高于其他任何食物。每单位热量的克雷奇默小麦胚芽，比相同热量的肉，鸡蛋，牛奶，面包，水果和蔬菜，提供的营养更丰富，全面。

克雷奇默小麦胚芽，是选取小麦的核心部分，烘焙成薄片而成。可以把它添加到谷物里一起食用，也可以用于烘焙，或做面包时，放到面包里，或自己想要的其他多种有趣的食用方法。

早餐添加 3 勺克雷奇默小麦胚芽，能为早餐吃的匆忙的人带来更均衡，更丰富的营养。所以，如果你，或你家里的任何人，有不好好吃早餐的习惯，克雷奇默小麦胚芽都可以为他的早餐里，添加必要的营养，让生活更加充满热情。

为什么不给家人食用这种绝对营养的食物呢？它是最经济的食物添加剂，售价约 3 美分一盎司。一般商店，都有售克雷奇默小麦胚芽，真空密封装，原味或蜂蜜味都有。平原或糖的 N 蜂蜜，真空密封的罐子在你的杂货商。

549

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# 作业

## 34、一种神奇的食物，让你 40 岁以后 依然精神抖擞



### Remarkable food helps people over 40 enjoy vibrant living

**A**FTER 40 your body begins to feel the years and, chances are, you lack the pep and energy you had when you were younger.

You can't roll back the calendar, but you *can* help build up your energy and endurance by fortifying your diet with the vital nutrients found in Kretschmer Wheat Germ.

Nature has stored an abundance of nutritional wealth in wheat germ, which supplies 30 elements essential to health and energy. Wheat germ gives you more natural vitamins, minerals and protein than any other single food.

Calorie for calorie, Kretschmer Wheat Germ actually offers you more all-around nutrition than meat, eggs, milk, bread, fruits, or vegetables.

In addition to providing an abundance of natural nutrition, Kretschmer

Wheat Germ boosts your energy and endurance by acting like a spark plug to help your body use other high-energy foods more fully.

Kretschmer Wheat Germ is the "growth" part, or germinating heart, of the wheat made into tiny roasted flakes. It can be added to cereal or fruit, used in baking and breadings, served in many interesting ways.

Why not help build up *your* pep and energy by adding Kretschmer Wheat Germ to your meals? It's economical, costing only about 3¢ a day. You'll find Kretschmer Wheat Germ, plain or with Sugar 'n Honey, in vacuum-sealed, screw-top jars in the cereal section of your food store.



微信公众号: LBC333

#63001

## 一种神奇的食物

### 让你 40 岁以后依然精神抖擞

人到 40 岁以后，可能就开始感觉老了，不再像年轻时那样充满精力和活力。

你无法让时光倒流，但是你可以通过在饮食中加入克雷奇默小麦胚芽，这种食物中含有几种关键营养元素，可以帮你提高精力和耐力。

大自然在小麦胚芽里，存储了丰富的营养元素，包含 30 多种维持身体健康，提供身体所需的能量的关键元素。小麦胚芽能为你提供比其他任何一种食物都多的天然维生素，矿物质，以及蛋白质。

每单位热量的克雷奇默小麦胚芽，比相同热量的肉，鸡蛋，牛奶，面包，水果和蔬菜，提供的营养都更丰富，全面。

除了提供丰富的天然营养元素，克雷奇默小麦胚芽还可以提高你的精力和耐力，它就像个火花塞，可以帮助你更充分地利用其他高能量食物。

克雷奇默小麦胚芽，是选取小麦的核心部分，烘焙成薄片而成。可以把它添加到谷物里一起食用，也可以用于烘焙，或做面包时，放到面包里，或自己想要的其他多种有趣的食用方法。

为什么不给家人食用这种绝对营养的食物呢？它是最经济的食物添加剂，售价约 3 美分一盎司。一般商店都有售克雷奇默小麦胚芽，真空密封装，原味或蜂蜜味都有。

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## 作业

## 35、一种赶走节食者疲劳的神奇食物

### How This Remarkable Food Eases Dieters' Fatigue



**W**HEN a reducing diet gives you that tired and irritable feeling, it may be that you are neglecting the vital nutrients your body needs.

Fortunately, you can easily guard against "dier letdown" by adding the natural protection of wheat germ to your low-calorie meals.

Nature has stored an abundance of nutritional wealth in wheat germ, which supplies superior protein and over 30 minerals plus natural vitamins, all essential to health and energy.

Ounce for ounce, Kretschmer Wheat Germ gives you twice as much protein as fresh eggs, twice the iron in raisins, and more B and E vitamins than any other food.

Calorie for calorie, Kretschmer Wheat Germ actually offers more all-

round nutrition than meat, eggs, milk, bread, fruits, or vegetables. Three tablespoons of this remarkable food contain only 125 calories, yet add a natural treasure of important nutrition to your diet.

Kretschmer Wheat Germ is the "growth" part, or germinating heart, of the wheat made into tiny roasted flakes. It can be served as a cereal, added to cereal, used in baking or breading, or in any number of other interesting ways.

Why not add this nutritional insurance to your low-calorie meals? It's the most economical diet additive known, costing about 3¢ an ounce. You'll find Kretschmer Wheat Germ, plain or Sugar 'N Honey, in vacuum-sealed jars with screw-on caps in the cereal section at your grocer's.

微信公众号: LBC333

#62001



## 一种赶走节食者疲劳的神奇食物

当减少饮食让你感觉疲倦和烦躁的时候，可能是因为你忽略了身体需要的某种重要营养元素。

幸运的是，在你的低卡路里饮食里，加入天然保护伞小麦胚芽，就能横扫饥饿带来的疲惫和烦躁。

大自然在小麦胚芽里，存储了丰富的营养元素，包含优质蛋白质和 30 多种矿物质，以及天然维生素，这些都是维持身体健康，提供身体所需的能量的必要因素。

每盎司克雷奇默小麦胚芽，所含的蛋白质，是新鲜鸡蛋或肉的 2 倍，所含的铁是葡萄干的 2 倍，所含的维生素 B，以及维生素 E 高于其他任何食物。

每单位热量的克雷奇默小麦胚芽，比相同热量的肉，鸡蛋，牛奶，面包，水果和蔬菜，提供的营养都更丰富，全面。

克雷奇默小麦胚芽，是选取小麦的核心部分，烘焙成薄片而成。可以把它添加到谷物里一起食用，也可以用于烘焙，或做面包时，放到面包里，或自己想要的其他多种有趣的食用方法。

为什么不给家人食用这种绝对营养的食物呢？它是最经济的食物添加剂，售价约 3 美分一盎司。一般商店都有售克雷奇默小麦胚芽，真空密封装，原味或蜂蜜味都有。

563

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# 作业

## 36、现在，即使早餐吃的很匆忙，也依旧能保证营养了

### Now Nutrition Insurance For Hit-And-Run Eaters



Those hurried early morning minutes have made skimpy breakfasts a habit in most American homes.

Inadequate breakfasts can cause nutritional imbalance that other meals frequently fail to correct.

Even the hit-and-run eaters in your family can start the day with better nutrition by simply adding three table-spoonfuls of a remarkable natural food to their favorite cereal.

Nature stores an abundance of nutritional wealth in wheat germ, the growth—or germinating—part of the wheat kernel. Wheat germ contains more natural proteins, minerals and vitamins than any other single food. Calorie for calorie, Kretschmer Wheat Germ actually offers more all-around nutrition than meat,

eggs, milk, bread, fruits or vegetables.

The tiny toasted flakes of Kretschmer Wheat Germ can be added to cereal, used in baking or breadmaking, or in countless interesting ways.

So if you, or any members of your family, have the habit of breezing through breakfast, Kretschmer Wheat Germ can add essential nutrients vital to your health and energy.

Why not provide this nutritional insurance for your family? It's the most economical *diet additive* known, costing about 3¢ an ounce. You'll find Kretschmer Wheat Germ, plain or with Sugar 'N Honey, in vacuum-sealed jars with screw-on caps in the cereal section at your grocer's.

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#62001

## 现在，即使早餐吃的很匆忙 也依旧能保证营养了

如今很多美国家庭，因为早晨比较匆忙，都养成了不好好吃早餐的习惯。

早餐营养不足，会造成营养不均衡，也会造成无法正确进食其他两餐。

现在，只要在家人最喜欢的谷物中，加入3勺神奇的自然食物，即使早餐吃的匆忙，也能保证他们摄入更多的营养。

大自然在小麦胚芽——小麦的核心，或胚里存储了丰富的营养元素。小麦胚芽含有比其他任何一种食物都多的优质蛋白质、矿物质，以及维生素。每单位热量的克雷奇默小麦胚芽，比相同热量的肉，鸡蛋，牛奶，面包，水果和蔬菜，提供的营养都更丰富，全面。

烘焙成薄片的克雷奇默小麦胚芽，可以被添加到其他谷物里一起食用，也可以在烘焙，或做面包时，放到面包里，或自己想要的其他多种有趣的食用方法。

所以，如果你，或你家中的任何人，有不好好吃早餐的习惯，克雷奇默小麦胚芽就能帮助你提供对身体健康，精力充沛至关重要的营养元素。

为什么不给家人食用这种绝对营养的食物呢？它是最经济的食物添加剂，售价约3美分一盎司。一般商店都有售克雷奇默小麦胚芽，真空密封装，原味或蜂蜜味都有。

577

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# 作业

## 37、“3 美元的《国家观察报》是如何改变我的生活的”

### “How \$3 for The National Observer Changed My Life”

By a Subscriber

FOR YEARS I was shy in groups, even at home. Didn't enter into conversations easily. By the time I'd collect my thoughts to venture an opinion, the group's talk would pass me by.

“Early this Spring I sent \$3 for a trial subscription to The National Observer, that wonderful new weekly put out by The Wall Street Journal people. I hoped that regular reading of such dependable and varied information would give me more self-assurance and poise. I *hoped* for all this—but didn't really expect it. After all, what could a mere newspaper do for me? To my surprise, I have discovered that The National Observer more than lives up to my desires.”

“There is a wealth of significant, useful and entertaining information every week. It is authoritative, wholesome and unslanted...written so interestingly that when I finish an issue the information is *mine*. I easily take part in any discussion of politics, scientific discoveries, books, TV, theater, art, medical findings, fashions, household advice, economic situations. (These are only

some of the many subjects reported regularly in The National Observer.)

“And busy as I am with other chores, I don't get behind on my reading, for The National Observer very wisely gives me all this information in concise form—in relatively few pages that I can manage very conveniently.”

This is what many, many National Observer subscribers are saying. Why not join them? Do you prefer a full year's subscription for only \$10, or a 13-week trial for \$3? Use the coupon below to tell us your choice. Enclose your check or tell us to bill you. Your service will start promptly.

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#62001

## “3 美元的《国家观察报》是如何改变我的生活的”

来自：一位订阅者

多年来，我一直很害羞在公众场合，甚至在家里，都不善言辞。那时候，我很难融入别人的对话中。在我整理我的思绪，准备发表意见时，别人已经跳过我，进入下个话题了。

“今年早春，我花 3 美元，订阅了《国家观察报》试阅版，它是《华尔街日报》新推出的一个内容相当精彩的周刊。我希望定期阅读这些可靠且多种多样的信息，能让我更自信，更有风度。我希望如此——不过，也没有真正期望能得到这些。毕竟，仅仅一份报纸，能给我带来什么呢？但令我惊奇的是，我发现《国家观察报》远远超出了我的期望。

“里面每周都会包含大量重要、实用、有趣的信息。非常权威、健康、客观……而且形式很有趣，在我看完一个信息后，我都能完全吸收，理解，把它变成自己的东西。现在，我能很轻松地参与各种政治、科学发现、书籍、电视、戏剧、艺术、医学发现、时尚、家庭建议，经济形势等话题的讨论。（这些只是一些《国家观察报》上定期释放的许多话题中的一部分。）

“虽然，我有很多事情要忙，但是我从来没有停止阅读，因为《国家观察报》以简洁的形式，给我提供了很多有用的信息——只有短短几页，读起来非常方便、快捷。”

很多，很多《国家观察报》的订阅者都这么说。为什么不抓紧订阅一份呢？你喜欢 10 美元全年版，还是 3 美元 13 周版？使用下面的优惠券，告诉我们你的选择。附上你的支票，或告诉我们如何收取费用。我们会立即为你服务。

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567



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# 作业

## 38、拉德金太太火鸡馅的秘密

The housewife who parlayed a loaf of homemade bread into the famous Pepperidge Farm Bakery is now the heroine of another success story—



### *The Secret of Mrs. Rudkin's New Stuffing*

By Mary Margaret McBride

**R**OASTING a turkey for your Thanksgiving and Christmas family dinners is a cherished American tradition.

It's fun, too. But making the stuffing is another matter—a real chore that has often taken me hours as I mixed, tasted and mixed again.

So, I'm really glad to announce that this year our festive birds can come from the oven bursting with a delicious new stuffing that takes less than 60 seconds to prepare!

The clever person who created this instant stuffing is none other than Margaret Rudkin, the red-haired New England housewife who bakes Pepperidge Farm Bread.

The recipe for Mrs. Rudkin's stuffing is a secret. But after long and enthusiastic sampling, my guess is that she

blends her golden bread crumbs with thyme, sage, onions, celery, bay leaves, basil, and marjoram.

You can get this fine Pepperidge Farm stuffing at almost all good grocers. One package will stuff a five-pound chicken generously. Two packages are plenty for a turkey, and well worth the price—your bird will taste more succulent and serve more people.

Of course, you may want to add some ingredients of your own, but if you are like me, you'll let Mrs. Rudkin do the whole job.

Anyway, the great thing is to know that the tedious job of making your stuffing from scratch is now a thing of the past. Yet Pepperidge Farm stuffing tastes so homemade everybody will be sure you made it all yourself!



#57001

一位家庭主妇，把家庭自制的面包提供给了佩泊里奇农场面包房。如今成了另一个成功故事中的女英雄——

## 拉德金太太火鸡馅的秘密

来自：玛丽·玛格丽特·麦克布赖德

圣诞节的家庭晚宴上，给家人烤火鸡，是美国的传统。

而且，也很有趣。但，准备火鸡馅就很麻烦了——真的是一件苦差事，我通常要花数小时的时间，拌料，品尝，再拌料。

所以，我真的很高兴地宣布，今年的圣诞节，我们还会烤出香喷喷的火鸡，而且，火鸡馅的准备不会超过 60 秒！

发明这种速成火鸡馅的聪明人，不是别人，正是玛格丽特·拉德金，一位红头发的新英格兰家庭主妇，佩泊里奇农场面包烘焙师。

拉德金太太的火鸡馅配方是个秘密。但是，经过我长期的品尝，我猜里面大概配有她的独家金面包屑，面包屑里有百里香、鼠尾草、洋葱、芹菜、月桂叶、罗勒、墨角兰。

几乎在任何超市，你都可以买到这种美味的佩泊里奇农场火鸡馅。一只 5 磅重的火鸡，配这一包火鸡馅就足够了。一个火鸡两包料，就非常充足了，绝对物超所值——你的火鸡会更美味多汁，能供更多人食用。

当然，你可能还想添加一些自己做的东西，但是，如果你像我一样，你肯定会去购买拉德金太太的火鸡馅。

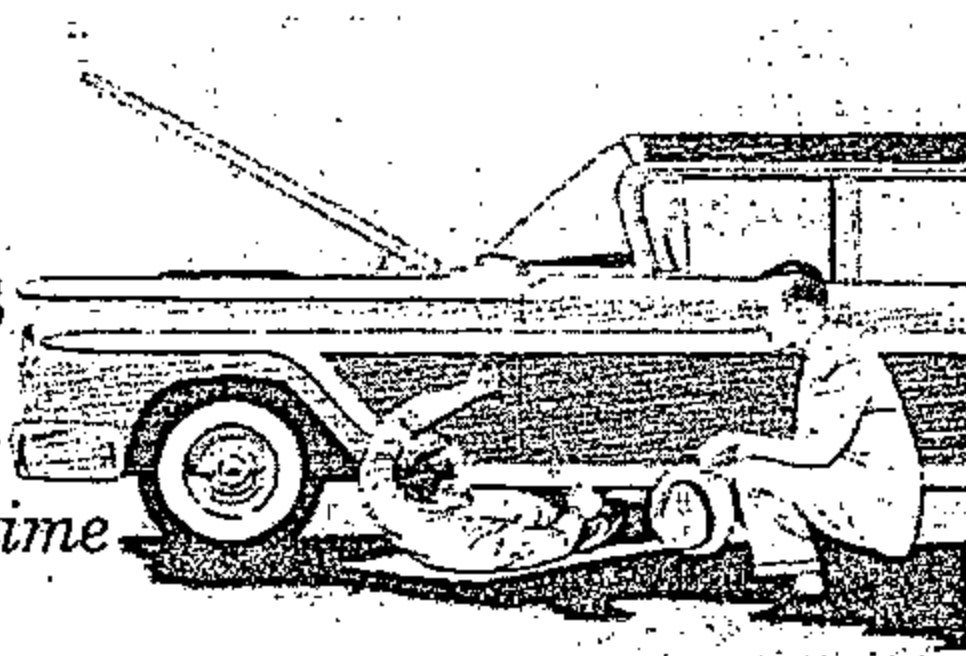
不管怎么说，开心的是，准备火鸡馅这种繁琐，乏味的工作，已经成为了过去。佩泊里奇农场火鸡馅的口味就是家的味道，大家一定会认为这一切都是你做的！

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# 作业

## 39、为什么有些新车，车龄还不到，就老化了

*Why some  
NEW CARS  
GET OLD  
—before their time*



**AUTOMOBILES** aren't like they used to be—they're better.

This will be news to the disgruntled who say that today's car engines lose their pep and new-car performance, sometimes even during the first year.

Sometimes they do. But most of the time the fault is simply in the motor oil.

**What people don't know**

about the new cars *can* hurt them. It is well to know that today's engines hold fewer quarts of oil, but are far more powerful than those in the early '30s. Each quart has to work harder than ever. So modern engines depend more and more upon good lubrication for long life.

This explains why so many thousands of motorists will use nothing but Pennzoil with Z-7 in their cars. They say all you need to know about car engines is to know they thrive on Pennzoil.

**Oilier oil works best**

The fact is that how *city* an oil is depends mostly upon where it comes from. The best *where* is Pennsylvania, the oldest commercial oil fields in the world.

Because Pennzoil is modern-processed

from 100% pure Pennsylvania crude, it has that miracle molecule not present in ordinary motor oils. It is *oilier oil* and well deserves The Tough-Film<sup>®</sup> label it bears.

To this oil Pennzoil adds Z-7, an agent that keeps all deposits, dust and other foreign matter in a state of suspension for the life of the oil change. And when you drain Pennzoil from the crankcase, you drain all the impurities away, too.

**Truth about "additives"**

This is far from true of some additives. Some additives actually crack up long before the oil change is due—build up a varnish that ages your engine fast.

So it all adds up to this. Pennzoil is a better motor oil to start with and to end with—and it is today's best answer for keeping your car from getting old before its time. In fact, Pennzoil is the motor oil that makes

people mad if they don't get it. Your favorite dealer either has it or can get Pennzoil. Just ask for it by name... insist on it!



#59001

## 为什么有些新车 车龄还不到，就老化了

现在的汽车不同于以往——汽车是越来越好了。

这么说，可能有些人不认同，因为他们的爱车，引擎经常出问题，有时候刚买一年，引擎就老化了，完全没有新车该有的动力。

有时候确实如此，但是大多数时候，引擎出故障，只是因为机油的问题。

### 人们不知道什么

有些关于新车的问题，如果人们不知道，就可能伤害到新车。大家都知道，今天的引擎需要的汽油量比较少，但是，动力却比 50 年代初更强大了。每夸脱汽油发挥的作用，要比之前更强大。所以，现在的引擎越来越多的依赖于良好的润滑油，来延长使用寿命。

这就解释了为什么许许多多的司机，只用宾夕法尼亚 2-7 润滑油。他们说，关于汽车引擎，你只要知道，使用宾夕法尼亚润滑油，引擎工作起来，动力十足就可以了。

### 润滑度更高的润滑油，效果更好

事实是，润滑油的润滑度大小，主要取决于它的产地。宾夕法尼亚州有世界上最古老的商业油田、质量最好的润滑油。

因为宾夕法尼亚润滑油，是宾夕法尼亚州引进的 100% 纯原油通过现代方法提炼而成，它有普通润滑油没有的神奇分子。它的润滑度更好，完全配得上“一层结实的膜®”这个商标。

宾夕法尼亚石油增加了 Z-7，一种可以在你下次换油前，都能让所有灰尘，杂质，等外来物质处于悬浮状态。当你再次换上宾夕法尼亚润滑油时，所有杂质会从曲轴箱流走。

### “添加剂”的真相

有的添加剂真的会在你下次换油前，增加引擎的裂缝——产生一种油漆，使你的引擎老化速度加快。有的添加剂还不止这些。

所以这一切意味着：宾夕法尼亚润滑油，是你更好的选择——是让你的爱车在车龄到期之前，不会变老化的最佳选择。事实上，你用宾夕法尼亚润滑油，会让那些没有得到宾夕法尼亚润滑油的人发疯。你最喜欢的经销商那里就售有宾夕法尼亚润滑油，或者即使他那里现在没有，他也能帮你调到。你只要去店里换润滑油时，坚持选择宾夕法尼亚润滑油，你就能得到它！

523

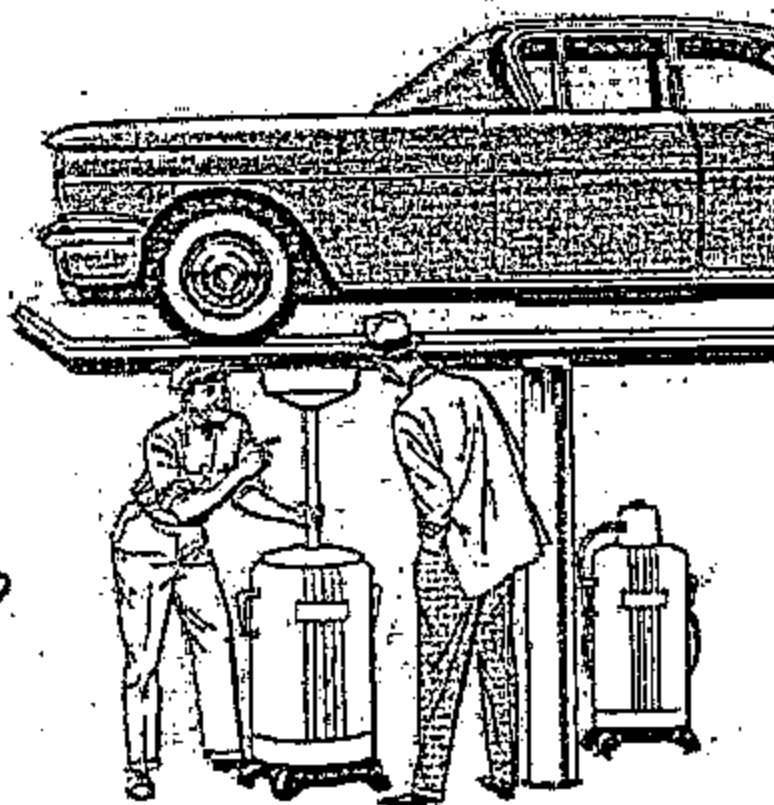
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# 作业



## 40、换润滑油...真的有必要,还是销售手法?

### OIL CHANGES... *Necessity or Sales Gimmick?*



WHAT'S the real truth about oil changes? Should you change oil every 1,000 or 4,000 miles? If you use quality oil, do you need to change less often? If you add oil, do you need to change oil at all?

If you value your car and your pocket-book, you *will* read the fine print in the car-care manuals. But what they *don't* tell you about particular qualities and brands of oil can hurt you. Car manufacturers can't afford to show favoritism by recommending one brand over another.

For instance, Pennzoil with Z-7 is a better motor oil—but even though it is, you will want to change it every 1,000 or 2,000 miles, *depending upon your driving habits*. But that's getting ahead of the story, which is *your car*.

#### How oil works

A motor oil's job is to keep your car engine from too early and excessive wear. It does this by washing away deposits, air-borne dust and other foreign matter. Oddly enough, your engine gunks up more in slow driving than in fast, *and two-thirds of the average car driving is done within three miles from home—not on the highway at all!*

Thus, if you do this kind of driving, you need a better oil—and you need to change it more often—to get top performance and maximum life from your car.

#### Right oil for these times

Pennzoil with Z-7 added is The Tough-Film® motor oil designed for the all-kinds-of-driving that you do. Refined by the most modern methods from 100% pure Pennsylvania crude with its miracle molecule, its lubricating value lasts the life of the oil change. Its added Z-7 keeps impurities in suspension, so that when you drain the crankcase you're sure to drain the impurities, too.

As they say in the automotive field, "It's cheaper to change your oil than change your engine." And it's cheaper to use the best oil than an inferior one.

Thousands of mechanics and engineers simply won't accept anything but Pennzoil. Actually, it's really all that anyone needs to know about engine care. The *very best* oil change you can make is to Pennzoil with Z-7. Ask for it by name . . . insist on it!



微信公众号: LBC333

#59001

## 换润滑油...

### 真的有必要，还是销售手法？

更换润滑油的真相是什么？你应该每驾驶 1000 或 4000 英里，就更换一次润滑油吗？如果使用高质量的润滑油，你能减少更换润滑油的次数吗？你是要直接往引擎里增加润滑油，还是要全部更换一次？

如果你重视你的车和你的钱包，你就会用心阅读汽车保养手册。但是，他们不会告诉你具体哪种品牌，哪种品质的润滑油，会伤害你的车。汽车制造商不能厚此薄彼地去推荐润滑油品牌。

例如，加了 z-7 的宾夕法尼亚润滑油，比其他润滑油都好——但即便如此，你还是想每行驶 1000 或 2000 英里，就更换一次润滑油，这是你的驾驶习惯。但，你首先要考虑的是你的车。

#### 润滑油是如何发挥作用的

润滑油的作用，通过冲掉杂质，空气中的灰尘等，防止你的引擎过早、过度磨损。奇怪的是，当缓慢行驶的时候，汽车更容易堆积杂质，而我们开车三分之二的时候，都是在家周围 3 英里的范围内行驶，根本不上高速公路！

因此，如果你开车单次行驶的路程一般也不远的话，你就需要更好的润滑油——你需要经常更换——让你的车保持最高的性能，最大的马力。

#### 久经考验的润滑油最佳品牌

添加了 z-7 的宾夕法尼亚润滑油，“一层结实的膜®”润滑油，专为各种驾驶状况设计。它是宾夕法尼亚州引进的 100%纯原油，通

过现代方法提炼而成，它的润滑效果能持续到你下次更换润滑油之时。它里面添加的 Z-7 成分，可以保持杂质悬浮，所以，当你再次换上宾夕法尼亚润滑油时，所有杂质会从曲轴箱流走。

汽车界有这么一句话：“更换润滑油，比更换引擎便宜多了。”所以，用好的润滑油，比用劣质润滑油便宜。

很多车主，除了宾夕法尼亚润滑油，其他的一概不用。任何人都有必要了解引擎保养。更换添加了 Z-7 的宾夕法尼亚润滑油，是你的最佳选择。只要去店里换润滑油时，坚持选择宾夕法尼亚润滑油吧！

524

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## 作业

## 41、食欲和饥饿的区别是什么？

### What's the difference between appetite and hunger?

*What makes some people crave more food than their bodies can use up?*

*Are they really hungry—or do their appetites fool them?*

*How can sugar help you train your appetite to match your body's actual needs?*



**Q.** Is it possible to get used to eating less?

**A.** Yes, it is. Sometimes people confuse hunger, the need for food, and appetite, the desire for food. You can train your appetite and re-educate it to match your real needs. This is the natural way to weight control.

**Q.** What is the best way to start?

**A.** Leading nutritionists suggest this: Eat the same foods you are accustomed to, in good variety. Simply cut down on portions. This plan may include sugar for energy and as an aid in cutting down.

**Q.** How can sugar help you stay satisfied on less food?

**A.** It is a scientific fact that no other food can satisfy appetite faster than sugar. When mothers want children to eat more food they forbid the eating of sweets before mealtime. When you want to eat less you can turn this to your advantage and use sugar to help you subtract calories.

**Q.** Does sugar contribute to basic nutritional needs?

**A.** Yes. Carbohydrate foods, such as sugar, are our primary source of

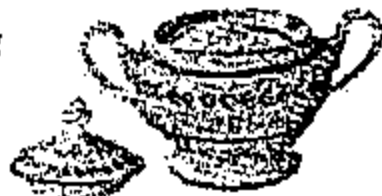
energy needed to maintain all life processes and to carry on every activity. When a too-dramatic diet provides too-little quickly available energy you tire easily. You're apt to slow down. When you slow down you burn up fewer calories and thus defeat the purpose of the diet. *Quack for ousce, no other food supplies energy so fast, with so few calories, as sugar.*

**Q.** Can artificial sweeteners help to train the appetite?

**A.** No. These drugs supply only sweetness without any of the physiological satisfaction or energy value you get from sugar. From every standpoint, the natural way to effective and lasting weight control is a sensible diet which may include sugar.

#### 18 CALORIES!

*...in a level  
teaspoonful  
of sugar—  
and so much  
satisfaction!*



*No other food curbs your appetite  
so fast with so few calories*

SUGAR INFORMATION, INC., New York 5, New York

*All statements in this message apply to both beet and cane sugar.*

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#57001

## 食欲和饥饿的区别是什么？

是什么让人们明明已经很饱了，却依旧疯狂地想吃东西？  
他们是真的想吃东西吗——还是他们的食欲欺骗的自己？  
糖如何帮助你使自己的食欲和身体实际所需相符合？

问：有可能养成吃得少的习惯吗？

答：是的，有可能。有时，人们会把饥饿-需要食物，以及食欲-对食物的渴望混淆。你可以训练你的食欲，降低食欲，让它和你对食物的真正需求相吻合。这是控制体重的一个自然的方法。

问：怎么开始最好？

答：知名营养学家建议：吃你自己习惯吃的食物，饮食多样化。只要减少食用量就可以了。这个计划可能需要加入一些糖，来为身体供能，帮助你减少食量。

问：糖怎么能让你吃更少的食物，却仍然感到满足？

答：科学证明，糖比任何食物都能更迅速地满足食欲。所以，当母亲希望孩子能多吃饭的时候，一般在饭前就禁止他们吃糖果。如果你想吃得少，就可以利用这个优势，用糖来帮你减少摄入卡路里。

问：糖有助于满足人体基本营养需要吗？

答：是的。碳水化合物，如糖，是为身体各种活动供能的主要能量来源。如果饮食控制过于清淡，严格，能快速供能的食物太少，你就很容易感到疲劳。你的新陈代谢就会变慢。当你的新陈代谢变慢后，你燃烧的卡路里就少，从而无法实现减肥的目的。没有哪种食物，能比相同单位的糖，以更少的热量，更快速地为身体供能。

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问：人造甜味剂能帮助训练食欲吗？

答：不能。这些甜味剂只会让你感到甜，而不能给你提供你需要从糖中获取的生理上的满足，或能量。总体来看，有效、持久地体重控制，最自然的一个方式，就是在饮食中加入糖。

*一勺糖，只要有18卡路里——却能带给你浓浓的满足感！*

*没有哪种食物，能比相同单位的糖，以更少的热量，更快速地为身体供能。*

糖信息公司 纽约 5 纽约

*上面所有的陈述对甜菜糖和甘蔗糖均适合*

589

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# 作业



## 42、这是我身边的故事



*The intimate personal life story  
of the Duchess of Windsor...  
the American woman for whom  
a King of England  
gave up his throne!*

*This is my side  
of the story*

**A**s a Baltimore schoolgirl her endowments were definitely scanty. She was thin, in an era when a certain plumpness was most desirable. Her hair refused to curl. Her jaw was large and too pointed to be classic. Worst of all she was beset by girlish fears, despaired of ever attracting any boy's attention at a party or dance.

Yet Wallis Warfield grew up to become one of the most glamorous and talked-about women in the world. Her romance with a man who gave up an empire to marry her will never be forgotten.

In the March issue of *McCall's*—Wallis Warfield, Duchess of Windsor, writes her own true story of a fascinating life that has been the subject of international rumor and gossip for years.

Now, for the first time, she reveals the enchanting details of her childhood... the emotional problems she faced in her first two marriages... her unsuccessful attempt to become a career woman... her first meeting with David Windsor, Prince of Wales... and her reactions to a romantic destiny that moved the whole world.

March *McCall's* brings you the heart-stirring personal story of the Duchess of Windsor... a complete autobiography illustrated with hundreds of never-before-published photos of the fabulous people and places of the International Set.

Don't miss the story everyone has been waiting for... *This Is My Side Of The Story*, written by Wallis Windsor... in March *McCall's*. On newsstands now!

微信公众号: LBC333 #56001 advertisement

温莎公爵夫人，一个英格兰国王愿意为其放弃国王宝座的美国家女人的私密生活…

## 这是我身边的故事

作为巴尔的摩的女学生，她的天资有限。在那个以丰满为美的时代，她却很瘦。她的头发没有那种大大的波浪卷。而且，下巴又大又尖，真的不能算是古典美女。最糟糕的是，她的内心被少女的恐惧占据着，觉得自己永远无法在聚会，或舞会上吸引男孩的注意。

然而，她——沃利斯·辛普森，长大后却成了世界上最迷人，被人谈论最多的女性。她和一个宁愿放弃帝国，也要娶她为妻的公爵的浪漫爱情，将成为永远的佳话。

《McCall's》杂志3月份期刊中——沃利斯·辛普森，温莎公爵夫人，描述了自己精彩的真实生活，多年来关于她的生活，世界上有太多太多的谣言和流言蜚语。

现在，她第一次揭示了有关她的童年……她的前两段婚姻中面临的情感问题……成为职业女性道路上的失败与挫折……第一次与大卫·温莎，威尔士亲王的见面等的细节…以及她对自己感动了整个世界的浪漫命运的看法。

《McCall's》杂志3月份期刊，将带给你温莎公爵夫人振奋人心的私密故事…一部温莎公爵夫人完整的自传，还有数百张之前从未发表过的著名的人物和地点的照片。

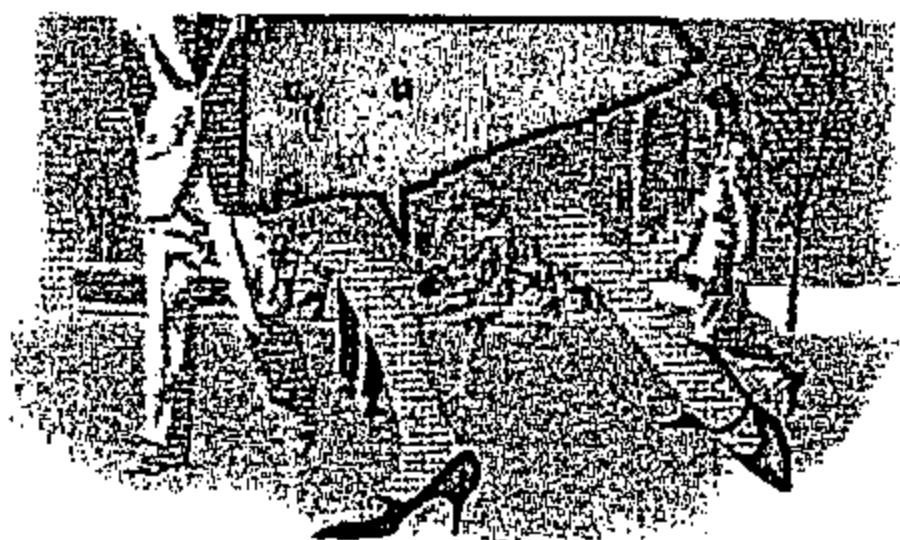
不要错过这个人人都很期待的故事…温莎公爵夫人撰写的《这是我的故事》…《McCall's》杂志3月份期刊，现在各大报摊都有售！

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# 作业

## 43、说到走路...男人说的多,但是女人走得更多

*Tired legs?  
Here's a new way  
to beat  
the problem.*



On the subject of walking...  
men talk more but women walk more

**B**or, I'm tired," cries the weary golfer or business man as he slumps into the nearest chair. "Been on my feet all day!" This calls for immediate sympathy from his wife, a cooling drink, and a plunge behind the evening paper. The fact is that his wife, and his secretary, generally walk more miles a day than he does. Fortunately, this top secret leaked out and the country's largest hosiery manufacturer did something about it.

Support stockings have been on the market for years but were so heavy and unbecoming that most women wouldn't be caught dead in them. This is where Burlington Hosiery stepped in.

Burlington developed sheer support stockings that are the fashionable answer to leg fatigue. Made of ail-nylon, they stretch for perfect fit

and support the legs firmly, gently. The soft cotton soles give double-cushion comfort.

Burlington Support Stockings are a heavenly boon to every woman who is on her feet a lot. For housewives, business women, nurses and pregnant women, these stockings give comforting, day-long support—and are so sheer that no one else knows that you're wearing them!

Burlington Support Stockings sell for \$4.95 a pair, and are economical because they last longer than several pairs of ordinary sheer nylons. Send for new, free brochure. Burlington Hosiery Company, Box D, 666 Fifth Avenue, New York 19, N. Y.



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A Division of Burlington Industries

#59001

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腿太累?下面的方法为你解决这个问题。

## 说到走路...

### 男人说的多，但是女人走得多

“天哪，我太累了，”疲倦的高尔夫球手或商人，一屁股坐在离他最近的椅子上。“走了一天啦！”这立刻获得了妻子的同情，为他端来了一杯冷饮，奉上了一份晚报。

事实上，他的妻子和他的秘书，每天通常走的路都比他多。为什么她们不累呢？很幸运，这个秘密终于被发现了，国内最大的针织品制造商对此做了一些研究。

市场上多年来，一直有售护腿长袜，但因为它太过厚重，不合身，大多数女人都不肯穿这样的袜子。因此，伯灵顿长袜应运而生。

伯灵顿长袜，既时尚，又能减缓腿部疲劳。纯尼龙材质，令双腿伸展自如，给双腿坚定又温和的支撑。柔软的棉底，又增加了脚底双倍的舒适感。

伯灵顿长袜，简直是献给整天忙碌奔波的家庭主妇的福利。对于家庭主妇，商业女性，护士和孕妇，伯灵顿长袜可以给与一整天舒适的支撑，而且它非常薄，没人知道你穿着它！

伯灵顿长袜，每双售价 4.95 美元，非常经济实惠，因为它比普通尼龙袜耐穿很长时间。来信给我们，就能免费索取小册子。伯灵顿针织品公司，D 信箱，666 第五大道，纽约

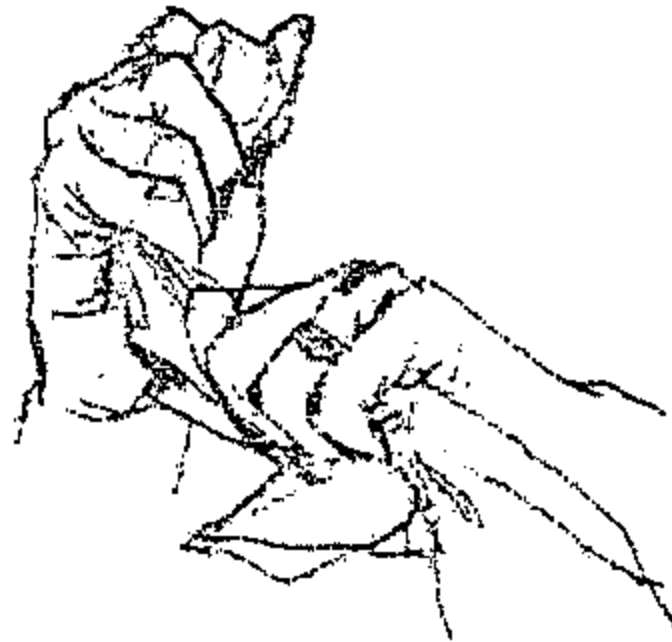
伯灵顿公司分公司

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# 作业

## 44、紧张是如何吞噬你的身体...

How tension  
taxes  
your body...



"A woman's work is never done." She's never able to relax completely from her responsibilities to her home and family. And on some days there's an unending series of little crises that, when added to her jumpacked schedule, bring on a lot of tension.

Tension is an insidious thing. You have one of those bad days and suddenly tension erupts. You're the victim of a miserable headache, taut nerves and muscles, queasy stomach.

When you're in the throes of such tension, you need more than a simple headache remedy to ease your pain, tight nerves and stomach jitters. To relieve *all three* of these symptoms, you need Bufferin.\*

The quick and potent action of Bufferin in relieving the pain of headache, tension's most nagging and

painful symptom, has been known for many years. And clinical studies prove that Bufferin works twice as fast as aspirin for millions—even faster for many others.

Equally important, stomach jitters are calmed by Bufferin with Di-Alminate,\* the exclusive stomach-soothing agent which only Bufferin adds to aspirin.

And, as Bufferin circulates through the bloodstream, it exerts an over-all calming effect on your body by helping to relax tense nerves.

Whenever you have one of those bad days and feel tension building up, take Bufferin—to relieve your headache, calm your nerves, and help soothe your jittery stomach.



\*Brinol-Mycin registered trademark for aluminum trisilicate and magnesium carbonate.

微信公众号: LBC333

#61001

## 紧张是如何吞噬你的身体...

“女人的工作永远做不完。”她永远无法从对家务，家人的责任中完全放松下来。而且，在某些天还会有许许多多的关键时刻，使得她本来就紧凑的日程安排变得更紧张了，进一步增加了她的压力。

紧张是一种隐患。当你某天过得特别糟糕时，紧张就可能突然袭来。你可能会因此出现头痛，神经紧张，反胃等症状。

当你经常在紧张的困扰中挣扎时，你需要的不仅仅是简单地治疗头痛，神经紧张，反胃等症状，要缓解以上3种症状，你还需要百服宁®。

百服宁能快速、有效地缓解头痛，以及紧张引起持续，痛苦症状的功效，多年来为人们熟知。临床研究证明，百服宁对很多人来说，比阿司匹林的效果快2倍，甚至更多。

同样重要的是，胃不舒服，可以用我们独有的，添加了百服宁的一种阿司匹林来缓解。

随着百服宁在血液中循环，它能给身体带来全面的镇静作用，帮助放松紧张的神经。

当你感到紧张，不舒服时，可服用百服宁来减轻你的头痛，镇定你的神经，帮助缓解你胃部的不适。

*\*布里斯托尔-迈尔斯铝和镁碳酸盐注册商标。*

659



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# 作业



**“我不清楚你是怎么做到的”**  
**“这辈子见过的最划算的交易”**  
**“从来没有这么物超所值”**  
**“妙不可言”**  
**“我带着这些书旅行了数千英里了”**

数百页的《国家地理杂志》中,充满了这套美丽的《小皮卷》购买者比上面更加热情洋溢的评价。但还有一个更让人印象深刻的“无声投票”。那就是,已经有将近 2000 万套《小皮卷》,被各行各业爱书人士所购买。每卷都享 30 天零风险退款保证。卖出去的这 2000 多万本书,都可以被退回,并拿到退款,但是没有一个人这么做:没有什么比这更能让人相信这套书的非凡价值了!

这个提议是不是太好了,你都觉得不敢相信?

想想,购买 30 卷《小皮卷》,里面全是最伟大的文学杰作,只要 2.98 美元。这些作品,包括,如莎士比亚、吉卜林、史蒂文森、爱默生、坡、柯勒律治、彭斯、奥玛开阳、麦考利、林肯、华盛顿、奥斯卡·王尔德、吉尔伯特、朗费罗、德拉蒙德、柯南道尔、爱德华·埃弗雷特黑尔、梭罗、丁尼生、勃朗宁等等不休作家的经典作品。每卷都有完整的内容,精美的包装,包装外面的浮凸,使包装看起来非常像皮革,专家甚至都无法区分。整套包含超过 3000 页。甚至我们出版社的朋友,都非常惊讶,我们是怎么做到的。答案很简单:因为我们一次印刷 100 万册。

### 退款保证

没有任何文字, 或图片, 能恰到好处地描述这本书。你必须亲眼看看。如果你还有一点怀疑, 我们可以给你邮寄这 30 套书, 包退。你现在不用支付任何费用——只要邮寄下面优惠券, 或给我们来信。当你收到书后, 只要给快递员支付 2.98 美元, 加邮费——如果你看后, 有一丁点的失望, 你都可以把它回寄给我们, 我们不仅会退还 2.98 美元给你, 而且邮费也会退给你。

### 如果你立即订购 还能免费获得吉卜林 4 套书!

如果你立即订购, 我们还会额外赠送 4 套吉卜林的书籍给你。这 4 套书包括: 《吸血鬼》、《各种各样的人》、《人力车怪影》、《权力的会议》、《伊姆雷归来》、《通道尽头》、《小牛的叛乱》、《我自己的真实鬼故事》等。

小皮卷公司 纽约市 354 街道 123 部门

请给我邮寄 30 卷精装《小皮卷》(外加 4 卷吉卜林免费书籍)。我将支付快递员 2.98 美元+邮资。我知道, 如果这套书没有在各方面达到我的预期, 我有权在 30 天内退回, 并拿到全额退款。而且, 我知道, 这套书只要 2.98 美元+邮费, 没有其他任何费用。

注意: 我们还有一套和这本书配套的手工制作的铜书立, 市场售价 2.00 美元, 我们只要 49 美分。如果需要, 请在此处打【】。

姓名\_\_\_\_\_

地址\_\_\_\_\_

城市\_\_\_\_\_州\_\_\_\_\_

(美国以外的地区订购需 3.50 美元)

1037

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## 作业

## 46、斯图贝克汽车

# Advantages of Low Tension Magneto and Make-and-Break Spark as Employed on the Model H STUDEBAKER

*"The Automobile with a reputation behind it."*

WE have amply demonstrated, during the past season, that the ignition system as employed on our new Model H Car is absolutely reliable and effective.

The Simms-Bosch low tension magneto, which we use to furnish the current for our make-and-break spark, gives an extremely large and hot spark in each cylinder.

This is the identical type of magneto employed on the winning cars in the recent Vanderbilt international road races, and when gear driven, as in the Studebaker car, we have found its service to be practically perfect.

In furnishing the current for the make-and-break spark with our low tension magneto, less than two feet of wiring is required, short circuiting troubles are avoided and spark-plug annoyances are eliminated.

All the controlling mechanism of our ignition system is located on the top of cylinders and is readily accessible.

Every part of the Studebaker Car is the result of long and painstaking experience. Our improvements have all been for better service, not for exploitation.

See our exhibit at the New York and Chicago shows.

STUDEBAKER AUTOMOBILE CO., South Bend, Ind.

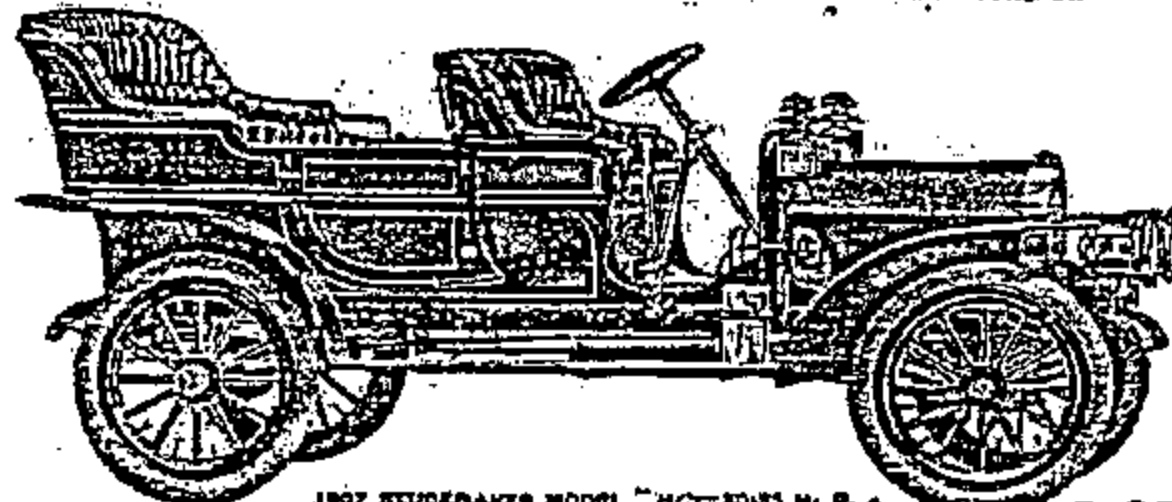
*Members Association of Licensed Automobile Manufacturers.*

### SELLING AGENCIES:

BOSTON, MASS.: Finner Motor Car & Supply Co.  
PHILADELPHIA, PA.: Tenth, Lucas & Co.  
BALTIMORE, MD.: Auto Supply & Service Co.  
WASHINGTON, D. C.: National Automobile Co.  
CLEVELAND, OHIO: Central Automobile Co.  
TOLEDO, OHIO: Kirk Bros. Automobile Co.

### REPOSITORIES:

NEW YORK CITY: Studebaker Bros. Co. of New York.  
CHICAGO, ILL.: Studebaker Bros. Mfg. Co.  
SAN FRANCISCO, CAL.: Studebaker Bros. Co. of California.  
KANSAS CITY, MO.: Studebaker Bros. Mfg. Co.  
PORTLAND, ORE.: Studebaker Bros. Car Northwest.  
SALT LAKE CITY, UTAH: Studebaker Bros. Co. of Utah.  
DENVER, COLO.: Studebaker Bros. Mfg. Co.  
DALLAS, TEXAS: Studebaker Bros. Mfg. Co.



1907 STUDEBAKER MODEL H  
PRICE \$2,700-\$3,000, ACCORDING TO EQUIPMENT

公众微信号: LBC333

## 斯图贝克汽车

### H型号使用的低压磁发电机和电流断续器的优势

#### “一款有声誉的汽车”

我们已经充分证明，在过去，我们新H型汽车采用的点火系统，是绝对可靠，并且有效的。

我们目前用来闭开触点打火的希姆斯博世低压磁电机，能在每个气缸中提供强大的火花。这是最近范德比尔特国际公路比赛中，获胜的大多数汽车都使用的低压磁电机类型，当齿轮驱动时，如斯图贝克汽车，我们发现它几乎是完美的。

在闭开触点打火装备上使用我们的低压磁电机，需要不到两英尺的线路，避免了短路问题和火花塞烦恼。

我们的点火系统中，所有的控制机制，都位于汽缸顶部，取放方便。斯图贝克汽车的每一部分，都经过了漫长而艰苦的考验。不断改进，为的是给车主提供更好的服务，而非为了抬高价格。

我们将在纽约和芝加哥进行展览，欢迎前来参观。

#### 印第安纳州 南湾 斯图贝克汽车公司

汽车制造商协会成员

##### 销售公司

波士顿，马萨诸塞州：普伦蒂斯汽车&配件供应有限公司  
费城，宾夕法尼亚州：蒂特曼·利往公司  
巴尔的摩，马里兰州：汽车供应&仓储公司  
华盛顿特区：国家汽车有限公司  
克利夫兰，俄亥俄州：中央汽车有限公司  
托莱多，俄亥俄州：柯克兄弟汽车有限公司

##### 供货公司

纽约：斯图贝克兄弟纽约公司  
芝加哥：斯图贝克兄弟制造公司  
旧金山，加利福尼亚州：斯图贝克加州公司  
堪萨斯城，密苏里州：斯图贝克兄弟制造公司  
波特兰，俄勒冈州：斯图贝克兄弟西北公司  
盐湖城，犹他州：斯图贝克兄弟西北公司  
丹佛，科罗拉多州：斯图贝克兄弟西北公司  
达拉斯，德克萨斯州：斯图贝克兄弟公司

1907 斯图贝克“H”型—30-35 H.P.  
价格 3700美元——5000美元 据车型而定 1063

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## 作业



# 47、这周，全美国人都去领膨化谷物了

The Literary Digest for May 29, 1915

1283



## All America This Week Helps Itself to Puffed Grains

Full-Size Package Free  
At Your Grocer's

This week your grocer will accept this coupon for a package of Puffed Wheat. Not a sample, but a full-size package. We will pay him 12 cents for it.

All over America—in every town and hamlet—grocers are waiting for these coupons now. Cut out this one and present it. There are no conditions—there will be no obligation. Let your folks enjoy Puffed Grains tomorrow at our cost.

**Puffed Wheat, 12c** Except in  
Extreme  
West  
**Puffed Rice, 15c**

### Whole-Wheat Bubbles

You will find that package filled with bubbles—dry, thin and flaky—puffed from grains of wheat.

The grains are roasted by a special heat until they taste like roasted nuts. They are puffed to eight times normal size by internal steam explosions. They are porous and fragile and crisp.

They are fitted for digestion as grains never were before. Prof. Angelsen's process—chucking them into a hot blast of every grain into pieces. Every element and atom is made available as food.

Millions enjoy Puffed Grains morning, noon and night. They serve with cream and sugar—dry, plain, crisp with berries—they float them in bowls of milk. And countless children when at play carry Puffed Grains with them.

This offer is made to let other millions know them. We want your folks included.

**The Quaker Oats Company**  
Sole Makers

微信公众号: LBC333

### Here's a 12c Coupon

Present this coupon to your grocer. He will give you for it a 12-cent package of Puffed Wheat. That's enough for your little dishes—your delightful meals.

We make no requirements whatever. This is done to show you what Puffed Grains mean to people. Then you will realize that nothing else offers such attraction.

Accept this invitation. Cut out the coupon now. Not because it is worth 12c, but to know what Puffed Grains are. There will be many a time when you and yours will be glad you found them out.

### SIGN AND PRESENT TO YOUR GROCER

Good in United States or Canada Only

This coupon entitles you to receive from your grocer a 12-cent package of Puffed Wheat.

#### To the Grocer

We will pay you 12 cents for this coupon when it is presented to us by your grocer. Please do not cash this coupon at any other place.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Date \_\_\_\_\_

This coupon not good if presented after June 25, 1915. Grocer must send all redeemed coupons to the Quaker Oats Co.

NOTE: Any person is entitled to present this coupon to his grocer. If your grocer should be out of stock, please get the coupon from the nearest Quaker Oats Co. office. The coupon is good in all states, for cash and goods.

12-Cent Coupon

## 这周，全美国人都去领膨化谷物了

### 商店为你免费留了整整一包

本周，拿着这个优惠券，你就可以去商店领取一包膨化谷物。不是品尝装，而是一整包。我们会替你给商店老板支付 12 美分。

全美国——每个镇，每个小村庄——的商店里，都能凭优惠券进行兑换。剪下它，并向店员出示。没有任何附加条件——你没有任何义务。让你的家人明天就能品尝到这种美味的膨化谷物，我们为你买单。

膨化小麦	12 美分	除极偏远的西部地区以外
膨化大米	15 美分	

### 全麦泡泡

你会发现一整包由小麦谷物膨化而成——轻而薄的谷物泡泡。

谷物经过极度的高温烘烤，最后尝起来和坚果一样。体积通过内部蒸汽膨胀，比正常膨大了 8 倍。最终变得多孔，香脆。

它们是目前最容易消化的谷物。安德森教授——从枪里射出的食物——把食物的每个细胞膨化，使得它容易被消化，吸收。

现在，许许多多的人，早晨，中午，晚上，都享用着这种膨化食物。他们在里面添加奶油和糖——并和多种浆果混合——加入牛奶一起食用。

这个提议，是为了让其他更多更多的人知道这种谷物。我们也希望你们能接受这个提议。

下面是 12 美分优惠券

向店员出示这张优惠券。他就会给你一盒 12 美分的膨化小麦。  
能做 10 顿饱饱的美餐——10 顿美味的美餐。

我们没有任何要求。我们这么做，是为了向你展示膨化谷物对人们来说，意味着什么。之后，你就会意识到没有什么东西像它一样，有如此大的吸引力了。

接受这份邀请。马上剪下优惠券吧。不仅是因为它价值 12 美分，而是因为它可以让你知道膨化谷物是什么。你和你的家人以后一定会感激你做了这个决定。

**签名，并把它展示给店员**

*仅限美国或加拿大地区*

此优惠券证明我的合作商家，接受了这份兑换 12 美分膨化小麦的优惠券。

姓名\_\_\_\_\_

地址\_\_\_\_\_

**致店家**

你把这张有顾客签名的优惠券寄给我们，并承诺同意我们声明的条款，我们就会给你退补 12 美分。

芝加哥 桂格燕麦公司 日期.....1915

**本优惠券有效期截止 1915 年 6 月 25 日**

**店家必须在 7 月 1 日之前，寄回这些优惠券**

注：一个家庭只能使用一张优惠券。如果你去的商店，膨化小麦，或膨化大米赠送完了，你可以保留优惠券，直到他重新进货。因为，我们为每个供应商都准备了充足的货源，所以他很快就会拿到新货。

桂格公司 唯一制造商 (803)

1067

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# 作业

## 48、如何在广告业赚取财富

### How Fortunes Are Made in Advertising

There never was a time when so much money was made in so many advertised lines as now.

So many advertisements are worth reading now that people have learned to read them.

Never did paid advertising win so easily.

Never was paid advertising so certain to fail.

Never was it so much an art and a science as now.

There are no times like this in history.

Success goes hand in hand with the qualified.

That's why we spend more on our copy department than in any other part of the business.

The head of this department, Mr. Charles C. Hughes, receives \$1,000 per week.

A responsibility in advertising.

But Mr. Hughes has made more money for advertisers in more different lines than any other man in the world.

His experience, as a salesman in print, is unsurpassed.

Mr. Hughes supervises all of the copy which goes out from this agency.

With Mr. Hughes are some of the finest advertising men in America.

Some of them we have picked out, in the course of years, by the brilliant results we have seen them accomplish.

And we want more of them.

We want those men who have shown the greatest results, regardless of what we must pay them.

This department is not an expense—added to the cost of doing business.

There are many agencies now by making their pay.

They create advertising which would never exist save for their ability.

It is easier for us to develop business in this way than to pay men to do it.

Our Advisory Board

Our Advisory Board consists of twelve men, all masters of advertising.

Each is a man of vast experience and of proven ability.

Mr. Hughes is at the head of it.

Before the whole Board comes each campaign which we undertake for a client.

For instance, the copy, the campaign, the accounts are worked out in detail before.

They are worked out by men who, in the matter of advertising, know some things now every day.

I don't see how we can ever get the results of all we have done.

Such is the power of success.

Yes, we handle advertising in the most expert's organization.

On experienced copywriters, on artists with possibilities, we frequently exceed our limits and ourselves in making them out.

Our people are men who have made a name for themselves, because we have made a name for them.

This is the service which you can count on the service of our agency.

And that's what it means if it multiplies your results.

How to Make Advertising

as Safe as a Bond

Let us decide first, if you are in the business, what your problem is.

You are welcome to their advice.

They have covered more things, in more different ways, than any other set of men in America.

They are ready to be paid.

If what you want is possible, we will tell you how to accomplish it, and will not let a single day pass.

If it is newspaper advertising, we shall suggest which up to date.

If magazine advertising, we may say you are a few months.

The experience, practice, and cost of the times our customers. But, when we are clear, you'll know.

What we do in the world can be done in the business, and the profits will be in proportion.

The law of success is sure. When you expand, you will be standing your money on an absolute certainty.

We hope that the man who has the right article can suggest both of them.

Please think what it means. You ask, at the time, is a price.

Any man is irrefutable. We don't give you and therefore to that they are not to be paid.

If you succeed in those six points, a single company can make it bring you in within a year.

This is how business is made in advertising.

Not by hunting for unproved efforts.

Not by trying to force the market when we've learned to 35 years.

Advertising today demands all the ability of all the experience of men's wisdom.

Business has been failed, and failed.

Don't trust anything. Success means the end.

To the Successful

We seek, too, those who are a really successful.

Those who want to know what better than our method men can work out for them.

Those who seek new viewpoints.

Those who wish to know what they are getting the best of their possibilities.

Our proposal to them is this:

Contract, if you wish, your present business. We give us a few weeks or a few months.

Let us bring to bear, in every way, the force of our ability. Then, at the end of the time, we discuss your success.

That is the only way. Others may say, "We are not as good as we are." The field is full of such men.

But there is one individual who never can—the person of proved results.

We enter our case book. What's your?

...

Please get our new campaign 1924 while you think of it. Send it to get the book "Safe Advertising" and a complete outline of our advertising powers.

Then judge for yourself if you need it.

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LORD & THOMAS

NEWSPAPER, MAGAZINE AND OUTDOOR

ADVERTISING

CHICAGO, ILL. LBC333

ALL TRACTS 500 BLDG.

NEW YORK

CHICAGO, ILL.

CHICAGO

## 如何在广告业赚取财富

从没有哪个时候像今天这样，广告众多，利润丰厚。

如今，值得阅读的广告不计其数，人们已学会欣赏。

优秀广告从没像今天这样，能如此轻松地取得成功。

低劣广告从没像今天这样，注定会失败。

如今，才能成了急需品，而经验也是必备之物。

这绝不是外行人生存浑水摸鱼的时代。

-----

今天，成功只属于有资格之人。

正因如此，我们投在文案部的资金高于其他任何部门。

文案部经理，克劳德 C·霍普金斯先生，每周的薪资为 1000 美元。

该薪资创下广告业历史记录。

但是，霍普金斯先生为广告商赚取的利润，其广告所涉及的产品种类，比其他任何人都多。

作为广告业的一名销售人员，他至高无上的地位不可否认。

从本公司发出的所有文案，都要经过霍普金斯先生的审查。

-----

霍普金斯先生的团队中，有一些美国最资深的广告人。

这些人，是我们经过多年观察，跟踪他们所取得的出色成果，而精心挑选出的。

我们还希望拥有更多的像他们这样的人。

我们需要那些已取得最好成果的人，不管这意味着我们要支付多高的薪酬。

文案部不是一项经济负担——不管是对我们还是对我们的客户。

这些人为老客户带来成功，促进其成长。

他们用自己的才华，撰写出史无前例的优秀广告。

对我们来说，用这种方式发展业务，比雇人去寻求新客户更划算。

### 我们的咨询委员会

我们的咨询委员会由 16 人组成，个个都是广告大师。

每个人都有着丰富的经验和经证实的能力。

霍普金斯先生是委员会领导。

每个供客户实施的广告方案，都是经过整个委员会商讨而决定的。

广告方法、文案、媒介、方案都是通过开会讨论而决定的。

委员会的成员们，在广告业的起伏动荡中，每天都能有新的体会和感悟。

这样，我们综合所学的所有知识，得到的所有教训，解决新问题。

这就是成功的必然之道。

—————

然而，我们承接广告时，收取的是和其他广告公司一样的佣金。

在为有潜力的产品，设计试验广告时，我们常常花费十倍的佣

金。

只有在我们为客户赚取利润，使他们扩大广告投入时，我们才能赚取利润。

这种出色服务的费用，绝不高于次等人物为您提供的劣质服务。

想一想，如果该服务能使您的成功翻倍，这意味着什么。

### 怎样使广告像债权一样安全

首先，请让我们判断，您的产品是否有更大的潜力。把您的问题交给我们咨询委员会的 16 位成员。

您可以随意询问他们的意见。

他们所涉及的广告种类，所用的广告方法，比美国其他的任何团队都多。

他们提出的意见很可能是对的。

如果您期望的目标有可能达到，我们会告诉您风险很小的方法。

如果是报纸广告，我们可能建议先选取 6 个城镇做实验。

如果是杂志广告，我们可能会建议试用几家不同的媒介。

也许，该实验会花费我们十倍的佣金。但是，当我们结束之时，您会明白。

我们在 6 个城镇所做的广告，可以在 6000 个城镇内做，而且会有相应比例的利润。

平均法则确定无疑。在您扩大广告时，您投入的资金将是绝对安全的。



我们希望所有拥有合适产品的人，都不要错过这一服务。

请想想它的意义。您的风险再高，也是微不足道。

您不会有任何损失。如果我们无法让产品产生利润，就决不会投入时间和精力。

如果您在那 6 个城镇中取得成功，那么在您面前的，是为您带来同样成果的国家。

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这就是广告业赚取财富的方法。

不是通过盲目的努力。不是试图亲自学会我们用 35 年才掌握的知识。

今天的广告业，需要才华出众、经验丰富的专业人才。

聘请您所知道的最佳人才。不要相信平庸之辈。成功很重要。

### 致成功人士

同时，我们也寻求那些已经成功的顾客。

那些希望了解我们出色的工作人员，能为其提供哪些更好点子的人。

那些寻求新观点的人。那些希望确保最大程度挖掘自身潜力的人。

我们对他们的提议是：

如果您愿意，那就继续维持您目前的合作关系。但请给我们几个城镇，或几家媒介。

让我们在某些小范围内，让您听到我们的能力。然后让结果决定谁应该成为您的广告代理。

这是唯一的方法。其他人的说辞可能和我们一样精彩。广告业到处都是劝说新客户的能手。

但是有一个“法庭”是永不会出错的，那就是“跟踪到的结果”。

我们把我们的案子交给那个法庭，您呢？

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请剪下这张优惠券——在您还能想起它的时候。把它寄出以索取我们的《安全广告》——该书精彩地展示了我们的广告能力。

然后，请您亲自决定，您是否需要我们。

### 友情提示

请寄至洛德暨托马斯广告公司，芝加哥办公部，索取《安全广告》这本书。

请写明姓名、地址和企业名称，还有申请人在该公司中的职位。

第二国民银行大厦 纽约	<b>洛德暨托马斯公司</b> 报纸、杂志和户外广告	楚德大厦 芝加哥
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# 作业

## 49、学校的孩子教给科学家关于蛀牙的一堂课



*This "homework" was fun — but it was also an important experiment in dental health.*

### The School Children Who Taught Scientists A Lesson About Cavities

By Marguerite Higgins  
Noted Journalist and Pulitzer Prize Winner

RECENTLY, youngsters in Blomington, Minnesota, schools were given mighty unusual "homework." What's more — they enjoyed it!

The assignment: to brush their teeth every day with a "mystery" toothpaste.

Dental hygienists handed out the toothpaste at school, to be sure each pupil did his "homework" with the right kind. Half the children got a toothpaste marked "H," half, a toothpaste marked "E."

At the end of one year, scientists from the health department went from school to school and examined the youngsters' teeth.

Afterwards, the scientists revealed what the project was all about — and the good news they had learned.

Toothpaste "H" was ordinary toothpaste. But toothpaste "E" was a new decay-preventing toothpaste, containing stannous fluoride — now known as Crest with Fluoristan.

*And the lucky children who brushed with Crest had far fewer new cavities than the others.*

In fact, many of the "Crest kids" developed *no new cavities at all* (the happy situation dramatized by Norman Rockwell on the opposite page).

These results confirmed years of testing at a famous university — in which Crest cut tooth decay drastically for grownups as well as children.

For instance, in one typical test, adults who brushed with Crest had 42% fewer new cavities than those who used ordinary toothpaste.

This reduction in decay is possible, scientists explain, because of Crest's stannous fluoride formula, Fluoristan. It enables Crest to strengthen "soft spots" on teeth, and stop them from turning into cavities.

I think there's a lesson for all of us in the impressive record against cavities set by this new toothpaste, Crest.

*A Dental Health Message from Procter & Gamble, makers of Crest Toothpaste.*

这个“家庭作业”很有趣——但它也是对牙齿健康非常重要的一个实验

## 学校的孩子

### 教给科学家关于蛀牙的一堂课

来自: 玛格丽特·希金斯  
著名记者 普利策奖获得者

最近, 明尼苏达州布卢明顿学校的学生, 收到了一份十分不寻常的“家庭作业”。更重要的是——他们非常享受这份作业!

这个作业就是: 每天用一种“神秘的”牙膏刷牙。

为了确保每个学生都能用对的牙膏完成这个“家庭作业”, 牙科保健专家特意给学生发放了牙膏。一半儿童使用带有“H”标志的牙膏, 一半使用带有“E”标志的牙膏。

一年后, 卫生部门的科学家对每个学校儿童的牙齿进行了检查。

之后, 科学家们揭示了该实验的目的——以及他们通过该实验得到的好消息。

标志为“H”的牙膏, 是普通牙膏。标志为“E”的牙膏是一种新型的防蛀牙牙膏, 含有氟化亚锡——就是我们现在所知道的佳洁士氟化亚锡牙膏。

实验中, 用佳洁士刷牙的幸运儿童, 比另一部分儿童的新增蛀牙要少的多得多。

事实上, 很多用佳洁士的儿童, 完全没有再新增蛀牙(而通过和使用普通牙膏的另一部分儿童的对比, 更突出了这种新型牙膏的优势)。

这些结果证实了某知名大学几年的测试结果——佳洁士预防蛀

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牙方面，对儿童，均有显著效果。

比如，在某个典型测试中，用佳洁士刷牙的成人，比用普通牙膏刷牙的成人，得蛀牙的人数减少了 42%。

专家说，蛀牙能减少这么多，完全是有可能的，因为佳洁士采用了氟化亚锡配方。它使得佳洁士能够强化牙齿上“脆弱”的地方，防止它们变成蛀牙。

我相信，这个令人印象深刻的新型牙膏——佳洁士抗蛀牙实验，会给大家上一节意义深刻的课。

——一则来自宝洁公司——佳洁士制造商的牙齿健康信息

537

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# 作业

## 50、一个班 57 个学生，是如何通过刷牙，让自己的牙齿变健康的



*All during their freshman and sophomore years, college boys and girls used "mystery" toothpaste—with spectacular results*

### How The Class Of '57 Brushed Their Way To Healthier Teeth

By Marguerite Higgins

*Noted Journalist and Pulitzer Prize Winner*

"Which toothpaste are you using? Mine's Toothpaste B."

"I've got Toothpaste C—and I wish I knew what's in it."

Conversations like this were frequent among the students at a Midwestern university from 1953 to 1955. A large part of the class of '57 had volunteered to brush solely with two toothpastes, known as "B" and "C."

What the students did not know was that one of the toothpastes, now named Crest with Fluoristan, contained stannous fluoride. The other was ordinary toothpaste. The test was one of a series directed by dental scientists seeking a better way to prevent tooth decay.

I think you'll agree they succeeded.

The students who brushed with Crest had 42% fewer new cavities at the end of the first year, compared with those who used ordinary toothpaste.

And the second year's results con-

firmed that brushing with Crest with Fluoristan had brought about a major reduction in new cavities.

To me, there are two particularly impressive things about these results.

First, they reveal Crest's remarkable ability to prevent decay during the teen years—the very years when cavities are at their height.

Second, they show that Crest provides steady, long-range protection against cavities—in this case, over a full two-year period.

Crest's success is due to its unique ability to strengthen weak parts of the teeth, called "soft spots," and stop them from turning into cavities.

Indeed, like the gleeful youngster dramatized by Norman Rockwell on the opposite page, many a teen-ager who brushed with Crest has heard the dentist report—

"No new cavities this visit!"

*A Dental Health Message from Procter & Gamble, Makers of Crest Toothpaste*



大一、大二期间，这些男孩和女孩使用了一种“神秘”的牙膏——取得了惊人的结果

## 一个班 57 个学生 是如何通过刷牙 让自己的牙齿变健康的

来自：玛格丽特·希金斯  
著名记者 普利策奖获得者

“你用哪种牙膏？我用的是标有 B 的那种”

“我用的标有 C 的牙膏——我真希望自己知道里面有什么。”

从 1953 年到 1955 年，在中西部大学，你经常能听到这样的对话。一个班级的 57 个学生中，很大一部分都自愿只用标有“B”和“C”的两款牙膏刷牙。

学生们不知道的是，其中一款牙膏，现在被称为佳洁士，包含氟化亚锡。另一个则是普通牙膏。这个测试是牙科学家为了寻找预防蛀牙的更好方法，而进行的一些列测试之一。

我想你也一定相信，他们最后取得了成功。

第一年结束后，用佳洁士刷牙的学生，比用普通牙膏刷牙的学生，得蛀牙得人数减少了 42%。

第二年结束后，用佳洁士刷牙的学生，产生新蛀牙的人数更是大幅度下降。

对我来说，这个结果给了我两点深刻影响。

首先，它揭示了佳洁士预防青少年——蛀牙发生高峰期——蛀牙的强大威力。

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其次，通过整整两年的测试，显示了佳洁士能长期，稳定的对抗蛀牙。

*佳洁士的成功，取决于它能够强化牙齿上“脆弱”的地方，防止它们变成蛀牙的强大威力。*

事实上，通过和使用普通牙膏的另一部分儿童的对比，更突出了这种新型牙膏的优势，很多用佳洁士刷牙的青少年——

“再也没有发生过蛀牙！”

——*一则来自宝洁公司——佳洁士制造商的牙齿健康信息*

539

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# 作业

## 51、从来不做蛀牙填充的牙科诊所



*It puzzled most everyone  
in Bloomington, Indiana—  
but it pointed the way  
to far less tooth decay*

### The Dental Clinic That Never Filled A Cavity

By Marguerite Higgins

*Noted Journalist and Pulitzer Prize Winner*

"Don't you ever use a drill, doctor?"

The scientist smiled down at the patient in the chair. "Not in this clinic."

"But suppose you find I have a cavity. What will you do about it?"

"We'll refer you to your dentist," was the answer. "Our only purpose is to study a new way to *prevent* cavities."

The clinic's job, the dental scientist continued, was to test a new stuporous fluoride toothpaste—now called Crest. By examining the teeth of thousands of volunteer brushers, the clinic could find how well Crest prevents decay.

Today, the results of the clinic's tests are a matter of scientific record. *Crest cut cavities almost in half, compared with ordinary toothpaste—for both grownups and children.*

Putting it another way, the brushers who used ordinary toothpaste developed nearly twice as many cavities as those who used Crest.

In fact, many people who brushed with Crest were found to have no new cavities at all between checkups at the clinic. This wonderful result has been dramatized by Norman Rockwell on the opposite page.

What makes these remarkable results possible? I'm told that, unlike ordinary toothpastes, *Crest strengthens "soft spots" on teeth against decay.* Soft spots are weak places where cavities are likely to start.

Now, because of Crest, you may find that your dentist, too, has less need to use his drill.

\* \* \*

*If you use Crest, you can make a simple test of its anti-decay ability—with the help of your dentist. Ask him to compare your cavity record before you started using Crest with your cavity record since. You can see how much less decay Crest has meant for you.*

*A Dental Health Message from Procter & Gamble, makers of Crest Toothpaste*

#58001

虽然结果让印第安纳州的大多数人都感到困惑——但是，它指明了少得蛀牙的方法

## 从来不做蛀牙填充的牙科诊所

来自：玛格丽特·希金斯  
著名记者 普利策奖获得者

“你难道没有用过攻牙钻头吗，医生？”

科学家朝坐在椅子上的病人笑了笑，“在这个诊所，我们不用攻牙钻头。”

“但是，如果你发现了蛀牙，你会怎么做？”

“我们会建议你去看你的牙医，”科学家回答道。“我们唯一的目标就是，研究一种新的方法，来预防蛀牙。”

这个诊所的工作就是，测试一种全新的含氟化亚锡的牙膏——现在被称为佳洁士。通过检查成千上万的志愿者刷牙用的牙膏，该诊所能找出佳洁士的防蛀牙效果有多好。

如今，该诊所的测试，得出了新的牙科学记录。佳洁士和普通牙膏相比，能让蛀牙发生率减少几乎一半——不管是对成人，还是对儿童。

换句话说，用普通牙膏刷牙的人，得蛀牙的几率几乎是用佳洁士的人的2倍。

事实上，根据该诊所跟踪调查，很多用佳洁士刷牙的人，后来都完全没有再得过新的蛀牙。而通过和使用普通牙膏的另一部分儿童的对比，更突出了这种新型牙膏的优势。

是什么让佳洁士有这么显著的效果呢？牙科学家告诉我，和普通牙膏不同，佳洁士能够强化牙齿上“脆弱”的地方，而这些地方

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正是很可能发生蛀牙的区域。

如今，因为佳洁士，你可能会发现，你的牙医也很少用到自己的攻牙钻头了。

\* \* \*

把你的地址和姓名，另附 10 美分，邮寄到俄亥俄州，辛辛那提，宝洁公司牙科研究主管部门 F-4，182 信箱，即可获取 30 页的内容丰富，插图精美的小册子《如何保护你的牙齿》。

——则来自宝洁公司——佳洁士制造商的牙齿健康信息

542

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# 作业

## 52、孩子刷牙“敷衍了事”：我们该怎么办



*A discussion of importance  
for every mother who wants  
her children to have good teeth—  
now and when they grow up*

### “Lick-And-A-Promise”

## Toothbrushing: What To Do About It

By Marguerite Higgins

*Noted Journalist and Pulitzer Prize Winner*

Have you watched your children brush their teeth lately? How long did they spend at it?

Probably not long enough. Or often enough. Or thoroughly enough. Probably nothing like the two full minutes, three times a day that dentists recommend!

“Lick-and-a-promise” brushing like this is an open invitation to all the pain, heartache, and expense that tooth decay can cause.

What can you do about it? Well, the experts I consulted recommend two things.

First, set a good example for your children. Whenever possible, brush your own teeth right alongside them. This helps tell them how long and how well to brush.

Second, use Crest, the fluoride toothpaste. Crest with fluoride hardens tooth enamel, makes it far more “immune”

to damage by decay acids.

The fluoride in Crest works. It works in exactly the same way as the fluoride that so many dentists now “paint” on patients’ teeth to prevent decay.

And it works dramatically. Dental scientists at one of our leading universities proved that Crest can reduce new cavities by almost half.

In fact, your children may have *no new cavities* between examinations by the dentist—like many children who used Crest in the tests. This is the happy result dramatized by Norman Rockwell opposite.

Don’t you agree it’s worth it to form the same toothbrushing habits I’ve formed — regular, thorough toothbrushing with Crest?

Won’t you enjoy knowing that you’re doing your very best—for your children and for yourself?

*A Dental Health Message from Procter & Gamble, makers of Crest Toothpaste*

#58001



献给想让孩子现在，乃至将来都有一口好牙齿的妈妈们的这场讨论

## 孩子刷牙“敷衍了事”：我们该怎么办

来自：玛格丽特·希金斯  
著名记者 普利策奖获得者

你最近有没有看着孩子刷牙？他们刷牙时间多久？

可能时间不够长。或者刷牙次数不够。又或者，刷牙刷的不够彻底。可能他们没有按照牙医推荐说的，一天刷牙3次，一次刷2分钟那么做。

像这样“敷衍了事”地刷牙，就像是给蛀牙引起的头痛，心痛，以及高昂的费用敞开了大门。

那么，你该怎么办呢？我咨询的专家，给出了以下两点建议：

首先，给孩子做个好榜样。只要有机会，就和孩子一起刷牙。这样能让他们知道，刷牙要刷多久，要刷成什么程度。

其次，使用佳洁士，含有氟化亚锡的牙膏。含有氟化亚锡的佳洁士能坚固牙釉质，让它能“抵抗”酸性蛀牙物质的侵蚀。

佳洁士中的氟化亚锡的作用。氟化亚锡，和现在很多牙医给人们牙齿上喷的一种防止蛀牙的“牙漆”效果一样。

它的效果非常显著。国内一所著名大学的牙科学家证实，佳洁士能防止50%的新蛀牙产生。

事实上，和很多在佳洁士测试中，使用佳洁士牙膏的孩子一样，你的孩子用了佳洁士，也不会再有新的蛀牙产生。通过和使用普通牙膏的另一部分儿童的对比，更突出了这种新型牙膏的优势。

养成和我一样的刷牙习惯——定期，彻底地用佳洁士刷牙，是

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非常值得的，你同意吗？

你给了孩子和自己最好的牙齿保护，难道你不开心吗？

——一则来自宝洁公司——佳洁士制造商的牙齿健康信息

543

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# 作业

## 53、你是蛀牙宿命论者吗？



*If you had cavities the last time you saw your dentist, here's good news for you!*

### Are You A Fatalist About Cavities?

By Marguerite Higgins  
*Noted Journalist and Pulitzer Prize Winner*

How many times has it happened to you?

After the dentist has looked over your teeth, you hear him say—"Uh, uh, I'm afraid you've got a couple of brand-new cavities!"

And his drill swings into action.

"I guess I'm *fated* to have cavities," you say to yourself.

No, you're not. Not any more. You can stop some of those cavities from ever getting started. For today there's an exciting new way to prevent decay.

Today there's a new toothpaste that actually *strengthens* soft spots where cavities start. For both grownups and children, this toothpaste stops soft spots from turning into cavities.

The toothpaste is Crest with Fluoristan. If you had cavities the last time you saw your dentist, Crest is the toothpaste for you.

To get the proof, I talked to scientists who gave me facts and figures on Crest's amazing record of decay prevention. In one test, grownups who brushed with Crest for one year had 42% fewer new cavities than those

who brushed with standard toothpaste. In another test, children had 35% fewer new cavities.

The scientists showed me detailed reports of the tests in official dental journals. There I read that they were conducted by dentists of national reputation.

*The tests established a record of decay prevention for Crest never equalled by any other toothpaste.*

Of course, no toothpaste can promise complete prevention of decay. But quite frequently regular brushing with Crest has meant *no new cavities* between dental checkups. This is the happy result that Norman Rockwell has dramatized on the opposite page.

Yes, I'm convinced you no longer need be a fatalist about cavities—either for yourself or for your family!

For an informative, attractively illustrated booklet of 30 pages, "How to Care for Your Teeth," send your name and address with 10¢ to: Director, Division of Dental Research, Procter & Gamble, Department A-4, P. O. Box 182, Cincinnati 1, Ohio.

*A Dental Health Message from Procter & Gamble, makers of Crest Toothpaste*

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如果你上次去看牙医时，发现了蛀牙，这里有个好消息要告诉你！

## 你是蛀牙宿命论者吗？

来自：玛格丽特·希金斯  
著名记者 普利策奖获得者

你遇到过这种情形有多少次？

在看牙医后，牙医告诉你——“嗯，恐怕你又有一颗新蛀牙了！”

然后，他开始用钻头为你填牙。

“我想，我注定要得蛀牙了，”你心想。

不，你不是。再也不是了。从现在开始，你就不会再得新蛀牙了。因为，现在有了一种预防蛀牙的新方法。

现在，有一种新牙膏，能强化牙齿上“脆弱”的地方。不管成人，还是儿童，这款牙膏都能阻止牙齿脆弱的地方转变成蛀牙。

这款牙膏就是加了氟化亚锡的佳洁士。如果上次你看牙医时，发现了蛀牙，那么这款牙膏就是你的不二之选。

为了证明这一点，我访问了牙科学家，他给了我一些有关佳洁士预防蛀牙的惊人数据。在一个测试中，用佳洁士刷牙一年的成人，比普通牙膏刷牙的成人，得蛀牙的人数减少了 42%。在另一个测试中，得新蛀牙的儿童减少了 35%。

那位牙医学家还给我展示了官方杂志上的详细测试报告。从报告中，我得知，这个测试是国家著名的牙医们共同实施的。

这个测试谱写了和普通牙膏相比，佳洁士预防蛀牙的新篇章。

当然，没有任何一款牙膏敢承诺可以完全防止蛀牙。但是，经常定期用佳洁士刷牙，就不会产生新的蛀牙。通过和使用普通牙膏的另一部分儿童的对比，更突出了这种新型牙膏的优势。

相信我，你不用再做一个蛀牙宿命论者了——不管是你，还是你的家人，都不用再得新蛀牙了！

把你的地址和姓名，另附 10 美分，邮寄到俄亥俄州，辛辛那提，宝洁公司牙科研究主管部门 F-4，182 信箱，即可获取 30 页的内容丰富，插图精美的小册子《如何保护你的牙齿》。

——一则来自宝洁公司——佳洁士制造商的牙齿健康信息

634

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## 作业

## 54、你准备好用自我催眠术，让生活带给你想要的了吗！

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首次..... 专家教授医生如何使用催眠术治疗... 帮助你释放从儿时起, 就被你“压抑”在体内的爆炸性力量!

## 你准备好用自我催眠术 让生活带给你想要的了吗!

现在, 世界著名的专家教授医生、精神病医疗催眠师, 准备推出他的杰作《自我催眠术》

...这是一本揭示如何利用大自然的钥匙, 到达并控制你的潜意识的书籍——这个方法适用于所有想拥有更好的生活——想让自己活得更快乐——想要更多钱, 权力和荣誉——渴望美妙满足的性爱生活——想摆脱痛苦和抑郁的人。

现在, 不要让“催眠术”这个词吓到你。很多人都会回避这种强大的力量.....然而, 究竟是怎样一种神奇力量, 能立刻缓解疲劳——消除和不良情绪——缓解神经紧张——这种已经被证明是世界上最强大的自我发展的力量——能在办公室, 在旅行时, 在任何时候使用它呢?

这个神奇的力量就是自我催眠, 一种你自己就能使用的方法。这是你私下就能悄悄使用的一种治疗过程, 绝对简单, 安全。

这是一种能够控制恐惧——改变坏脾气——一夜之间改变坏习惯, 把悲伤变成快乐, 把失败变成绝对性的胜利的力量, 这是上帝赐予我们每一个人的一种自然, 快乐的力量。这是我们完全放松自己的可靠方式, 让我们重新找回生机与活力, 让我们把这种神奇的力量用于研究、学习、工作、思考上, 从“充满暴虐和毒箭的命运”里, 获得幸福!

掌控生活力量的“程序化方法”

通过自我催眠法，你将拥有从未有过的自信；你将拥有超强的记忆力；你将永远告别抑郁和不快的情绪；你将几乎立刻摆脱破坏你生活的精神状态；你将永远摆脱恐惧症和其他病态的习惯，以快乐，自由的状态面对。

你解放了你的思维能力。之前，你只能利用到 10% 的思维。而现在，你可以把之前一直束缚着的其余 90% 释放出来——也就是说，你将拥有 10 倍于之前的思维能力。这将使你以惊人的速度，变得更加富裕。在你使用自我催眠术的第一天开始，你的智力就会被 100% 开发，开始以惊人的速度提升赚钱能力。

### 这本神奇的书中透露的一些秘密

这本书利用健康，充满活力的人生的 7 把钥匙，帮你打开通往充实的人生之门。书中揭示了全面的自我疗法程序的精华，正是这些，使得作者莱斯利·勒克龙成了当今世界最受追捧的教师之一。下面是这本令人难以置信的奇书中透露的几个秘密：

- 如何运用自我催眠治疗腰椎间盘突出、背痛、头痛、腰痛，甚至脖子酸痛，或医学上说的“歪脖”
- 如何克服我们称为“寂寞”的状态。其实，我们的潜意识里知道，我们真正需要的是爱
- 通过自我催眠法，你立刻就能明白关节炎和滑囊炎的惊人真相
- 我们的潜意识是如何保留某些潜在症状的。（例如：如何在短短一段时间内摆脱 50 年一轮的花粉热）
- 当被机智的催眠师问道一个突然，令人意想不到的问题时，几乎每位哮喘患者的反应都一样，那是什么反应呢
- 即使你已经吸烟 25 年，你依然可以一夜之间戒烟，而且很

享受“戒烟”这个过程

- 如何让自己从每天的紧张状态中完全放松下来
- 如何克服对死亡和疾病的恐惧
- 如何利用催眠后的暗示，克服敌意、愤怒、绝望、沮丧，以及对被拒绝的恐惧
- 首次公布……迄今为止发现的最有效的方法，把自己从被压抑的性欲中彻底解放出来
- 一个完全不同的全新体重控制方式，通过自我催眠，不需要节食
- 如何永久告别疲惫
- 让你思维灵活，在工作上不断取得新进展的 10 个方法

### 36 门课程，向你展示

#### 如何利用自我催眠，得到你想要的生活！

阅读莱斯利·M·勒克龙的这本书，每一刻都会让你倍感兴奋。用这些独特、安全、简单的方法，让自己充满力量，开创身体健康——事业成功——全新的精彩生活。

这本书中，首次提出了读懂潜意识的“钟摆”测试，遇到问题时，寻找可靠答案的“手指移动”法。本书中有如何给予自己催眠暗示，立刻改掉坏习惯，如吸烟、喝酒，甚至吸毒。在短短一个晚上，你就可以用自我催眠术掌控你的情绪，改变你的性格，让你拥有更加幸福美满的婚姻。

**30 天零风险阅读**  
**莱斯利·勒克龙的《自我催眠》**

你今天是否决定要对生活做出一些改变？有了这本书的帮助，你就能够成功！只要邮寄优惠券，附加 5.98 美元支票，我们就会立刻为你邮寄一本《自我催眠》，你可以零风险试读 30 天。

当你第一次通过自我催眠法得到放松时，你将发现你的整个生活都改变了，因为你从未发现自己内心如此平和，如此满足——通过放松，你会变得精力充沛，自信满满。

是的，你有 30 天的时间来亲自验证。如果《自我催眠》这本书，没有让你变得像梦想中的一样，更充足，更富有，更健康，没有让你的生活变得更美好，你只要把书退回来，我们会全额退款。立刻做出正确的选择吧！

**立刻零风险邮寄优惠券**

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佛罗里达州 迈阿密 4500 西北 135 号街 33059

先生：请速给我寄一本莱斯利·勒克龙的《自我催眠术》#80008！我已经全额支付 5.98 美元。此外，我理解，我可以免费零风险试看这本书整整 30 天。如果在这段时间里，我不满意，我只要把书寄还给你，你会给我全额退款。

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### 关于作者

莱斯利·勒克龙是当代国际知名的催眠术,以及自我催眠术的权威专家。他是3本催眠术教科书的作者,在医学期刊上发表过很多关于医疗催眠技术的文章。他是国际临床和实验催眠协会会员,是英国医学催眠协会荣誉会员,美国心理催眠协会会员。

发展书籍 4871 部门

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