

# 539 档案

有史以来最经典的 539 篇广告文案

(第五期)

顶尖大师亲笔撰写

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HEYINGDAO

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## 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

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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 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，甚至数百万元的广告费用...它们能让你的产品销量、利润滚滚而来，滚滚而来...

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

**注：**每篇文案的后面都留有空白页，你可以记下你的笔记。本册是第四期，按照计划每 45 天出一期，共计 10 期，目前根据进度可能会提前完成。最后，你还会拥有一套行业细分的精装版，供你珍藏留念。

李炳池

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2016 年 7 月 16 日



你有企业吗？你想拥有一个企业吗？

**由基韦斯特百万富翁学院发起的  
最新热门 4 小时研讨会  
将揭示 11 个惊人的秘密  
可以让佛罗里达州的任何企业  
甚至在即将到来的经济衰退中  
都能获得巨额利润！**

费用低廉的迈阿密“迷你研讨会”，揭示了著名的（收费惊人）“整整”4天研讨会的核心内容，关于如何让任何企业，顾客像洪水般涌来，通过聪明的营销，获得巨额财富……这将是度过的最兴奋，最充实的4个小时！

盖瑞·亥尔波特是世界著名的广告及营销专家，也是基韦斯特百万富翁学院的创始人。（图一）

这个神奇的学院，位于有着115年悠久历史的哈博庄园。（图二）

“我一直是个商人，也是一个活跃分子，我可以告诉你，盖瑞·亥尔波特教的所有内容，都切中要点！”托尼·塔西诺（托尼上尉），基韦斯特市长。（图三）

佛罗里达州电头——你最近去过基韦斯特海滨吗？如果去过，你应该看到过基韦斯特百万富翁学院的新家。

它位于这座海滨城市中历史悠久的海滨区中心位置，前街461号，占地面积整整5000平方英尺，世界著名的哈博庄园2层。这座具有115年悠久历史的宏伟的红砖建筑（已经载入历史古迹）位于

前街，就在马洛里码头不远处。你一眼就能看到它。

这个学院气氛非常活跃，每日固定员工 24 人，还有 30 多个国际网络教师，包括许多现今美国最著名的赚钱专家。

但是，不要想着在大厅里能遇到面带青涩，到处乱逛的孩子。基韦斯特百万富翁学院，远远不同于你心中的传统大学——它的整个课程，都是专门为小企业主，以及企业家，还有其他真正准备赚大钱的人士设计的。事实上，该学院的定位就是“一个能让你赚更多钱的机构”。而且，给出了可能是有史以来美国教育史上最大胆的保证：

**“在基韦斯特学院 4 天，  
你学到的合法，一定会让你赚大钱的信息，  
要比你在任何传统学院或大学 4 年学到的还多！”**

我们学院举办的 4 天课程，收费为每人 6950 美元，（还不包括差旅费，食宿费！），整个课程持续整整 4 天。而且，这套课程总是提前几个月就销售一空。之前这些研讨会的举办点，包括皮尔庄园，洛杉矶世纪广场酒店，犹他州普罗沃杰弗逊研究所，和绿茵礁岛的鹰礁度假胜地（这里是基韦斯特学院母公司埃弗雷特&劳埃德所在地，这里也是他们去年夏天的有线电视广告“和玛丽莲一起变瘦”的拍摄地）。

**为什么会有人支付近 7000 美元  
参加一个 4 天的研讨会？**

答案很简单。参加该学院这次神奇的研讨会，可以获得巨大好处。据盖瑞·亥尔波特，学院创始人，盖瑞·亥尔波特广告公司的创作主力透露，从这个研讨会毕业的人中，有很大一部分人都赚到了数量惊人的一大笔钱。

例如：一个来自加利福尼亚州的商人，名叫雷克·尼斯旺格，

他听亥尔波特的课程，不超过一个小时。但是，在接下来的 12 个月里，他利用从中学到的东西，使自己的收入增加了 3 倍。

来自西北的物理学家兼发明家比尔·威廉斯，采用亥尔波特的建议，为自己的新企业带来了 4300 万美元的收入。亚利桑那州的一个人，运用亥尔波特的一个建议，就赚了 3000 万美元——这还是该学院基本课程的一部分——亚特兰大的一个商人，利用他学到的一个简单方法，就赚了 900 万美元。

还远远不止这些！从这些研讨会毕业的学员，回家后用他们学到的新方法，几乎在一页之间，就能使自己的收入增加 2 倍—3 倍，这几乎是司空见惯的。该学院的文件柜里，放满了世界各地的学员成功案例。

但是，这里有一些真正的新闻，你需要听一下：基韦斯特百万富翁学院，最近举办……

#### 一个特殊的 4 小时

#### “迈阿密那场整整 4 天的研讨会的迷你版”研讨会 ——参加的学员每人只需 79 美元！

为什么该学院要几乎像是白送一样，释放自己在之前收费 7000 美元研讨会上讲的核心信息呢？

#### 难道他们疯了吗？

没有。他们提供这个特殊的 4 小时迷你研讨会，只是一次很好的商业实践。用亥尔波特的话说就是：“在这 4 小时内，我们可以很容易地教任何精明，想赚大钱，有商业道德的商人很多新的，非常实用的赚钱秘诀和策略。他（或她）很快就可以用这些秘诀和策略，使自己的收入翻 2—3 倍。然后，他们肯定特别想参加我们的 4 整天全程研讨会——他们会觉得 7000 美元的课程费，将是自己一辈子最划算的投资，只需通过这次迷你研讨会赚的钱中的一小部分就

可以支付。”

“当然，看起来似乎有点耍滑头的意思，”约翰·卡尔顿，该学院的一个主要老师，也是著名的广告专家，说道。“但这完全符合道德。事实上，我们做的一切，都是为了让这些4天全套课程的潜在学员，品尝一下该课程将带给他的财富和成功的味道。”

### 任何人都能通过这个效果惊人的4小时研讨会 学到东西吗？

亥尔波特承认，在4小时里，他无法教给你所有东西——但是，他坚信，他教给你的东西，肯定能让你去使用，并快速赚到钱。

“除非你在研讨会上昏昏欲睡，或真的笨到出奇，”亥尔波特说道，“你学到的东西，将让你快速获得很多新客户，乞求你收下他们的钱。或者，它将帮你成立一个能打败所有竞争对手的新企业。或者，如果你愿意，你甚至可以在家，或者办公室，几乎不用花太多精力，兼职赚大钱。”

### 你将学到：

亥尔波特的信息简明扼要——真正赚大钱的关键在于，让你的销售努力事半功倍。

不管你觉得自己是多么优秀的一个销售员，或者不管你对自己的企业，以及购买你的产品，或使用你的服务的客户的需求有多么了解，因为你的精力有限，你每天能接触的客户数量就那么多。

这就是为什么这个研讨会非常有效。因为它揭露了国内最好的营销人，以及广告人的所有秘诀，技巧，以及销售方法。亥尔波特和他“那群广告专家”致力于吸引企业主，并向他们展示……

如何以极低的成本——有时几乎零成本地让他们的销售信息，展示在数千个潜在客户眼前！

这不是魔法，也不是疯狂的噱头或骗人的伎俩。相反，亥尔波特说——确实有很多种方式，能让企业主把威力十足的销售信息，同时展示到许多人面前。只是，大多数小企业主不是特别清楚如何有效地使用这些“销售方法”。

正确地使用这些方法，和完全不用它们，通常是很多企业主，竞争对手生意兴隆，而自己却失败了的原因。现在经济衰退的大趋势下，这些方法和策略，可以确保你的企业不会倒下，而且依然能赚大钱，不管未来的洗牌形式多么可怕。

例如，当说到通过直邮销售（以及其他一些方面时），亥尔波特是被公认的最有见识的人。在本课程中，你将学会很多他多年来为客户，也为自己赚了数百万美元的秘诀。你将学到：

- 他撰写的 1 页销售信背后的“秘诀”——这封销售信带来了超过 7300000 的付现订单——来自一个“书呆子”的一个神奇销售信息，最终到达了美国几乎每一个家庭！

- 一个绝妙的“信息回收”技巧，为某著名出版商带来大批新用户（和数十万美元的收入），不用多做一分钟的额外工作！（你可以用你的专业知识，用这种方法来做同样的事情。）

- 一个最简单，最容易操作的方法，几乎可以让任何企业立即把自己的利润提高 2 倍，甚至 3 倍——一个明显的策略，然而每 10 个企业主中，就有 9 个不知道使用它！（就这一个启示，就能让你觉得整个研讨会值 100 万美元！）

- 如何避免大部分企业（以及几乎所有广告公司）在邮件中都会犯的真正愚蠢的错误——以及如何把“失败”或赚钱不多的广告变成能赚大钱的广告！



但是，这并不是你将学到的所有内容。直邮只是本次研讨会上将会展示的大量实用信息中的一小部分。下面是你在这场气氛热烈的4小时研讨会上，将学到的其他内容的一个示例：

**如何让你的报纸或杂志广告给你多带来750%的利润！**不管你现在，或者想要做多大幅度的印刷广告，你的做法很有可能都是错误的。真正聪明的营销人，已经找到了一些真正高超的方法，不用扩大广告篇幅，或增加广告成本，就能让广告“吸引力”剧增。

如果你怀疑自己的广告没有带来足够的新用户，或者更糟糕的是，受众根本不读你的广告。亥尔波特说他都能够向你展示，如何立即扭转局面，让你利润剧增——不用在广告篇幅上多花一分钱（有时候，还能极大降低你的成本）！凯西优质家具使用这个策略，月利润增加了2倍多，即使在丹佛市，他们的店受到经济衰退竞争的影响。

你需要这个重要的信息！还有……

**如何确保人们在读别人的黄页广告之前，先读你的广告！**你是不是也和许多企业一样，必须依赖黄页广告，来寻找你的顾客？大多数广告商不知道怎么把黄页广告威力发挥到最大。但是，本研讨会，将向你揭示3个展示广告的方法，让你立刻把竞争对手从你的利基市场里扫出去。

**如何不花任何成本，让自己或你的产品，在有线电视上专题报道！**亥尔波特一直以来，都做着14个半小时的“商业信息广告”，创造了数百万美元的利润，他和颇有影响力的制作人，以及投资方有密切的关系。他说，一旦你明白了行业秘密，即使是小企业，也很容易通过电视，获得巨大财富。（你可能已经见过亥尔波特许多由Nancy Kwan担任主角的成功的电视节目，以及电视商业广告，还有当今著名的维姬·拉莫塔代言的化妆品广告。）

**如何让电影，电视明星帮你销售你的产品和服务！**亥尔波特经常请名人帮他做广告推广，赢得巨额利润——他说，通过明星的经纪人，支付他们索要的高额费用，来请明星为你做广告，是最笨的做法。亥尔波特知道如何联系几乎世界上任何一个明星，他会告诉你如何给自己的产品找到完美的代言人，以及如何以合理的费用雇用他们。亥尔波特和许多明星合作过，包括欧内斯特和托瓦·博格宁，维姬·拉莫塔，花花公子模特贝基·乐博，以及杰弗里·斯科特（因主演“王朝”和“达拉斯”而闻名）。

**还有更多！你还会学到：免费让数百家国家和地方报纸为你免费做广告。**（一个名叫哈罗德·莫伊的人，用这个神奇的方法，在十几家报纸上做了专题广告，收到了1百万美元的订单！）

**如何使用“广播推荐”时段，以低成本让你的报纸广告利润增加3倍！……如何使用简单的明信片邮件，让你的企业利润剧增！**（乔治·灿加斯听从亥尔波特的建议，销售维生素，每张25美分的明信片，都给他带来了2.5美元的利润回报。）……

**此外还有——如何使用廉价的小分类广告，一天赚高达10000美元！**（一个加利福尼亚州的商人，就是这么做的……全国还有许许多多的人，都利用这个简单的策略，每天赚大笔大笔的钱。）

**……如何每周零成本——甚至不用邮票，邮寄多达100000封销售信！**（这是最热门，实际上却总被忽略的一个营销技巧。精明的企业主们用这个方法，赚了大钱，找到了他们用其他方法永远也找不到的大量客户！）

**……如何使用电话公司的967个当地电话，以及900个全国性电话，让人们付费听你的销售广告！**（只有特别愚蠢的营销人员才会相信这些号码只能用于情色广告——合法市场中，有数百万美元的金矿被浪费了！）

**……如何拿到你“推出”测试广告需要的钱，而且不需要借！**

（我们学院的全国专家网络里，有许多重量级投资者，他们渴望支持一些好项目。一旦你知道了如何正确地拿到这些“金钱袋”，你就可以轻松获得你想要的资金！）

另外，因为多年来很多次都被证明，你将学会如何用性吸引力，来不冒犯顾客，却又给你增加利润！华尔街日报（让一个金融广告的反应率增加了400%），电视广告（让一个房地产节目的反应率剧增），甚至吸引潜在客户的活动中的录制信息（使一个“失败的广告”成了赚钱机器），都体会到了这个方法的好处。

所有这些，都保证会在这次研讨会中为你揭露——如果时间充裕，肯定还有很多很多东西可以教给你。记住，我们学院这么做，为的就是，给想在接下来获得更多信息的成功人士建立一个“引线”！在研讨会上不会有广告宣传，也不会销售产品——这是一个绝对的纯信息研讨会。

### 然而，只有一个小要求！

本次特别研讨会为你揭露的营销方法和广告秘诀，属于世界上最有效，最有威力的销售工具。小企业用它们，使自己变成了行业巨头，大公司用它们，消灭了竞争对手，企业家，甚至创业新手，用它们在短时间内赚了大钱。你学到的东西，能永久地改变你的生活，就像它们改变了别人的生活那样。

但是，并不是每个人都可以来的。

亥尔波特说，他不想和任何销售烟酒的人，多层次营销，或任何不道德，骗人的营销相关的人分享自己的威力销售信息。他不管是否完全合法——只要是不道德的，他就不想和你有任何关联。

说到这点时，他非常严肃，因为他教的东西，能非常轻松地赚大钱，他希望自己学院的东西只揭露给那些真正想给人类带来一些价值的人。

同时，亥尔波特还说，你不应该把参加本次研讨会当作某种“放松，休息”。如果你感到那时候你可能会累，压力大，或者情绪不好，你都不应该计划出席本次研讨会。因为，他说……

**这将是 you 一生中最紧张的 4 个小时，  
你必须做好记录数百条笔记的准备！**

你可以相信，研讨会上肯定会直奔主题，为你释放信息，节奏非常快。而且，都是亥尔波特的经验，都是能让你在生意上步入正轨的建议。杰拉尔德·麦凯锡，原来是东海岸的一位脊椎按摩师，后来转行自己开公司，只用研讨会上 5 分钟学会的一个方法，在接下来的几周，创造了超过 60000 美元的新利润。

所以，一定要记得带上大量的纸和笔。研讨会上不允许带录音机，摄像机。没有例外。

### **报名登记非常简单**

这场令人难以置信的研讨会只收取 79 美元，你可以提前使用信用卡支付，也可以入场时再付款……但是，你现在必须立刻通过电话报名登记！

原因是，我们的研讨会名额很快就会爆满，学院的工作人员必须知道什么时候截止报名。名额有限——非常有限——事实上……

**我们只能在你打电话时  
告诉你我们的研讨会正在迈阿密的哪个酒店举行**

我们之所以这么谨慎，是为了避免到研讨会快开始时，还有一批人想进来听课，造成混乱，甚至酿成悲剧。（亥尔波特 1985 年的一次广告活动，差点引起骚乱，因为有将近 10 倍于规定名额的人数，希望进入洛杉矶世纪广场酒店听课。）

所以，立刻打电话吧！  
我们在基韦斯特的学院的电话是

**1-305-294-8425**

……你需要告诉接听电话的工作人员说，你想报名迈阿密迷你研讨会。剩下的事情，他们会处理。研讨会举办日期为：

**1991 年，1 月 26 日，星期六**

……顺便说一句，这期间，我们没有计划在迈阿密举办别的研讨会。此次研讨会，中午 12:00 准时开始，一直持续到下午 4 点。你必须准时出席。讲的内容信息量非常大，时间却很有限，所以……

**研讨会开始后 5 分钟，也就是 12:05，我们的大门就会关闭！**

### **人们对盖瑞·亥尔波特，以及 基韦斯特百万富翁学院的评价**

“我向盖瑞付了 15000 美元一天的咨询费，你猜后来怎样？我用他告诉我的建议，赚回了咨询费的 100 倍！我想，这是我这辈子最划算的一次投资。”罗伯特·艾伦，《无所不能》（为所有人揭开房地产市场的一本畅销书）的作者

“盖瑞·亥尔波特帮助别人赚了很多很多钱，这点事无容置疑的。他给出的创新性的百万美元建议，不管是初学者，还是做了很多年生意的企业主，都可以马上使用赚取财富。”杰·亚伯拉罕，可能是世界上收入最高的“营销奇才”顾问（咨询费 2000 美元/小时！）

“盖瑞·亥尔波特是一个天才。只用了他的一个方法，我的企业就扭亏为盈了——在不到 1 个月的时间里，利润飙升 100%，突破

了7位数!” M·卡普兰, 亚利桑那州

“最近我用盖瑞的建议赚的钱, 比我过去做营销12年赚的钱都多。” 布雷德·托马斯, 《企业家杂志》前营销副总裁

“亥尔波特让我们知道了, 如何简单地改变一下我们的广告, 就能在未来几周内, 甩开竞争对手, 让销售额增长1倍以上。他给予我们的优势几乎是不公平的, 我爱它!” 山姆·非什拜因, 丹佛市凯西优质家具所有者。

“盖瑞向我展示了我之前从来没想到过的一个方法, 来挖掘潜在客户。结果是, 一个简单的明信片邮寄, 立即让我每1美元, 获得了10美元的利润。现在, 同样的明信片, 我已经使用了5次了, 效果令人难以置信!” 乔治·灿加斯, 马拉松营养品销售公司所有者

“不管你是家庭主妇, 挖沟工人, 还是通用汽车总裁——这些信息真的很好, 任何人都可以用它赚一大笔钱!” 蔡斯·瑞瓦, 《企业家杂志》创始人

“研讨会上的这些东西, 代表了现今最新、最激动人心的赚钱秘诀!” E·约瑟夫·克斯曼, 百万富翁, 蚂蚁农场, 马铃薯枪最初的营销人, 成千上万的企业家的导师。

“我把亥尔波特的几个创新性建议, 变成了一个国际性, 有数百万美元资产的公司。” 丹尼斯·哈斯林格, 阿尔法文件创始人

“只有特别特别傻的人, 才会忽视这个研讨会上揭露的东西。我用从盖瑞一个小时的演讲中学到的东西, 就赚了去年收入的3倍!” 雷克·尼斯旺格, 加利福尼亚。

“我能负担得起营销行业最好的创意人才, 我可以肯定地告诉你, 这次研讨会就营销策略, 和营销建议, 以及一些赚钱新方式来说, 绝对是空前绝后的。” 泰德·尼古拉斯, 出版商

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“盖瑞让复杂的，有利可图的营销哲学变得简单到即使是一个孩子，也能理解并使用。”杰瑞·布坎南，美国 T.O.W.E.R.S. 俱乐部出版商。

“盖瑞的建议，帮我销售了超过 2500 万美元的商品。”弗雷德·罗，格林维尔，肯塔基州，宝石进口商。

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## 作业



## 2、来自俄亥俄州的一个绝望书呆子的神奇赚钱秘诀

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## 来自俄亥俄州的 一个绝望书呆子的神奇赚钱秘诀

亲爱的朋友：

如果你想快速赚很多钱，这将是读过的最令人兴奋的消息。

原因是：我叫盖瑞·亥尔波特，前段时间，我身无分文。我的企业几乎破产，我甚至连房租也支付不起了。事实上，我不止是破产，我绝望了。

突然有一天，我萌发出了一个“疯狂的想法”，撰写一种销售信（不是连环信），让人们给我送钱。

当时，我住在俄亥俄州，朋友们对我的这个想法嗤之以鼻。他们认为这是一个大笑话。他们说，我在做梦，说我没有“常识”。事实上，一个朋友甚至说我只是一个书呆子，说我的想法很愚蠢，他觉得我很可怜。

是吗？我不在乎。我依旧认为我的想法不错，我把我的一些信打印出来，并寄了出去。你猜怎样？人们真的开始送钱给我了。我用那些钱寄出了更多信，赚到了更多钱。我又用这些钱寄出了更多的信，又赚到了更多的钱……

以此类推。

结果如何？简单来说：在我结束之前，就那一封信，带来了……

**超过 7300000 封回复**

你想想：超过 7 百万人给我回信，而且每个人都寄来了一张支

票（给我妻子的账户），或现金。我卖的是什么？事实上，这不重要。你也知道，魔法不在产品里，而在信中！

你有东西要销售吗？如果有，你就可以用我在销售信中使用的“疯狂想法”，撰写自己的销售信，销售你想销售的任何东西。

### 谁需要这个秘诀？

- 你是一个需要更多潜在客户的销售员吗？
- 你是一个即将离婚，需要赚更多钱的家庭主妇吗？
- 你是否经营着一家家具店，餐馆，汽车经销店，热狗摊，或其他公司，你希望看到顾客盈门？
- 你是否是一位制造商，想卖很多很多的小零件，以至于你必须让更多人轮班，才能保证需求供应？
- 你是否是一位营销顾问，希望自己总能有新想法，新技巧，从而更好地服务客户？
- 你是否是一位医学博士验光师、牙医、脊椎指压治疗师，临床医学家，或其他类型的卫生保健专业人士，希望看到你的候诊室坐满新病人？
- 你是否有个想销售的房子？有很多想销售的房子？或车？或船？
- 你有什么想销售的东西吗？咨询服务？实体产品？你自己？

如果上面的任意一个问题，你的答案是“是”，你就应该试试我的“疯狂的想法。”在我的新书中，你能看到所有关于这个想法的内容，这本新书就是……

## 如何在最短的时间内，赚最多的钱！

听着：很多年前，我想做一个销售员。所以，我找到了一个上门推销百科全书的工作。我一直坚持做这份工作，直到我做的已经非常棒了。但是，有个问题，一晚上，我只能上门拜访 40 家。所以，不管我工作多努力，我挣的钱总是很有限。

此外，上门销售，是一个非常艰难的谋生方式！

所以，我一直在不停地寻找，直到我想出了一个“疯狂销售信想法”，这是我第一次用这样的方法，我把它称为“远程控制销售”。

远程控制销售，使用了我研究的另一个秘诀“杀手广告”，几乎是强迫性地让人们购买你销售的任何东西。而远程控制销售需要你做的是，不用亲自拜访客户……甚至不用和他们通电话，就能销售几乎任何东西！

这些“杀手广告”的“远程控制”销售秘诀，任何人都可以使用。即使是家庭主妇，学生，或者没有工作的人。如果你有自己的生意（或者你想做生意），这些方法能为你赚到很多很多的现金，你甚至都来不及把它存到银行。我没有开玩笑。比如，我的“疯狂销售信想法”，就带来了……

## 每天 20000 多张支票！

顺便说一句，每天收到这么多支票，意味着你必须雇佣 30 个全职人员，来帮你存款。但不管怎么说，在你阅读我的书时，学到的东西不只有我的“疯狂销售信想法”。不。那只是第一章！你还会学到很多东西，下面我说一些示例：

- 如果你还没有产品，那么怎么找到一款你不用投资一分钱，就可以销售的产品！（见 11 页）
- 如何获得足够的钱供你周转……而且不用借！（见 19 页）

- 如何请电影，电视明星帮你销售你的产品和服务！（见 21 页）
- 一个神奇的秘诀，把当地报纸变成你的私人金矿。（见 29 页）
- 如何得到大量想送钱给你的精准客户的姓名地址！（见 37 页）
- 如何撰写成本低的明信片，让人们纷纷送钱给你！（见 41 页）
- 如何零成本……甚至不用花邮费，每周寄出多达 100000 封信。（见 53 页）
- 如何使用 976 电话号码，让人们付费听你的广告！（见 57 页）
- 如何以秘密的方式利用电话黄页，赚一大笔钱！（见 65 页）
- 如何利用成本低廉的小分类广告，每天赚多达 10000 美元！（见 71 页）
- 如何零成本让你，或你的产品在有线电视上得到专题报道！（见 89 页）

还有许许多多。包括如何，（如果你还没结婚）使用远程控制营销找到你的梦中情人，如何免费得到世界上最昂贵的礼物（我曾经花 2500 美元购买过一个），如何避免嫉妒你的成功的人，给你制造的法律纠纷和诉讼，等等。

好了，就说这么多吧。空间不够了。但是，不管怎样，我希望我给出的信息，足够说服你做出购买我的新书，并立即阅读的决定。

但是，请……

### **把你的支票或汇票兑换日期推迟 30 天！**

我的新书价格和你得到的价值来比，非常低。但是，尽管如此，我还是不想收取你的一分钱，直到你读了我的书，并且真的觉得它很好。这听起来是不是很奇怪？不管怎样……**我想要你对待我的方**

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**式那样对待你!**

换句话说,在你允许我兑换你的支票或汇票之前,我觉得你应该能读到我的新书,这是你应得的。

下面是订购方式。你只要在纸上写下你的姓名地址,以及“最多的钱”几个字,并把它和你的支票或汇票(兑换期限延迟 30 天),19.95 美元,加上 3 美元手续费(一共 22.95 美元)邮寄到:

**埃弗雷特&劳埃德公司**

**208 部门**

**5701 跨海高速, 4 号楼**

**马拉松, 佛罗里达 33050**

就这么多了。一经收到你的订单,我就会立刻把书寄给你……

**以一级邮件的方式!**

你会立刻收到我的书,你将有很多时间阅读并检验它。如果你不是 100%满意,只要把它退给我,我就不会兑换你的支票或汇票,不问任何问题。

你想要更快的服务?如果这样,你可以使用信用卡,通过电话订购……你依旧享有 30 天的免费体验保证,之后我才会扣除你的费用!电话是:

**(800) 327-0028**

顺便说一句,支票或汇票抬头请写埃弗雷特&劳埃德公司,寄现金可不是个好方法。谢谢。

## 关于盖瑞·亥尔波特

亥尔波特先生，在全美国的赚钱“训练营”做指导，许许多多的人都愿意支付 5000 美元，参加他 3 天的研讨会。他已经帮助数百人赚了数百万美元。盖瑞的咨询费十分高昂，他的客户也都非常有名。

有人因为他一个赚钱方法，就给他支付了高达 600000 美元的咨询费，他的客户包括霍华德·拉夫（著名的财务顾问）欧内斯特和托瓦·博格宁，罗伯特·G·艾伦（《无所不能》的作者），以及因主演“王朝”和“达拉斯”而闻名的杰弗里·斯科特。

最棒的是，通过阅读本销售信中介绍的亥尔波特先生的新书，你就能学到他威力十足的赚钱秘诀！

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# 作业



### 3、如果西尔斯这款四星级的锤子坏了， 我们给你免费换新

A new hammer free  
if this **Sears** Four-Star Value  
ever breaks

Sears, Roebuck and Co. unconditionally guarantees this hammer to give satisfaction or Sears will replace it. This is one reason it is a Sears Four-Star Value. Read 8 other reasons.

There are over 200,000 items in the Sears Catalog. Each is an excellent value or it wouldn't be there. But one out of every 1,400 is a *fantastic value*. It's called a Sears Four-Star Value. This means it has been picked by a jury of 21 hypercritical Sears merchants to represent the *141 most amazing values at Sears*.

The jury picked the hammer in the picture to be a Four-Star Value. The verdict was based upon this evidence:

1. Like a golf club, this hammer was designed with the correct feel, weight, and balance for maximum striking force at impact.
2. This is the only hammer with reinforced claws. Thirty men together couldn't apply pressure to break them.
3. A "V" shaped nail slot in one claw lets you pull out nails in tight corners where ordinary hammers are useless.

4. The striking face is machined and crowned to hit the nail *squarely*. The face is beveled to minimize chipping.
5. The steel head was drop-forged for enormous strength. A jet aircraft's landing gear is drop-forged for the same reason.

6. The Sears laboratory reports the tubular steel handle withstood forces that broke all other handles tested.

7. A patented hickory plug assembly is inside the handle. It absorbs shock and locks the head to the handle.

8. The neoprene grip is *bonded* to the handle. It is resistant to oil and grease.

This Sears hammer costs \$5.00. If you buy it, you will never have to buy another one unless you lose it.

Look for the Four-Star Value seal at Sears during Sears National Hardware Week, March 14 to March 23. Remember, you can always charge it.

公众微信：LBC333

#63001

\$5.00. A *fantastic value*! You'll find it and other Craftsman tools at greatly reduced prices during SEARS NATIONAL HARDWARE WEEK - MARCH 14 TO MARCH 23.

## 如果西尔斯这款四星级的锤子坏了 我们给你免费换新

西尔斯，罗巴克公司无条件担保这款锤子一定会让你满意，否则我们会为你重新更换。这是西尔斯卓越品质的一个理由。下面还有 8 个理由。

在西尔斯目录册上有 200000 多款产品。每款都具有高价值，否则我们不会销售。但是，每 1400 个产品中就有一款是超高价值。它被列为西尔斯四星级产品。这意味着它是经过西尔斯 21 位对品质极为苛刻的评判委员会精心挑选的，选出了西尔斯最具代表性，最超高价值的 141 款产品。

图片中的锤子就是评判委员会挑选出的一个四星级价值的产品。这个评选基于以下证据：

- 1.像高尔夫球棒一样，这款锤子在设计时考虑到了舒适的手感，重量，以及敲击时最大力度的平衡。
2. 这是唯一一款拥有加固钳的锤子。30 个男性的力量也无法掰断它。
3. “V”形爪钉槽可以拔出弯角处普通锤子无法拔出的钉子。
4. 敲击面的设计使锤击时位置很正，把因倾斜造成的缺陷降到最低。
- 5.钢头是模锻铸造，有巨大的敲击力。喷气式飞机的起落架也是同样的铸造方法。
- 6.西尔斯实验室证实，钢管手把能承受的压力超过其他所有手把。
- 7.把手内部是专利胡桃木塞。它有缓震缓冲冲击功能，把锤头和锤

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把紧密衔接。

8.把手上的氯丁橡胶，能防油脂，防滑。

这款西尔斯锤子售价为 5.00 美元。如果你购买它，就再也不用买别的锤子了，除非你把它搞丢了。

在西尔斯全国硬件周期间，3 月 14 日到 3 月 23 日，来西尔斯寻找四星级的产品吧。一定会物超所值。

**5.00 美元。物超所值!西尔斯全国硬件周——3 月 14 日到 3 月 23 日，这款锤子和其他工具都会大降价。**

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# 作业

## 4、为什么西尔斯签约泰德·威廉姆斯 ——作为西尔斯运动经理

### Why Sears signed Ted Williams —as a playing manager

As a Sears, Roebuck and Co. consultant, Ted Williams brings to his new job the same keen eye and straight talk that set him apart as a ballplayer. Read how he helps Sears field-test and improve its sports equipment—in order to give you *more for your money*.

Why did Sears hire Ted Williams?

For one simple reason. To add a cold, professional viewpoint on the quality of every piece of Sears sports equipment *before* it gets into the Sears catalog or any one of the 740 Sears department stores.

Williams is a *working* consultant with a very important job. He helps *select* the sports equipment Sears sells. He personally *field-tests* it. And he suggests *improvements* in order to keep Sears a stride ahead in the sporting goods field.

For instance, he may recommend putting bigger, stronger wheels on a camp trailer. Lighter soles on a pair of hunting boots. Softer and thinner

leather inside the liner of a fielder's glove—to create the proper "feel."

Making sure its products really *work* has always been a main concern of Sears. That's the reason behind the \$50,000,000 Sears laboratory for testing all kinds of merchandise.

And that's the reason for hiring Ted Williams. If the legendary Williams' batting eye can't detect a flaw, Sears knows the item is absolutely first-rate.

Ted Williams' name on any sports equipment you buy at Sears is not just an empty endorsement.

It means that your judgment in choosing this product is backed by a man who would never lend his name to anything he wouldn't use himself.

*Ted Williams' name is no longer in the box scores. But you'll find it on a wide range of sports items that are available only at Sears.*

## 为什么西尔斯签约泰德·威廉姆斯

### ——作为西尔斯运动经理

作为西尔斯，罗巴克公司顾问，泰德·威廉姆斯把棒球手敏锐的观察力和直言不讳的性格带到了他的新工作中。来看看他为了给你提供更物超所值的运动装备，是如何帮助西尔斯进行实地测试并进行改善的。

为什么西尔斯聘请泰德·威廉姆斯？

理由非常简单。为了使西尔斯的每个运动装备在进入公司的目录册，或进入 740 个商店中任意一家之前，都能得到客观、冷静、专业的质量分析。

威廉姆斯的顾问工作非常重要。他帮助西尔斯挑选要销售的运动器材。他亲自对每个运动器材进行实地测试。为了确保西尔斯在体育器材领域遥遥领先，他会给出专业的改进建议。

例如，他可能会建议给旅行拖车配备更大，更坚实的轮子。给狩猎靴配上更轻的鞋底。给守场员的手套配上更柔软，更轻薄的皮革内衬——让人“感觉”更不受约束。

确保自己的产品真正实用一直是西尔斯主要理念。这就是为什么西尔斯投入 50000000 美元对它的所有产品进行测试。

这也是为什么西尔斯聘请泰德·威廉姆斯。如果传奇人物威廉姆斯鹰一般的眼睛都找不到产品缺陷。那么西尔斯就可以确定这款产品绝对是一流的。

西尔斯运动器材上印有的“泰德·威廉姆斯”并不只是个名字而已。

它意味着你选择购买的这款产品，是由一个如果自己不亲自实

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地测试，绝不会让自己的名字印在产品上的人为你担保的。

**泰德·威廉姆斯的名字永远不会再出现在得分板上了一——但是，你会在西尔斯，也只会西尔斯的许多运动器材上发现他的名字。**

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# 作业



## 5、如何在西尔斯获得退款

# How to get your money back at Sears

Just ask for it! When Sears, Roebuck and Co. says: *Satisfaction guaranteed or your money back*, there are no ifs, ands, or buts about it. Read how Sears backs up its famous promise. Not sometimes, but *all the time*.

**“W**e guarantee satisfaction and safe delivery on everything you order.”

These words were written 62 years ago by Richard Sears—a young Chicago merchant who built a giant business by giving his customers a fair shake for their money.

Today, Sears, Roebuck and Co. still observes its promise: *Satisfaction guaranteed or your money back*.

How can Sears afford this guarantee? By keeping people *satisfied*.

**FIRST:** Sears buyers work closely with their suppliers. These suppliers know they can count on large and regular orders from Sears as long as Sears *high standards* are met.

**SECOND:** Sears maintains the world's

largest private laboratory for testing merchandise. This laboratory has absolute veto power over any item that does not meet its high standards.

**THIRD:** Sears never takes quality for granted. Even after an item has been okayed by the Sears laboratory, Sears keeps constant tabs on it to make sure the quality never varies.

### That rare exception

Sears does everything humanly possible to prevent a slipup. But they do happen from time to time. Suppose one happened to you.

Just bring it back and explain what's the matter. You'll find that Sears means it when it says: *Satisfaction guaranteed or your money back*.

← It really happened at a Sears store in Hartford. The Sears salesman took one look at that expression and handed the youngster a brand-new softball. *Satisfaction guaranteed or your money back*.

## 如何在西尔斯获得退款

你只要要求，就能得到！西尔斯，罗巴克公司承诺：保证满意，否则退款。没有如果，还有，但是等问题。看看西尔斯是如何履行他们著名的保证的吧。不是有时会履行，而是一直。

“我们保证您满意，并安全地为您寄送您订购的任何东西。”

这些文字，是理查德·西尔斯——一个年轻的芝加哥商人 62 年前写的，他通过给顾客绝对公平的交易，建立了一个大型企业。

如今，西尔斯，罗巴克公司依旧履行着它的承诺：满意保证，否则退款。

西尔斯怎么有能力承受这样的保证呢？通过保证人们满意。

第一：西尔斯采购人员和他们的供应商有密切的联系。这些供应商知道，只要他们满足了西尔斯高质量标准的要求，西尔斯就会定期大量在他们那里进货。

第二：西尔斯拥有世界上最大的私人实验室，来测试他们的产品。这个实验室对任何不符合高标准的产品，都有绝对的否定权。

第三：西尔斯永远不会把质量当作理所当然。即使一款产品已经得到西尔斯实验室的认可，他们还是会密切关注，确保质量永不变。

### 罕见的例外

西尔斯尽一切人力能做到的事情，防止问题出现。但是，时不时地总会出现一些问题。假设有一个问题发生在了你身上。

你只要把它拿回来，说明问题。你就知道西尔斯说的：保证满意，否则退款，所言不假了。

←这真的发生在哈特福德西尔斯商店。西尔斯销售员看了一眼问题描述，就立刻给了年轻人一个全新的垒球。保证满意，否则退款。

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# 作业



## 致 10000 个在接下来 30 天内 即将购买小型立式风琴的家庭

你以及其他 10000 个家庭，今年即将体验到一种新的快乐和放松。在购买风琴之前，康恩风琴公司建议你询问下列 5 个至关重要的问题：

**1. 这种电子琴容易掌握吗？**你很快就能感受到音乐给你的满足感，因为每个曲调都丰富饱满。然而，“小型”乐器只能弹奏数量有限的乐曲里有限的曲调……而且很快就会被淘汰。与之形成鲜明对比的是，康恩风琴，对初学者来说，非常容易上手……而其音质和多样性会让音乐家都感到兴奋。

**2. 风琴中，最重要的性能是什么？**良好的音色代表着乐器的优越性。康恩风琴拥有完成，独立的音色发音器，使得每个音符都精确、清晰、迷人。没人比康恩风琴更懂音调！康恩风琴是将近一个世纪音乐传统的产物。它由世界最大的管弦乐器制造商……音调领域专家制造。

**3. 风琴是纯电子的吗？**有些是有些不是。有些通过芦苇或机械振动盘发音。康恩风琴是纯电子乐器。起价只要 995 美元，是唯一一款音色不局限于单一曲调的大众化乐器。这意味着康恩风琴音色丰富，音调广……有着完整的、独立的音调音符。

**4. 它的尺寸能优雅地融入我的家居环境吗？**康恩风琴的活动翻板设计，使其占地空间很小！因为它是纯电子乐器，所以，乐曲更丰富，体积更小！

**5. 它的样式好看吗？**康恩风琴由雷蒙·洛伊威设计，外观十分漂亮，有着现代或传统风格，选用优质木材，做工精良。

去康恩风琴经销商那里观看演示，你就会发现明显的差异……

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**康恩**

**风琴**

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**康恩风琴公司 印第安纳州, 埃尔德哈特 D-3 部门**

**请寄给我免费手册, 《如何为家人选购乐器》**

姓名\_\_\_\_\_

地址\_\_\_\_\_

城市\_\_\_\_\_区\_\_\_\_\_州\_\_\_\_\_

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# 作业

## 7、医院在黛尔雅香皂上发现了什么

### What many hospitals have found out about Dial Soap

(besides the fact that it's a very effective deodorant soap)

IN SEPPANE, WASHINGTON, a hospital has suggested that its nursing personnel use Dial Soap because of its proven effectiveness against skin bacteria, including Staphylococci.

A Syracuse, New York, hospital reports that Dial is the only soap used by its staff and patients—including the obstetrical department.

One of the largest hospitals in Philadelphia suggests its patients wash with Dial Soap to help prevent the spread of infections.

In Honolulu, a military hospital recommends that Dial be used in the care of newborn babies of service families. This is to help prevent the diaper rash so prevalent in a tropical climate.

All across the country hospitals are recommending Dial. And many physicians say that Dial is the best soap for general use at home. For Dial is an extraordinary soap. It's mild—easy on skin as only pure soap can be. Yet, because of its exclusive anti-bacterial ingredient, AT-7, Dial destroys a wide variety of skin bacteria.

Most people know, of course, that AT-7 makes Dial America's most effective deodorant soap. Dial with AT-7 removes skin bacteria that cause perspiration odor. But, as the evidence on this page points out, there is an additional reason why people can be glad

they use Dial: To help prevent the spread of infections.

And this evidence is supported by laboratory tests. They prove Dial to be unusually effective against a great range of infectious bacteria, including the notorious "staph" germ—even many strains that have become resistant to antibiotics.

If you've never bought Dial for your family, why not give this extraordinary soap a trial?



公众微信: LBC333



## 医院在黛尔雅香皂上发现了什么

(除了它是一款非常有效的除臭皂)

华盛顿州斯波坎市的一家医院，建议他们的护理人员都使用黛尔雅香皂，因为它已经被证明能有效地抵抗细菌，包括葡萄球菌。

据纽约锡拉丘兹医院报告，黛尔雅是他们的员工和病人使用的唯一香皂——包括妇产科。

费城一家最大的医院也建议他们的病人使用黛尔雅香皂，防止感染蔓延。

在火奴鲁鲁，一家军事医院建议在新生儿的护理方面使用黛尔雅香皂。这么做可以帮助预防热带地区非常常见的尿布疹。

全国各大医院都推荐使用黛尔雅香皂。许多医生说，黛尔雅是普通家庭购买香皂时的最佳选择。因为黛尔雅是一款出色的香皂。它温和不刺激——使用后，皮肤会觉得很舒服，和纯香皂一样。然而，因为它内部添加了独特的抗菌因子 AT-7，使得它能够杀死多种皮肤细菌。

当然，大多数人都知道 AT-7 使黛尔雅成了美国最有效的除臭香皂。含有 AT-7 的黛尔雅香皂，能杀死引起汗臭味的皮肤表层细菌。但是，正如本页提供的证据所说，人们喜欢使用黛尔雅香皂还有一个原因：它有助于防止感染的传播。

这个效果是有实验室测试证明的。大量测试表明，黛尔雅香皂能有效抑制许多种传染性细菌，包括臭名昭著的“葡萄球菌”——甚至包括那些对抗生素已经产生耐药性的菌株。

如果你从来没有为家人买过黛尔雅，为什么不抓紧试一试呢？

使用黛尔雅香皂，难道你不开心吗！（你难道不希望所有人都开心吗？）

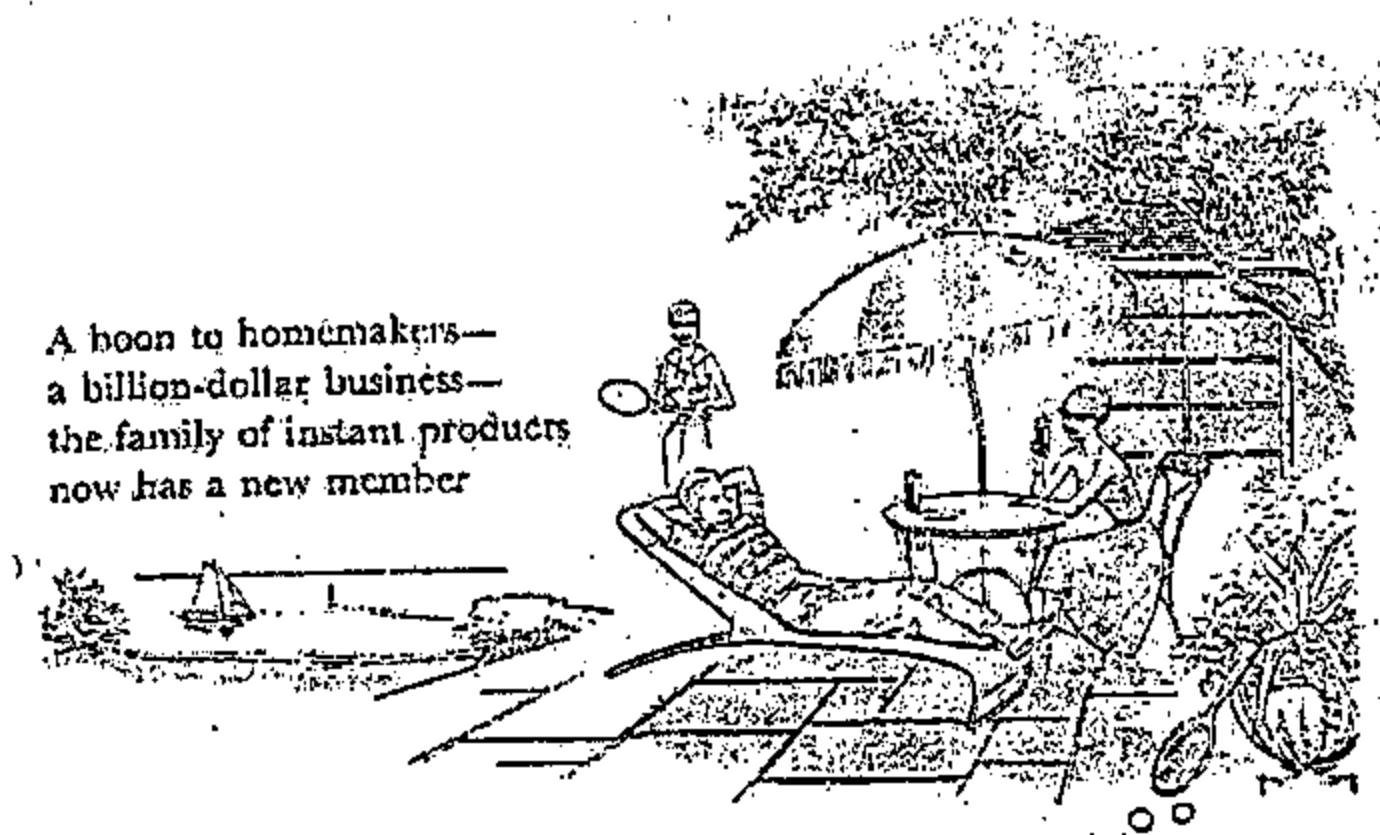
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# 作业

## 8、第一款也是唯一一款 100%速溶纯茶

A boon to homemakers—  
a billion-dollar business—  
the family of instant products  
now has a new member



### The First and Only 100% Pure Tea in Instant Form

By Mary Margaret McBride  
*Author, Lecturer and Radio Personality*

WOMEN who used to use muscle-power on mashed potatoes, "slave over a hot stove" to make puddings and other special dishes, are turning to the easy instant products. And now a new one is appearing in their kitchens—instant tea.

However, there were many problems to be overcome before a really good instant tea could be made. The chief one—how to make an "instant" that would be 100% pure tea, with no fillers to dilute the flavor, like dextrins and maltose.

That one was answered in the Standard Brands laboratories in Stamford, Connecticut, where—after years of experiments—re-

searchers found a way to capture the flavor of fine tea in pure tea crystals.

The result is Instant Tender Leaf Tea. Its real tea flavor can be released instantly right in the iced tea glass. Just dissolve a spoonful of the crystals in a little boiling water, and stir. Then fill up the glass with ice and tap water.

Homemakers say this iced tea is not only much easier—with no brewing and no tea bags to dispose of—but tastes excellent. Many people have been unable to tell it from regular brewed tea.

The future looks bright for another new instant product, riding America's trend to easier living.

家庭主妇的福音——  
十亿美元的企业——  
家庭速食食品的新成员

## 第一款也是唯一一款 100%速溶纯茶

来自: 玛丽·玛格丽特·迈克布莱德 作家 演说家 广播人

曾经习惯辛辛苦苦地用手工制作土豆泥,“在闷热的灶炉”忙前忙后准备布丁和其他特色菜肴的家庭主妇,现在也开始选择速食食品了。如今,她们的厨房里还出现了一种新型速食食品——速溶茶。

然而,在制作真正的优质速溶茶时,需要解决许多问题。最主要的一个就是一一如何制作100%纯茶的速溶茶,不添加任何别的味道,如糊精和麦芽糖等。

康涅狄格州斯坦福德标准品牌实验室给出“答案——经过多年实验研究——研究人员找到了一种在纯晶体中捕捉好茶味道的方法。

成果就是因斯坦速溶茶。在冰茶杯里,它可以立即释放真正的茶味道。你只要舀一勺茶晶,在少量开水里搅拌溶化。然后,装满冰和水即可开始饮用。

家庭主妇们都说这款冰茶不仅冲泡简单——不用等待,没有滴水的茶包——而且味道也很好。许多人都无法把它和常规方法冲泡的茶区分开。

美国人追求轻松生活的趋势,使得速溶产品的前景一片光明。

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# 作业

## 9、因斯坦冰茶是如何改变我的看法的

The food authority  
who has eaten her way  
appreciatively across America  
tells about the only "Instant"  
that's all pure tea



### How Instant Iced Tea Changed My Mind

By Mary Margaret McBride, Author, Lecturer and Radio Personality



In my book *Harvest Of American Cooking* I told about food ideas of tomorrow — ingredients measured by magic eye, a cake baked in three minutes, even food squeezed from tubes for space travelers. And I went on to say that new "no-hands" cooking can't compete with "made-from-scratch."

Well, I should know by now that whenever I make a flat statement something comes along to change my mind. In this case it was instant tea! Not just *any* instant tea, mind you, but a new kind that's *all* tea, no fillers or carbohydrates.

It's called Instant Tender Leaf, and with my first frosty glassful I decided it was delicious. "Well," I told myself, "when I find a work-saver that tastes *this* good, I'm glad to be a no-hands cook."

I did have to lift a spoon, of course, to dissolve the pure tea crystals in a little boiling water. Then I managed to add a few ice cubes and turn on the water faucet. But that was all! No brewing, no drippy tea bags, almost no hands!

So if you should drop in for tea, my crumpets may be made from scratch, but my iced tea will be made the new instant way—with Instant Tender Leaf Brand.

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

尝遍美国美食的美食权威专家  
认为只有“因斯坦”速溶茶是纯茶

## 因斯坦冰茶是如何改变我的看法的

来自: 玛丽·玛格丽特·迈克布莱德 作家 演说家 广播人

在我的书《美式烹饪的收获》中,我畅谈了未来的食物理念——通过电子设备衡量食材分量,3分钟就能烘焙好的蛋糕,甚至还有为太空旅行者专门配备的从挤压管挤出来的食物。我还说,速食食品肯定不能和“自己做的”食物相匹敌。

现在我应该知道了,每当我做出一个断言时,总有一些事情出来改变我的看法。这一次改变我看法的是速溶茶!请注意,不是一般的速溶茶,而是没有添加物,没有碳水化合物的一种新型纯茶!

这种速溶茶叫做因斯坦茶,我第一次喝就觉得它的味道很好。我告诉自己“竟然有口味这么好,而且省时省力的东西,我很高兴不用“自己做”食物。”

当然,我还需要舀一勺纯茶晶,将它溶解于沸水。然后添加一些冰块,打开水龙头加入水。但这已经是全部工作了。不用等待茶叶泡好,没有滴水的茶包,而且几乎不用下手!

所以,如果你想喝茶,我的甜点可能是我花精力“自己做”的。但是,有了因斯坦速溶茶,我的冰茶却可以速成!

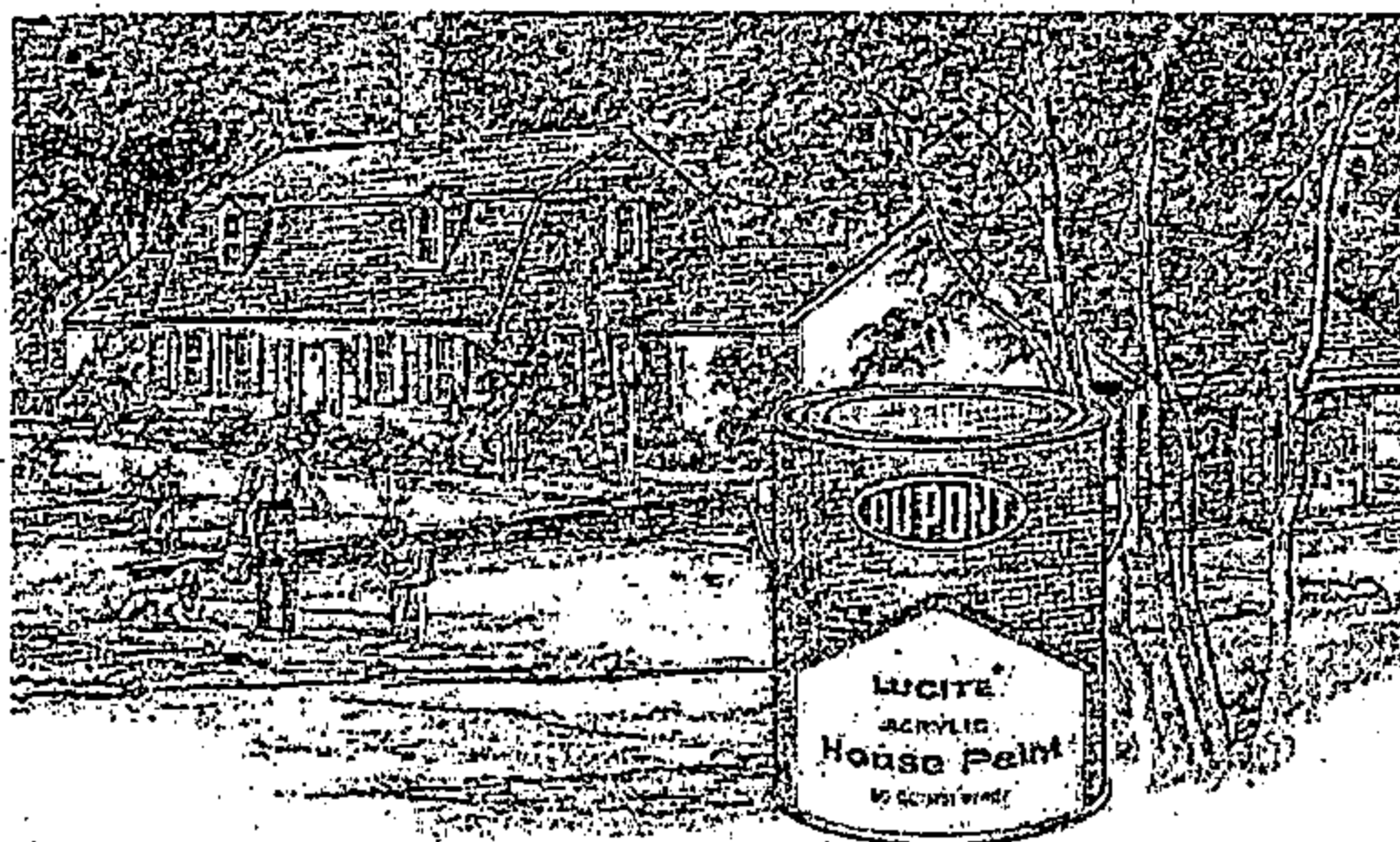
**Standard Brands 公司的又一款优质产品**

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## 作业



## 10、新杜邦“卢塞特树脂”家用涂料， 解决了 90% 的油漆气泡问题



### Paint blister problem 90% solved with new Du Pont LUCITE® house paint

*"Lucite" makes the difference... and only Du Pont makes "Lucite"*

Resists paint peeling and blistering. Moisture blistering, once the homeowner's most serious problem, has been solved. Research proves new "Lucite" Acrylic House Paint, used with Du Pont Blister-Resistant Primer over bare wood surfaces, effectively resists blistering, cracking and peeling in 90% of the cases tested... including yellow pine! And new "Lucite" is equally good for masonry.

Outlasts ordinary paints. Tests also prove "Lucite", applied according to directions, can keep your home beautiful 50% longer than ordinary house paint. Consider today's paint costs and you'll see how it can save hundreds of dollars. Yet "Lucite" costs so little more!

Serves as "Lucite" protective shield. New "Lucite" is the only house paint made

from "Lucite" acrylic resin. Because its surface is extra-hard, heavy rains wash dirt right off. The tough acrylic resins in the finish help resist rain, snow, baking sun, sea air, fumes, mildew and soot. **READY NOW**... in whitest white and 16 fade-proof colors.

Send for booklet, "How to Get Extra Years of Beauty from Your Next House Paint Job." Du Pont Finishes Div., Dept. RD-7, Wilmington 98, Del. Or ask your Du Pont Paint Dealer. It's in the Yellow Pages.

Buy the paint that's worth  
the work... the beauty lasts



Better Things for Better Living  
... through Chemistry

## 新杜邦“卢塞特树脂”家用涂料 解决了 90% 的油漆气泡问题

*“卢塞特树脂”带来不同体验……只有杜邦*

**抵制油漆剥落，起泡。**由于水汽引起的油漆起泡问题，曾经是最令房主头疼的问题，如今得到解决了。研究证明，新杜邦“卢塞特树脂”丙烯酸涂料，在光秃的木材……包括黄松。表面使用杜邦无气泡木用底漆，在测试的 90% 的案例中，都能有效地抵制油漆起泡、开裂和剥落问题。“卢塞特树脂”尤其同样也适用于砖石。

**比普通涂料更持久。**经过测试，证明新杜邦“卢塞特树脂”涂漆，根据指示刷涂可以让你的家美得更持久，比普通油漆持久时间长 50%。想想如今的涂漆成本，你将知道它能为你节省数百美元。而新杜邦“卢塞特树脂”涂漆价格比普通涂漆只高一点点！

**新杜邦“卢塞特树脂”涂漆像一个保护盾。**我们的涂漆是唯一采用丙烯酸树脂的涂漆。因其表面极硬，暴雨能立刻把污垢冲洗掉。表面坚硬的丙烯酸树脂有助于抵抗雨、雪、烈日、空气、烟雾和霉菌。“卢塞特树脂”丙烯酸家用涂漆有白色，和其他 16 种美丽、永不褪色的颜色。立刻准备购买吧……

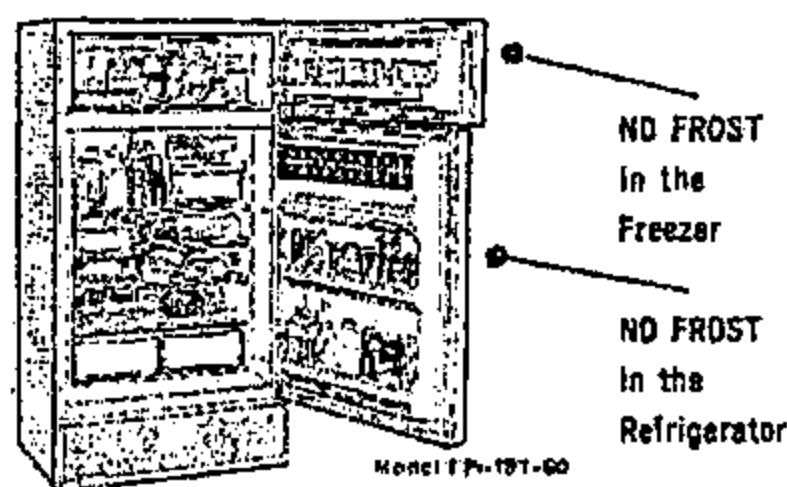
发送邮件索取小册子《如何在下次刷漆时，拥有一个永久的超级美丽的房子》 杜邦油漆，RD-67 部，威尔明顿，德尔。或者，也可以问问你的杜邦油漆经销商。在电话黄页上就可以找到。

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# 作业

## 11、北极牌冰箱，让你的食物冷藏不再受冰霜困扰！

*Why settle for automatic defrosting?*



### FOODKEEPING WITHOUT FROST IS HERE NOW FROM FRIGIDAIRE!

ANYONE who has ever owned a refrigerator knows what a problem frost has always been. When automatic defrosting was invented, it was a tremendous boon to women.

But just automatic defrosting did not solve the problem of frost. Defrost water re-froze on frozen food packages. What was needed was something once thought impossible: no frost at all.

It remained for Frigidaire, working for years, to make this tremendous advancement. Over a year ago, the Frigidaire Frost-Proof Refrigerator-Freezer was introduced to a waiting America. It used an amazing principle of *frost prevention*, in both freezer section and refrigerator section. Frost was stopped before it started.

The Frigidaire Frost-Proof Refrigerator-Freezer was an immediate sensation. This was what women had long wanted. To date,

over 200,000 of these wonderful foodkeepers have been kitchen-proved in American homes. No other similar product has been so successfully demonstrated.

So fool-proof is the unique Frigidaire Frost-Proof system that Frigidaire guarantees\* Food-keeping without Frost in 4 new 1960 Frost-Proof models. Look for new kitchen-beautifying Sculptured Sheer Look, new kind of magnetic door seal, new "Flowing Cold" Meat Tender that keeps most meats fresh for 7 days. Choose from 5 Kitchen Rainbow Colors or White on most models.

Own a new 1960 Frigidaire Frost-Proof Refrigerator-Freezer and feel like a queen. See the whole line of Frigidaire advanced appliances designed with you in mind. Product of General Motors.

\*IMPORTANT! Without any cost to owner or user, at any time within one year from date of delivery, Frigidaire will make all necessary adjustments to the Frost-Proof Refrigerator-Freezer to prevent accumulation of frost.

为何要满足于自动除霜?

冷库里不再结霜

冰箱里不再结霜

## 北极牌冰箱

### 让你的食物冷藏不再受冰霜困扰!

有冰箱的人都知道,霜一直是个问题。自动除霜功能的发明,当时给家庭主妇们带来了巨大的福音。

但是,仅自动除霜并不能解决霜的问题。除霜后的水会在冷冻包上再次结冰。我们需要的是曾经认为完全不可能实现的功能:永不结冰。

经过多年的研发,北极牌冰箱在这方面取得了巨大的进展。一年多以前,北极牌防霜冷藏冷冻冰箱,终于进入了期待已久的美国居民家中。它在冰箱的冷冻和冷藏区均应用了神奇的防霜原理。阻止了霜的形成。

北极牌防霜冷藏冷冻冰箱一经问世,就引起了巨大的轰动。这是家庭主妇们长期以来一直想要的东西。到目前为止,超过 200000 个美国家庭都在使用它,证实着它的效果。还没有其它哪款类似产品取得过这样的成功。

这款独特的冰箱防冻系统十分安全可靠,北极牌冰箱的 4 款新型 1960 防霜冰箱都采用了这种防霜性能。这款新型冰箱,外观设计简洁大方,冰箱门采用新型磁性密封条,新的“冷”循环系统,能让大多数肉类保鲜 7 天。而且大多数型号都有 5 色厨房彩虹系列或白色系列供你选择。

选择 1960 北极牌防霜冷藏冷冻冰箱,给你带来女王般的感觉。北极牌冰箱整套先进的电器设计线,在设计时都时刻牢记您的利益

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和您的需求。通用汽车出品。

**\*重要！**北极牌防霜冷藏冷冻冰箱用户，从交接产品之日起，一年内，北极牌冰箱售后服务，都会免费为你做所有必要维护，防止霜积累。

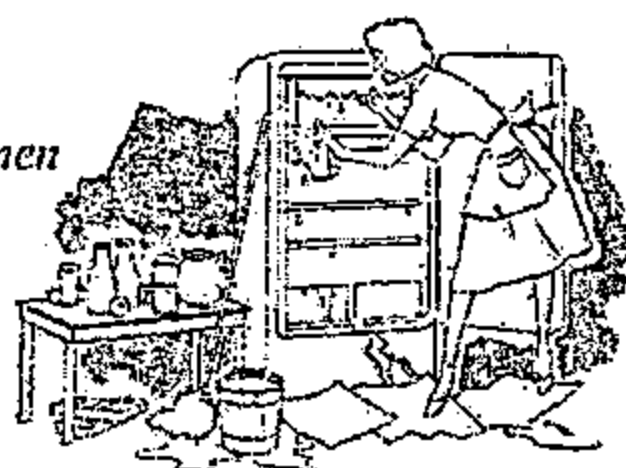
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# 作业

## 12、北极牌防霜冷藏冷冻冰箱，没有霜.....即使在冷冻层也没有

*Hundreds of thousands of women  
enjoy new freedom from  
a dismal chore*



### NO FROST...EVEN IN THE FREEZER IN FRIGIDAIRE FROST-PROOF REFRIGERATORS

**F**OR YEARS, the task of defrosting the freezer section of a refrigerator has been a dismal chore for women.

Automatic defrosting was a step ahead. But with it, frost still formed and had to be melted away. Many manufacturers offered refrigerator-freezer combinations in which the refrigerator was frostless, but the problem of frost in the freezer was ever present.

It remained for Frigidaire to originate a truly Frost-Proof refrigerator-freezer. Not automatic defrosting, but no frost at all. No frost in the freezer, as well as in the refrigerator section. No frost on frozen food packages. No frost on freezer walls. No messy defrosting ever.

Here was big news. And thousands of women rushed to enjoy Frigidaire freezing without frosting. To date, hundreds of thousands of women own and love their Frigidaire Frost-Proof refrigerator-freezers.

In the Frigidaire Frost-Proof

system, constantly circulating super-cold air takes the excess heat and moisture that cause frost completely out of the freezer section. This is frost prevention. With it, frozen foods stay more firmly frozen. Fresh foods in the refrigerator section look better, keep better, taste better.

Only Frigidaire offers you freezing without frosting that has been kitchen-proved in so many homes.

And only Frigidaire brings you all of these new, advanced features: a new Magnetic Door Seal for better cold-keeping; all-aluminum, whisper-quiet "Roll-to-You" shelves with all-usable space; new "Flowing Cold" Meat Tender that keeps quality meats fresh up to 7 full days; the kitchen-glamorizing beauty of the new "Sculptured Sheer Look."

Choose from four new Frost-Proof models, top or bottom freezers, most in five Kitchen Colors or White. Frigidaire Advanced Appliances Designed With You In Mind. Product of General Motors.



现在千千万万的家庭主妇再也不用做那个繁琐的苦差事了

## 北极牌防霜冷藏冷冻冰箱 没有霜.....即使在冷冻层也没有

多年来,给冰箱的冷冻室除霜,一直是繁琐的苦差事。

自动除霜是领先一步的技术了。但是,冰箱内仍然会形成霜,需要融化。许多制造商提供冷藏冷冻冰箱组合,冷藏区无霜,但在冷冻区,仍然有霜。

北极牌冰箱仍面临着研发一款新型的无霜冷藏冷冻冰箱。不是自动除霜,而是完全没有霜。在冷藏,冷冻区,都没有霜。冷冻食品包装上没有霜。冰箱内壁上没有霜。再也不用面临除霜的烦恼。

重大新闻来了。千千万万的家庭主妇都争先购买不会结霜的北极牌冰箱。到目前为止,许许多多的家庭主妇都拥有,并爱上了她们的北极牌防霜冷藏冷冻冰箱。

北极牌防霜系统中,有不断循环的冷空气,导致霜的多余热量和水分全部带走。这是防霜。有了防霜功能,冷冻食品将被冻结得更加牢固。冷藏区的新鲜食物,看起来更好,更新鲜,味道也更好。

只有北极牌冰箱是不结霜冰箱,经过了许许多多家庭的验证。

只有北极牌冰箱,为你带来这些全新,先进的冰箱性能:新型冰箱门磁条密封技术,为你提供更好的制冷效果;全铝制、静音“滑动”货架,最大地提高了空间利用率;新型“冷流”冷冻技术,让鲜肉保鲜7天,依旧鲜嫩无比;外观简约大方,非常漂亮。

北极牌防霜冰箱,有4个型号供你选择,有顶层冷冻区,也有底层冷冻区,大多数型号都有5中颜色或纯白色。北极牌冰箱整套先进的电器设计线,在设计时都时刻牢记您的利益和您的需求。通用汽车出品。

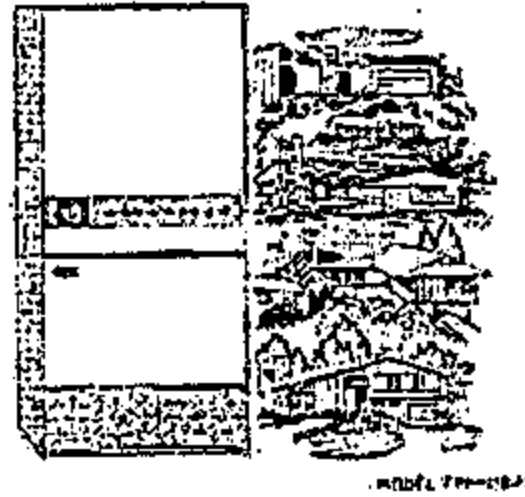
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# 作业

## 13、北极牌防霜冷藏冷冻冰箱，彻底解决了霜的问题！

*The only products of their kind  
that have been proved 100%  
FROST-PROOF in hundreds of  
thousands of homes*



### New FRIGIDAIRE FROST-PROOF refrigerators eliminate frost, even in the freezer section!

UNTIL RECENTLY, automatic defrosting had been one of the most sought after features in a refrigerator. It had been accepted as the best solution to the frost problem that had always plagued foodkeeping. But no longer.

Now, you can have Foodkeeping *without* Frost. Enjoy complete freedom from any kind of messy defrosting—from frosty freezer walls; ice-locked packages; snow-covered labels you can't read. Hundreds of thousands of women already own a Frigidaire Frost-Proof Refrigerator. They have found that there's *no frost at all*. Not in the refrigerator section. Not even in the freezer.

This wonderful new convenience is yours because Frigidaire discovered a new kind of cold—Frost-Proof cold. Sweeping through the freezer section, it picks up and carries away excess heat and moisture *before* frost can start. This is true

frost prevention . . . *no frost at all*.

There is only one genuine Frost-Proof Refrigerator-Freezer that has been kitchen-proved in hundreds of thousands of American homes. It is made only by Frigidaire. Don't accept anything less than Foodkeeping *without* Frost—*guaranteed\** by Frigidaire.

This marvelous new Frost-Proof Refrigerator is at your Frigidaire Dealer's now. Choose from 5 different two-door models radiant with Sculptured Sheer Look beauty. Get today's most advanced foodkeeping features. 5 Kitchen Colors or White in most models. Prices as low as \$5.49 a week after small down payment. You'll feel like a Queen with Frigidaire *Advanced* Appliances Designed with *You* in mind. Product of General Motors.

\*Only Frigidaire guarantees Foodkeeping without Frost. Without any cost to owner or user, at any time within one year from date of delivery, Frigidaire will make all necessary adjustments to the Frost-Proof Refrigerator to prevent accumulation of frost.

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同类产品中唯一一款经过无数家庭证明  
100%防霜的冰箱

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## 北极牌防霜冷藏冷冻冰箱，彻底解决了 霜的问题，甚至冷冻区也不再有霜！

直到最近，自动除霜仍是人们在购买冰箱时最受追捧的性能之一。它被认为是解决食物冷藏时，一直困扰着人们的霜的问题的最好方法。但现在不是了。

现在，食物冷藏时，你再也不用受到霜的困扰了。再也不用因为各种东西——冰箱壁；裹满冰的食物；结满霜的无法阅读的标签等的除霜问题而烦恼了。现在无数的家庭主妇们都已经拥有了北极牌防霜冰箱。她们发现，这个冰箱里根本不会出现霜，甚至在冷冻层内，也不会产生霜。

现在，你也能拥有这个神奇的新型便利冰箱了，因为北极牌冰箱发现了一种新型制冷技术——防霜制冷。冷流循环时，在霜形成之前，会带走冰箱内多余的热量和水分。这种技术能够真正防霜……完全没有霜。

真正经过无数家庭证明确实能防霜的冰箱，只有这款北极牌防霜冷藏冷冻冰箱。不要再购买任何其他冰箱了。

现在，全国北极牌冰箱经销商处均有售这款神奇的新型防霜冷藏冷冻冰箱。一共有 5 种不同型号的双开门款式，设计简约大方，非常漂亮。大多数型号都有 5 种厨房色或白色供你选择。

来获得如今最先进的冰箱吧。支付分期付款，除了一点首付款以外，每周只要支付 5.49 美元。北极牌冰箱整套先进的电器设计线，在设计时都时刻牢记您的利益和您的需求，带给你女王般的感觉。通用汽车出品。

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\*只有北极牌冰箱敢担保无霜。北极牌防霜冷藏冷冻冰箱用户,从交接产品之日起,一年内,北极牌冰箱售后服务,都会免费为你做所有必要维护,防止霜积累。

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## 作业

## 14、家庭取暖魔法，节省高达 20% 的燃料费

*How a Lennox Comfort Craftsman solved the Raymond Bledsoe's heating woes with...*

### Home heating magic that saves up to 20% on fuel bills

If your town endures the same unpredictable winters as Sioux City, Iowa, you will appreciate the experience of Mr. Raymond Bledsoe. Here, in his words, is why he was one of the unhappiest new home owners in the country—until recently, that is.

"When we bought our new home, we believed we were getting the finest equipment available. Name-brands were in our kitchen, baths, utility room and basement. The warm air heating equipment was a widely advertised make.

#### Chilling Drafts—High Fuel Bills

"It only took the first cold spell to make us realize that something was seriously wrong with our heating. Regardless of the thermostat setting, temperatures varied so much that we were never comfortable more than a few minutes at a time. When the furnace would come on, there was a chilling draft across the floor—and our fuel bills were beyond reason.

"A friend visiting us noticed our discomfort. He had built a new house and had installed Lennox heating equipment.

#### Friend Suggests Adjustment Check

"Ray," he said, "Let me call Kalin's Heating and Air Conditioning, the people who installed my Lennox. Whoever installed your furnace can't seem to adjust it correctly. Maybe Kalin's can."



"Next day, Kalin's sent a service man out. There were a few minor troubles, but one single change he made in the controls was what completely revolutionized our indoor comfort. He called it the 'CAC principle'—setting the blower control so there was 'Continuous Air Circulation.'

#### Fuel Bills Down 20%

"It sure worked! Temperatures held steady for the first time, drafts disappeared—and my fuel bills dropped almost exactly 20%."

There is a Lennox Comfort Craftsman in your community who knows "Heating Magic." If your indoor comfort is something less than you should expect, call him. His service man can diagnose the trouble in a few minutes and, chances are, correct your trouble at small cost.

Should the equipment need replacing, he handles the finest heating and air conditioning equipment available—Landmark® by Lennox. Your nearby Lennox Comfort Craftsman is listed in the Yellow Pages. Call him today.

More  
People  
Buy

# LENNOX

Through Comfort Craftsmen

in 3922 Towns in the U. S. and Canada

©1955 Lennox Industries Inc., World Leader in Heating and Air Conditioning, founded 1895; Headquarters and Design Office, 1200 S. 1st St., Lincoln, Neb. Branches: Chicago, Ill.; Columbus, Ohio; Detroit, Mich.; St. Louis, Mo.; Springfield, Mass.; Toronto, Ont.; Vancouver, B.C.; Winnipeg, Man.; and many others.

#5800

雷诺士舒享人生取暖设备，解决了雷蒙德·布莱索的取暖难题……

## 家庭取暖魔法，节省高达 20% 的燃料费

如果你所在的城市也和爱荷华州，苏城的冬天一样出奇的寒冷，那么你一定对雷蒙德·布莱索的经历深有体会。他说直到最近一直觉得自己是这个城市里最不快乐的新房主之一，原因是什么呢？用他的话来说就是：

“当我们买了新房后，我们选了最好的家居设备。厨房，浴室，杂物间，包括地下室，我们都选择了名牌产品。取暖设备，我们也选了最为广泛宣传的品牌。

### 寒冷的气流——高昂的燃料费

“当第一股寒潮来临时，就让我们意识到我们的取暖设备有严重的问题。尽管我们有恒温控制设备，但是室内温度变化还是很大，我们感觉室温舒适的时间，一次从来没超过几分钟。当火炉燃起的时候，地板上会飘来一阵冷气——而且，我们的燃料费高到离谱。

“一个朋友来拜访我们，注意到了我们的不适。他以前盖了一座新房，安装了雷诺士取暖设备。

### 朋友建议重新检查调整

“雷，他说道‘我给科林斯供暖空调公司打个电话吧。就是他们给我安装的雷诺士。给你安装取暖炉的人，看来没办法给你调整好。科林斯可能可以。

“第二天。科林斯就派了服务员过来。我们的取暖设施确实有些小问题，他做了一个改动，就彻底改变了我们的室内舒适度。他称之为‘CAC 原理’——设置鼓风控制，制造‘连续的空气循环’。



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### 燃料费减少了 20%

“真的很有效！室温第一次得到了稳定，寒气消失了——而且，我的燃料费减少了差不多 20%。”

在你的社区有雷诺士舒享人生服务站，他们掌握“加热魔法”。如果你的室温舒适度没有达到你的期望值，打电话给他们。服务人员几分钟就能诊断出问题所在，而且很可能以很低的成本帮你解决烦恼。

如果你的设备需要更换，他能为你提供最好的供暖和空调设备——具有里程碑意义的雷诺士。在黄页中就能找到离你最近的雷诺士舒享人生服务站。今天就打电话给他吧。

更多人购买

**雷诺士**

美国和加拿大共有雷诺士舒享人生 3922 个服务点

© 雷诺士实业公司 供暖及空调设备领导品牌 于 1895 年成立

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## 作业

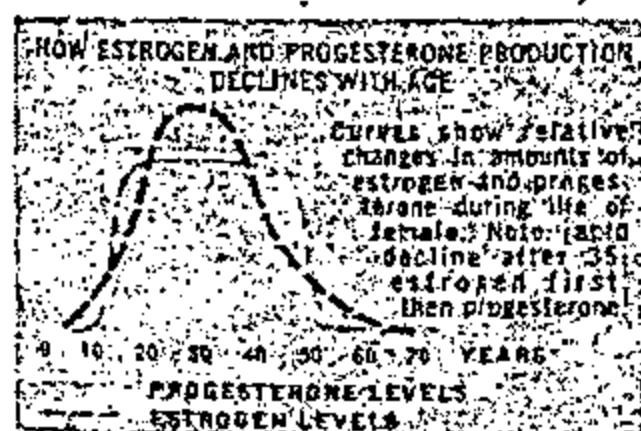
## 15、为什么有的女人 50 岁看起来还很年轻，而有的女人 35 岁就看起来很老

### READ! THE TRUE FACTS: WHY SOME WOMEN LOOK YOUNG AT 50 WHILE OTHERS LOOK OLD AT 35

by Helena Rubinstein

Creator of Ultra Feminine, the unique face cream that  
reduces lines and wrinkles due to dryness,  
starts you looking younger today.

Just as some girls reach adolescence at 12, others at 14 or later, you and I know that women show signs of age at different times. Some begin to age as early as 35, while others seem forever young. It depends greatly on individual skin and body chemistry, and each woman's supply of *estrogen and progesterone*, natural substances plentiful in youth, but diminished in later years. (See chart.)



Because there are no substitutes for nature's youth-giving properties once they are lost, we have sought to return to aging skin two of these natural substances, estrogen and progester-

one, in a face cream. Ultra Feminine® is the *only* face cream that contains *both* of these female requisites.

These substances cannot be stored by your skin, so results depend on daily use. Ultra Feminine works within the skin...gives a daily replenishment of estrogen and progesterone. When you use Ultra Feminine regularly oil glands produce at a more youthful rate! Skin cells can hold maximum moisture! You will find that lines and wrinkles due to loss of oil and moisture are reduced! The skin's surface becomes soft, smooth; younger skin tone is restored. Yes, your skin looks younger! No other face cream, *no matter how high-priced*, can make these claims for effectiveness.

If you are 35 or older, I recommend that you begin Ultra Feminine treatment for your skin now! And I make this Guarantee: Use it faithfully for 30 days. Your skin *must* look younger, or your money back. 30 days' supply, 3.75; 60 days' supply, 6.00. At department and drug stores.

© 1963 HELENA RUBINSTEIN, Inc., Dept. R, 655 Fifth Avenue, N.Y.C.

Prices Plus Tax

读！真正的事实：

## 为什么有的女人 50 岁看起来还很年轻，而有的女人 35 岁就看起来很老

来自：赫莲娜·鲁宾斯坦

超魅，一款能减少由于干燥引起的细纹和皱纹的  
独特面霜，  
让你从今天开始看起来更年轻。

就像有些女孩子 12 岁就到了青春期，而有些则要到 14 岁或者更晚一样，我们都知道女人在不同阶段表现出来的外貌年龄也不同。有的人在 35 岁，看起来很老，而有的人似乎永远年轻。这很大程度上取决于个人的皮肤，和身体状况。每个女人年轻时，雌激素和孕激素以及体内天然物质都非常丰富，而随着年龄的增长会慢慢减少。（见图表。）

因为，体内维持年轻的天然物质一旦流失，就没有替代品。所以，我们试图通过在面霜中加入雌激素和孕激素这两种自然物质，来恢复年轻肌肤。超魅®是唯一含有这两种女性的必需物质的面霜。

这些物质不能存储在你的皮肤中，所以需要每天使用。超魅作用于皮肤内部，每日补充皮肤所需的雌激素和孕激素。经常使用超魅，油腺体会以更年轻，更活跃的速度分泌！皮肤细胞能容纳最多的水分！你会发现，因为水油流失减少，皱纹也减少了！皮肤表面变得柔软、光滑，肤色恢复年轻。是的，你的皮肤看起来更年轻！没有其他哪种面霜，无论多么昂贵，可以像超魅这么有效。

如果你已经 35 岁或 35 岁以上，我建议你现在开始使用超魅来保护你的皮肤！我保证：每天坚持使用，30 天，你的皮肤肯定会看起来更年轻。否则，我们全额退款。30 天量，3.75 美元；60 天量，6.00 美元。专柜和药店均有售。

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# 作业

## 16、干燥肌肤的新希望

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

### New Hope for Dry Skin

ON a 10th-century battlefield a corpsman ministers to a wounded Saracen. In the 1600's a Scotswoman stirs a "comfort" poultice. Centuries and continents apart, these two primitive healers rely on the curative powers of the same root: *comfrey*.

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

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

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

They accumulate on the skin surface.

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

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

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



In just 10 minutes this cream starts to repair and retrain dry skin.

Treatment may be started immediately since new Pond's Dry Skin Cream with Stimulin is now available wherever cosmetics are sold, priced at 45¢ to \$1.00 plus tax. Or write for sample trial size jar and explanatory booklet "The Beauty Secret that Kept for Centuries." Send 25¢ to Pond's Dry Skin Cream, Box 94, Brooklyn 1, N. Y.

举世闻名的美容师  
揭示了几个世纪以来，都不为人所知的一个美容秘密

## 干燥肌肤的新希望

10 世纪的战场上，一个陆军医护兵，用一种药物拯救了一位受伤的撒拉森人。17 世纪，一个苏格兰女人调配了一款“非常舒适的”药方，引起了轰动。几个世纪以来，这两种药物配方中，一直依赖着同一种有显著治愈效果的根：紫草。

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

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

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

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

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

它给肌肤带来的长远好处确实是令人瞩目的。持续使用加有“调

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

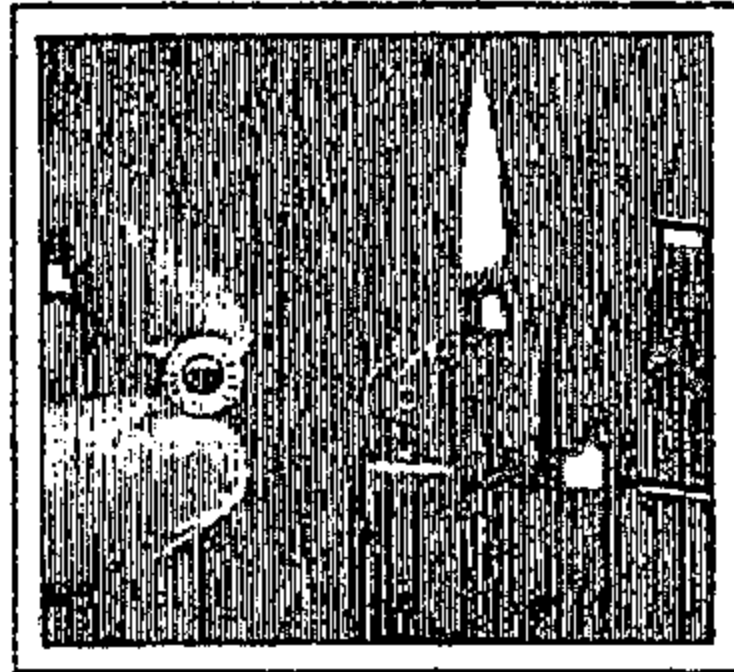
现在就可以让你的皮肤立即接受治疗，在各大销售护肤品的商店都能买到新旁氏干性肌肤护肤霜，售价为 45 美分—1 美元，含税。或者你可以写信索取试用品，以及说明手册《几世纪以来一直不为人所知的美丽秘密》。写信到纽约 1 区布鲁克林，94 邮箱，旁氏干性肌肤护肤霜，并内附 25 美分即可。



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## 作业

## 17、为什么 Zippo 人在打火机小轮子上投入 300000 美元



### Why the Zippo Man spent \$300,000 on this tiny wheel

**I**N THE SPRING of 1946, the Zippo man made a sad discovery. Some of the striking wheels in his Zippo lighters were not as good as he had been led to believe.

Sure, there were plenty of good wheels, but some poor ones had crept in, too. They would not give the kind of year-in, year-out service that he demands of every part in a Zippo.

So in spite of booming business, he called a halt. Nobody was laid off. He just wouldn't ship any more lighters. The Zippo man began his search for the finest striking wheel in the world.

Experiments were made with every

kind of steel he could lay his hands on. He had thousands of wheels made. But, perfectionist that he is, the Zippo man still wasn't satisfied.

He talked to some of the world's great metallurgists. Then with his own craftsmen, and a bit of luck, he developed a striking wheel that makes your Zippo lighter a lifetime companion.

This is one important reason why the Zippo man is able to offer you his incredible guarantee. No matter how old it is or what its condition, *if a Zippo ever fails to work, he'll fix it free!*

Zippo Manufacturing Company,  
Bradford, Pa., and Canada Limited,  
Niagara Falls, Ontario.

## 为什么 Zippo 人 在打火机小轮子上投入 300000 美元

1946 年春天, Zippo 人发现了一个令人忧伤的事情。他们的打火机上有些打火轮, 没有之前预想的质量那么好。

当然, 其中很多打火机的打火轮质量还是很好的。但是也有一些质量差的混了进去。这些质量差的打火机, 无法满足 Zippo 打火机每一部分都能给顾客提供年复一年的服务要求。

所以, 尽管当时的销量蒸蒸日上, 但是他还是叫停了那批 Zippo 打火机的销售。他没有解雇任何人。只是, 不再销售该批次的打火机。Zippo 人开始寻找世界上最好的打火轮。

他用能找到的各种钢材进行实验。做了成千上万种打火轮。但是, 这个完美主义者依旧不满意。

他向世界上一些最伟大的冶金学家请教。然后和自己的工匠经过不懈的努力, 加上一点点运气, 他开发了出了一个引人注目的打火轮, 可以让你的 Zippo 打火机使用一生。

这就是 Zippo 能为你提供令人难以置信的保证的一个重要原因。不管你的 Zippo 打火机用了多久, 用到什么样的程度, 一旦它不能用了, Zippo 都会为你免费维修!

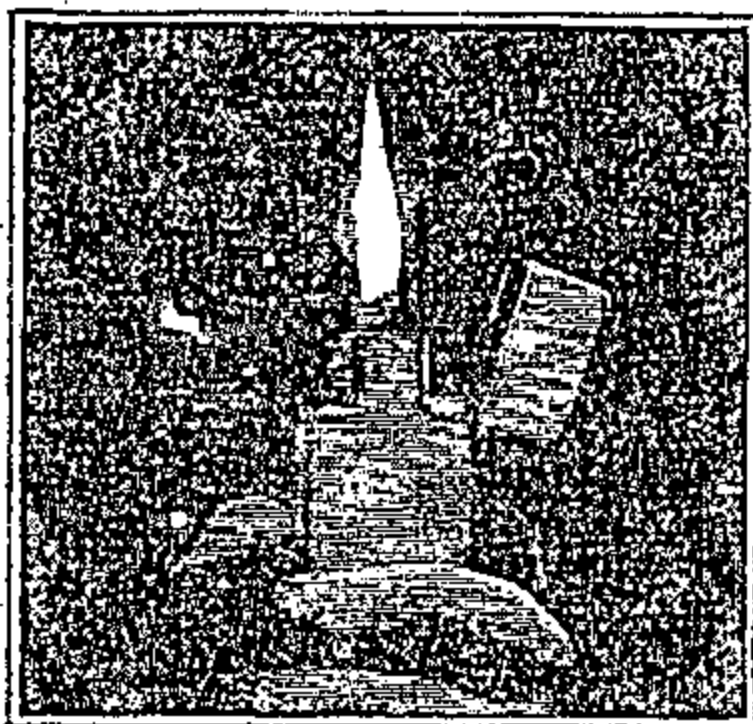
宾夕法尼亚州布拉福县 Zippo 制造公司, 安大略省尼亚加拉瀑布加拿大有限公司。

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## 作业

## 18、令人难于置信的 Zippo 打火机



### The Incredible Story of the Zippo Lighter

*—and a man who believes a lighter should work forever*

**T**HE MAN who made the first Zippo, and who still runs the show, learned his trade in his father's Pennsylvania machine shop.

He developed manual skills. He mastered the sweet science of machinery. And he learned one thing more.

He learned to love workmanship for its own sake. He became a craftsman in the 19th Century American tradition — the breed of men who made things that worked. And lasted. For a long, long time.

Today, he makes a cigarette lighter that works. The Zippo. And he constructs each Zippo so carefully that he is able to offer the most sweeping guarantee in the annals

of American business.

Regardless of age or condition — *if a Zippo ever fails to work — he'll fix it free!*

Some modern businessmen who make products that become obsolete on a schedule don't have much respect for the Zippo man's business sense.

But he does pretty well. And he has a rare good feeling when he goes to bed each night. The feeling that comes from making a product that *works*. Every time. Year after year. Generation after generation. Always — or he fixes it free.

Zippo Manufacturing Company, Bradford, Pa. In Canada: Zippo Manufacturing Company, Canada Ltd., Niagara Falls, Ontario.

## 令人难以置信的 Zippo 打火机 ——一个相信打火机应该永远不会坏 的人的故事

第一个制造 Zippo 打火机的人，早期在父亲宾夕法尼亚州的机械维修店里掌握了经商之道，现在仍然掌控着全局。

他掌握了手工技能，学会了机械原理。除此之外，他还学会一样东西：那就是对机械工艺本身的热爱。

19 世纪时，他成为了一名传统的美国工匠——制造实用器械的人。在这行做了很长一段时间。

如今他制造出了实用的打火机。Zippo 打火机。他用心谨慎地制造着每一个 Zippo 打火机，为的就是给顾客提供美国商业史上的最强保证。

不管你用了多久，状况如何——只要你的 Zippo 打火机不能用了——他都会为你免费维修！

一些追求快销产品的现代商人不是特别尊重 Zippo 人的商业意识。

但是，他做的很好。每天晚上躺在床上，他都感觉很好，很安心。这种感觉来源于他制造了真正好用的产品。每次，每年，每代，都如此。一旦不好用了——他都会免费维修。

宾夕法尼亚州布拉福县 Zippo 制造公司，安大略省尼亚加拉瀑布加拿大有限公司。

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## 作业

## 19、奶油大米在特殊饮食中的重要性

# The importance of granulated rice in special diets

**If your problem is food allergy, ulcers, high blood pressure or sensitive stomach, please read this:**

Special diets create special problems... not only for the dieter, but also for the menu planner.

However, for most special diets there is one food that is a boon to the dieter and to the creator of meals: Cream of Rice.

Medical studies prove it is easier to digest than any other kind of cereal.

Babies who are allergic to wheat cereals often thrive on this creamy smooth cereal. Enriched with essential vitamins and minerals, it gives listless children pure food energy fast. People who cannot tolerate rough, harsh foods find Cream of Rice richly nourishing.

Doctors recommend Cream of Rice for people who suffer from many food allergies, sensitive stomachs and other digestive ailments because it is free of

so many irritating, allergy-producing elements... low in fat, it is rich in Vitamin B<sub>1</sub>, Riboflavin, Niacin and Iron.

And Cream of Rice sparks menus in dozens of ways. So very nice under a broiled chicken... taste-tempting laced lightly with cinnamon or nutmeg... mellow with brown sugar. Try it with plump raisins for children... with fruit for adults.

Cream of Rice is a great family food—healthy nourishment for every member of the family. When you have a special diet problem at your house, remember Cream of Rice, the gentle cereal that's nice to everyone—and cooks in just half a minute.

### FREE!

#### Recipe Book

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

Just write: Cream of Rice, Department R2, West Chester, Pa.





## 奶油大米在特殊饮食中的重要性

如果你食物过敏、溃疡、高血压或胃部容易不适，  
请阅读以下内容：

特殊饮食带来特殊问题……不仅给食用者，也给做饭的人带来麻烦。

然而，有一种食物，对大多数特殊饮食的人，以及做饭的人都有很大好处：奶油大米。

医学研究证明，奶油大米，比其他任何谷物都容易吸收。

对小麦谷物过敏的婴儿，却对这种奶油般光滑的食物吸收很好。它富含各种维生素和矿物质，能给无精打采的孩子快速提供纯净的食物能量。不喜欢粗糙，口感差的食物的人，能从奶油大米中得到丰富的营养。

对许多食物过敏，胃部容易感到不适，以及其他消化系统的疾病的人，医生都会建议他食用奶油大米，因为它不含多种容易造成刺激，过敏的元素……而且低脂肪，富含维生素 B1，核黄素，烟酸和铁等。

奶油大米适用于很多菜谱。鸡排饭……加上些许肉桂和肉豆蔻，味道会更美……也可加入红糖……给孩子食用时，可加入饱满的葡萄干……成人吃时，可加入水果。

奶油大米是一种非常棒的家常美食——能为每个家庭成员提供丰富的营养。当你家需要特殊饮食时，记得奶油大米，食物温和，而且半分钟就可以做好。

**免费！食谱书：**《如何让特殊饮食变得格外美味》 只要写信到：  
宾夕法尼亚州，西切斯特，R-2 部门，奶油大米，即可领取。382

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# 作业

## 20、奶油大米备受特殊饮食的推崇

# Granulated rice high on the list of special diet foods

If you have a diet problem caused by ulcers, hypertension, food allergies, you'll be glad to know about Cream of Rice.

A "must" on most special diets is food that is readily and easily digested. That's why rice in granulated form is specified on so many diet menus.

Medical studies prove Cream of Rice is easier to digest than any other kind of cereal. Doctors recommend it for people who suffer from many food allergies and sensitive stomachs.

Low in fat, enriched with Vitamin B<sub>1</sub>, Riboflavin, Niacin and Iron . . . free of many allergy-producing elements, this creamy-smooth cereal is tolerated by people on roughage-restricted diets.

Babies who are allergic to wheat cereals often thrive on Cream of Rice. It supplies young children with food en-

ergy they use up with such speed.

Cream of Rice is a help to the creator of special diet meals, too . . . it cooks in just half a minute, and is delightful eating so many ways . . . in casseroles, soufflés . . . everything from sustaining soups to fluffy desserts. Diet menus are limited only by your imagination.

Gentle Cream of Rice is a fine all-around family food. Every member of your family will love the tasty surprises you prepare with it.

So, when you have a special diet problem at your home, or just want a really nice taste change, remember Cream of Rice, the gentle cereal that's good for everyone.

### FREE!

#### Recipe Book

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

Write: Cream of Rice, Department R 1, West Chester, Pa.



## 奶油大米备受特殊饮食的推崇

如果你有溃疡、高血压、食物过敏引起的饮食问题，  
你知道了奶油大米后一定会很高兴。

一种“大多数特殊食谱上都一定会出现的食物，是那种容易准备易消化的食物。这就是为什么奶油大米成了很多特殊饮食的指定食品。”

医学研究证明，奶油大米，比其他任何谷物都容易吸收。对许多食物过敏，胃部容易感到不适的人，医生都会建议他食用奶油大米。

低脂、富含维生素 B1、核黄素、烟酸和铁……不含许多容易引发过敏的元素，这种口感润滑的谷物，为许多饮食严格的人所追捧。

对小麦谷物过敏的婴儿，对这种奶油般光滑的食物吸收却很好。它能给孩子快速提供能量。

奶油大米，对制作特殊饮食也有很大帮助……短短半分钟内就能做好，有很多种美味的食用方法……可以放在砂锅菜、意面里……任何汤羹，松软的甜点里都可以添加。没有做不到只有你想不到。

奶油大米是一种适合全家人的美食。每一个家庭成员，都会惊喜，并爱上你准备的含有奶油大米的美食。

所以，当你家需要特殊饮食时，记得奶油大米，食物温和，而且半分钟就可以做好。

### 免费！食谱书：

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

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## 作业

## 21、我们的青少年存在健康风险吗？

*National surveys point out a serious problem*

### Are our teen-agers risking their health?



**F**ar too many high-school age people may be risking lowered vitality, retarded maturity, damage to teeth, bones, nervous system — permanent damage that can result in below-par adult life.

How can this risk exist, even for boys and girls from the most well-to-do families? The answer is this:

Once away from home supervision, many teen-agers have poor diets. Most serious, say experts, they do not drink enough milk.

Why is this serious? Because other foods contain so little calcium that drinking milk is the only practical way to enough natural calcium; because milk is a major source of riboflavin, a good source of thiamine, an excellent source of finest protein.

Extra amounts of all these food values are needed during the rapid-growth teen years — for normal

growth-development, strong bones, good teeth, clear skin, a healthy nervous system and basic vitality.

Even a quart of whole milk does not meet the teen-age daily need of calcium and riboflavin. Yet, only about 42% of our teen-age boys and 21% of our girls drink as much as a quart of milk a day. Too many think of milk as "for children only."

Fortunately, there is now a milk discovery that teen-agers do like, and it solves their "special" problem.

This is Carnation Instant, the "Magic Crystals" Nonfat Dry Milk.

Carnation's "Magic Crystals" mix instantly in ice-cold water. Simply by adding one-third cup extra "Magic Crystals" to each quart when mixing, teen-agers enjoy a richer flavor nonfat milk — with 25% more calcium, protein and B-vitamins than fresh milk. And it is still nonfat, low in calories.

This more nourishing "self-enriched" nonfat milk is indeed an answer to this "special" teen-ager problem. Each quart provides all the calcium, 90% of the riboflavin, half the protein and one-fourth the thiamine they need every day.

Teachers telling the story of "Magic Crystals" report that teen-agers like the idea of this milk discovery that helps build and protect the good looks and vitality they want now...and helps them to a healthier future.

---

全国调查发现一个严重的问题

## 我们的青少年存在健康风险吗？

太多的高中生，都可能面临着没有活力，发育迟缓，牙齿不好，骨骼不结实，神经系统紧张——可导致成年生活质量低于平均水平的永久伤害。

为什么会存在这种风险呢？即使最富裕家庭的孩子也可能无法幸免？答案是：

一旦离开家人的监督，许多青少年就开始了不良饮食。专家说，其中最严重的是，他们喝的牛奶不足。

为什么这很严重？因为其他食物含钙量太少，喝牛奶是获取足够的天然钙的唯一可行方法；因为牛奶是核黄素的主要来源，还含有丰富硫胺素，同时也是最优质的蛋白质来源。

在身体快速生长的青少年时期，孩子需要更多的食物营养——保证正常的生长发育，强健的骨骼，健康的牙齿，白皙的皮肤，健康的神经系统和基本的活力。

甚至一夸脱全脂牛奶都无法满足青少年每天所需的钙和核黄素。然而，青少年中，只有 42% 的男孩和 21% 的女孩每天会喝一夸脱牛奶。大多数人都认为“只有孩子”才需要喝牛奶。

幸运的是，现在出现了一种青少年真正喜欢喝的牛奶，它解决了他们的“特殊”问题。

这就是康乃馨“魔法水晶”速溶脱脂奶粉。

康乃馨“魔法水晶”能立刻溶于冰水。每夸脱水只要添加 1/3 杯“魔法水晶”，青少年就能享受到香浓的脱脂牛奶——比新鲜牛奶多 25% 的钙，蛋白质和维生素 B。而且它是脱脂，低热量。

---

这种营养丰富“无添加”的脱脂牛奶，的确是解决青少年“特殊”问题的一个方法。每夸脱能提供青少年每天所需的足够的钙，90%的核黄素，一半的蛋白质和四分之一的硫胺素。

老师讲述了“魔法水晶”的故事，青少年非常喜欢这种能帮他们气色更好，更有活力……让他们变得更健康的脱脂奶粉。

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# 作业

## 22、一个鸡蛋有多大？



### How big is an egg?

*Great new advance in food technology makes possible better, more uniform cakes*

CHICKENS are likely to cackle as triumphantly over an egg weighing 2½ ounces as one that weighs 4 ounces.

Eggs vary not only in size and weight, but also in quality, making it impossible to pick at random any two eggs that are identical.

While it is of no concern to the chicken, this difference in eggs can make a world of difference in cakes—the difference between a cake that is just so-so and the fine, proud, evenly-textured one that every woman wants.

This problem has brought about one of the really great advancements in food technology—the development and use of processed eggs.

These, today, are simply freshly-laid eggs, without the moisture. They contain every element of eggs just out of the nest. When moisture is added to them, they perform the same functions.

Their advantage is enormous. Their quality is uniform. They can be measured into the recipe with just the right amount called for. They're more convenient, of course.

This is why processed eggs have come into such general use in so many foods that are a part of our daily living—ice cream, baby foods, noodles, meringues, frosting mixes, and so many others.

Since we at Pillsbury buy one out of every 120 eggs laid by all the chickens in the country (and since it clearly costs us more to put them into our cake mixes than to leave them out), we hope this may help you to understand why we do it.

We believe that, in a cake mix, you want the easiest way (and the surest, too) to the finest cakes you can bake. We believe that the way to give that to you is to put the country-fresh eggs right in the mix.

### Pillsbury Cake Mixes



Newest in the Pillsbury family—Orange Cake Mix—one of six Pillsbury flavors.



The prettiest picture and the most dramatic story of the revolution in eggs is the bowl of egg whites that whips up like this, from a package of Pillsbury Angel Food Cake Mix.

公众微信: LBC333 #55001

## 一个鸡蛋有多大？

**新的先进食品技术  
使制作更美味，口味更一致的蛋糕成了可能**

母鸡咯咯哒，耀武扬威地产下鸡蛋，不过，很有可能一个鸡蛋重 2½ 盎司，而另一个鸡蛋重 4 盎司。

鸡蛋不仅大小，重量不一样，而且质量也不同。所以，随便拿两个鸡蛋，几乎不可能拿到一样的。

虽然，母鸡并不关心鸡蛋是否有什么不同。但是，鸡蛋不同，就会对蛋糕产生影响——不一样的鸡蛋，可能会做出品相一般的蛋糕，也可能做出品相好，味道佳，结构匀称，每个女人都想要的蛋糕。

这个问题带来了食品科技的一个极大进步——加工鸡蛋的开发和使用。

这种鸡蛋，也是新鲜鸡蛋，只是没有水分。它的营养成分和刚从鸡窝里拿出来的一样。加上水分以后，和普通鸡蛋一样。

这种鸡蛋有很大的优点。它们的品质完全一样。能精确地满足食谱上的重量要求。当然，更方便。

这就是为什么加工鸡蛋，在我们日常生活中的很多食物中，都得到了普遍应用——冰激凌，婴儿食品，面条，蛋白糖饼等等。

因为我们在皮尔斯伯里，精心挑选来自全国的鸡蛋，每 120 个里，我们精心挑选出一个。（很显然，把鸡蛋放到面包原材料中的成本，要比不放，高得多），我们希望这可以帮助你理解我们为什么要这么做。

我们相信，在蛋糕原料中，你想用最简单的方法（也是最确切

的方法) 烘焙最好的蛋糕。我们相信, 给你提供这样的原料的方法, 就是把新鲜的鸡蛋放入原材料。

皮尔斯伯里家庭最  
新福利——  
橘子蛋糕原料——  
皮尔斯伯里 6 种口味  
之一



## 皮尔斯伯里蛋糕原料



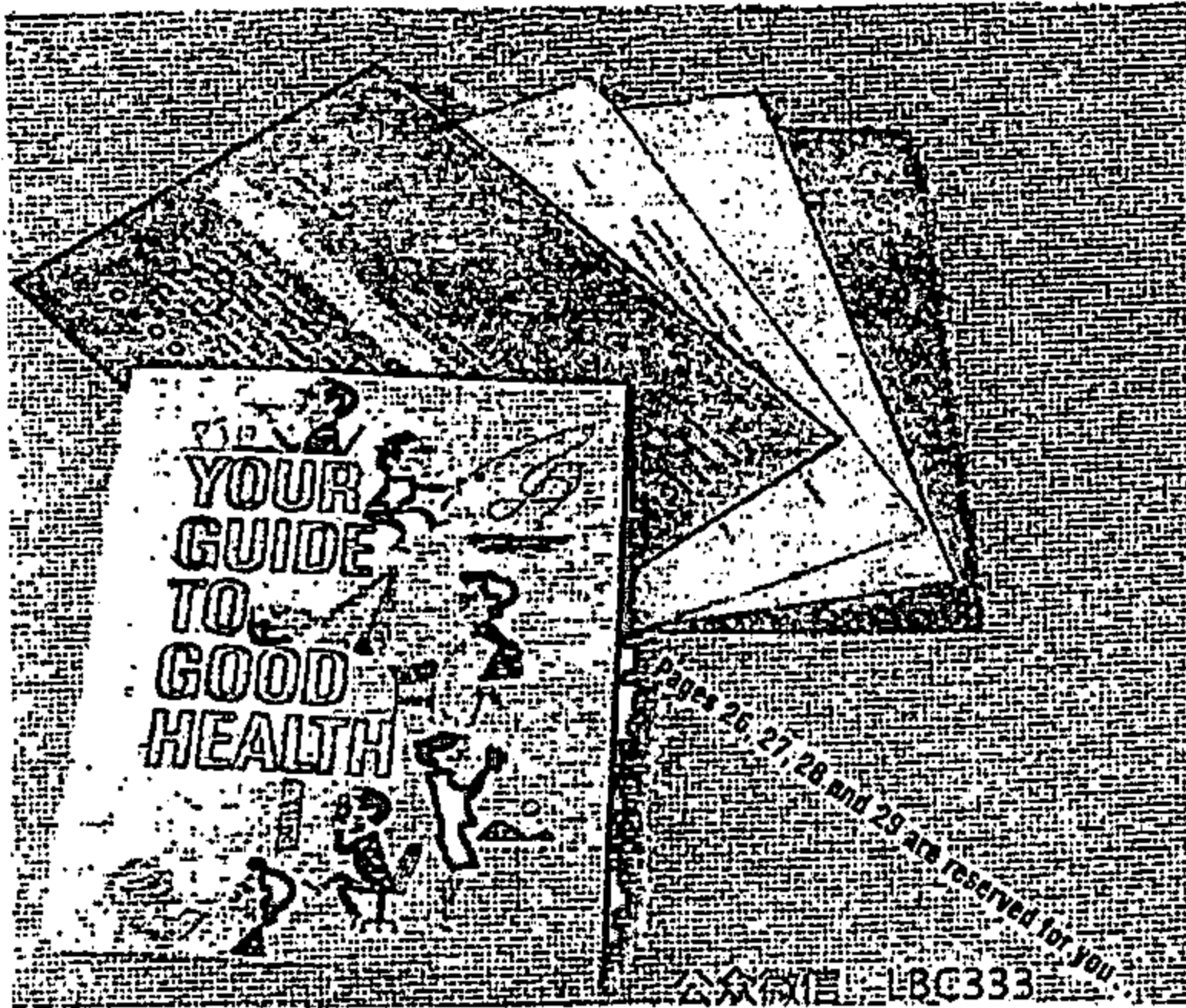
最美的照片, 最动人的鸡蛋改革故事,  
就是一碗来自皮尔斯伯里天使食物蛋糕  
原料的, 可以搅拌成这样的鸡蛋清。

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# 作业

## 23、《你的健康指南》



Do you remember specifically when members of your family had chest X-rays?

Do you know exactly when your young child had his last tetanus "shot"?

Do you recall the exact dates of your last stay in the hospital?

You can never tell when answers to such questions may be needed. And the only way to be sure of having information of this sort readily available is to keep, with the help of your doctor, an accurate, up-to-date health record. It can be one of your most important, if unofficial, documents.

Suppose, for example, that you moved

and consulted a new physician. Facts from your own health record might alert him to certain conditions he should know about.

A health record can also be of great help when entering a hospital, or when applying for a new job or when you are traveling. And, in a medical emergency, a health record can be timesaving—perhaps lifesaving.

If you've never kept a personal health record, Metropolitan Life now makes it easy. There's a four-page form for this purpose in the booklet, *Your Guide to Good Health*.

To get your free copy, simply call your local Metropolitan office or mail the coupon.

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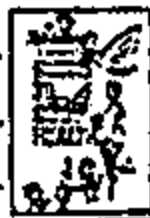
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Street

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## 《你的健康指南》

26,27,28,29 页留给你……

你还能清楚地记得家人上次做胸部 X 光检查的日期吗?

你还能清楚地记得上次孩子注射破伤风疫苗的日期吗?

你还能清楚地记得你上次住院的日期吗?

你可能永远也不知道什么时候会需要回答这样的问题。唯一能确保随时清晰地提供这类信息的方法,就是在医生的帮助下,准确地记下最新的健康记录。它不是正式文件,但是它却可能是你最重要的一个文件。

例如,假设你搬家了,要咨询新的医生。你的健康记录上的信息,可能会让他对你的一些情况有所警觉。

住院时,或者申请新工作,或旅行时,健康记录也许都会有很大帮助。医疗紧急情况下,它还可以帮病人节省时间,挽救生命。

如果你从未记录过个人健康记录,都市生活保险公司,现在可以帮助你轻松记录。我们在手册《你的健康指南》中会为你提供一个 4 页表格,方便你记录。

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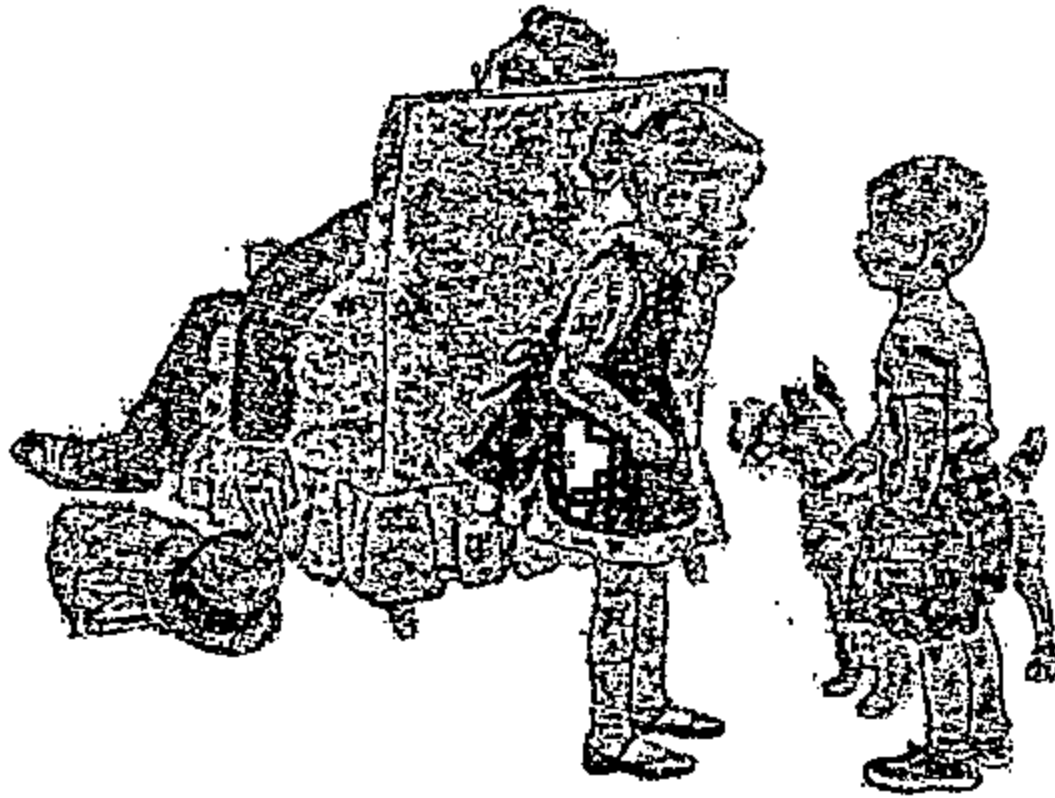
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# 作业



## 24、疲劳——一个伪朋友

### FATIGUE— A FRIEND IN DISGUISE



Nobody welcomes fatigue. Yet, it can be a friend in disguise. Without a sense of fatigue, we would often push ourselves beyond our endurance—and the diagnosis of certain diseases, of which fatigue is an early symptom, might be long delayed.

There are many kinds and many causes of fatigue. For example, there's simple physical fatigue which you feel after a strenuous "work-out." You rest or get a good night's sleep—and it vanishes.

Fatigue may also be caused by low blood sugar—especially among people who eat little or no breakfast. Any healthy person who "lives out" before noon should have a breakfast high in protein foods—especially meat, eggs and milk.

In contrast, there's the persistent and exhausting form of fatigue that's entirely un-

related to physical effort or diet. This is nervous or emotional fatigue caused by anxiety, tension or boredom.

If you are persistently tired, take a look at your way of life. How much exercise do you get? Physical activity is often the one thing most needed to overcome emotional fatigue.

When fatigue persists, you should consult your physician. A check-up will reveal whether there's any disease to account for tiredness. A frank talk about your worries may help untangle the emotional knots that make you "tired all the time." Whatever the cause, fatigue shouldn't be ignored.

Remember: for the most common forms of fatigue, "tonics" are seldom, if ever, of any value. Fatigue, like any other symptom of physical or mental distress, should be investigated by your physician.

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## 疲劳——一个伪朋友

没有人喜欢疲劳。然而，它却可以成为你的“朋友”。没有疲劳的感觉，我们就会经常把自己逼到超出身体能承受的范围——有些疾病就可能被延迟治疗，这些疾病的早期症状就是疲劳。

造成疲劳的原因有很多种。比如，大量的“体力活动”过后，你就会感觉身体疲劳。休息一下，或者经过一夜的充足睡眠，它就会消失。

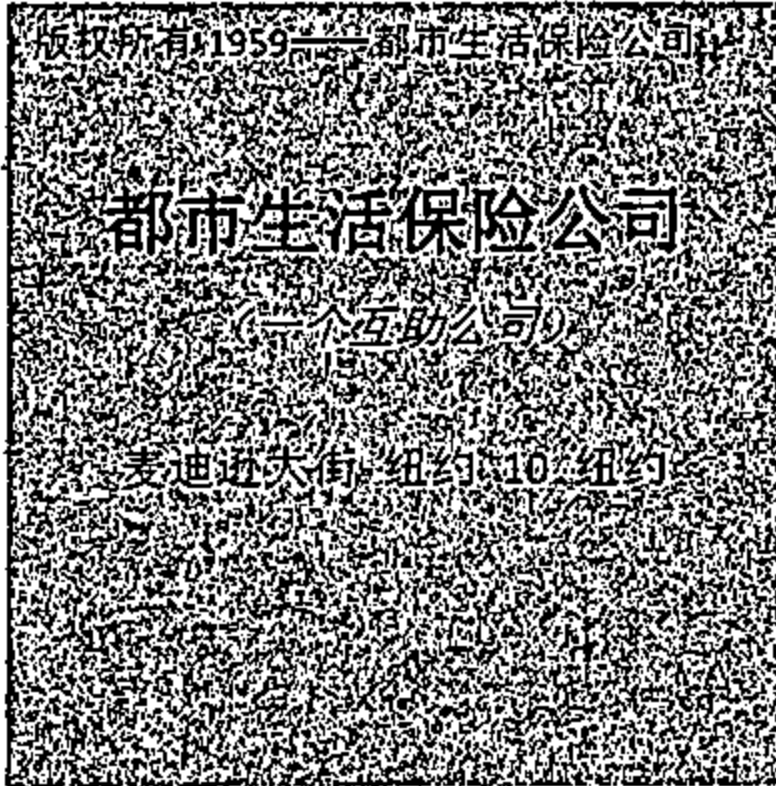
低血糖也能引起疲劳——尤其是那些早餐吃的很少，或者不吃早餐的人。任何中午之前感到“疲劳”的健康人，都应该吃一顿高蛋白的早餐——尤其是肉，鸡蛋或牛奶。

相比之下，还有一种与体力活动或者饮食完全无关的持续疲劳。这是由于焦虑、压力或无聊引起的紧张或情绪疲劳。

如果你感到持续疲劳，那么你就要审视一下你的生活方式了。你每天做多少运动？体力运动通常是克服情绪疲劳最有效的方式。

如果你感到持续疲劳，就要咨询一下医生了。做个检查，你就会知道自己的疲劳是不是因为某种疾病引起的。一次敞开心扉的谈话，谈谈自己的忧虑，也可能有助于理清让你“一直觉得疲劳”的心结。不管是什么原因，疲劳都不应该被忽视。

记住：很多常见的疲劳问题，“滋补品”基本都没有什么效果，即使有，也很少。疲劳，和身体或精神上的其他任何病症一样，都需要去看医生。



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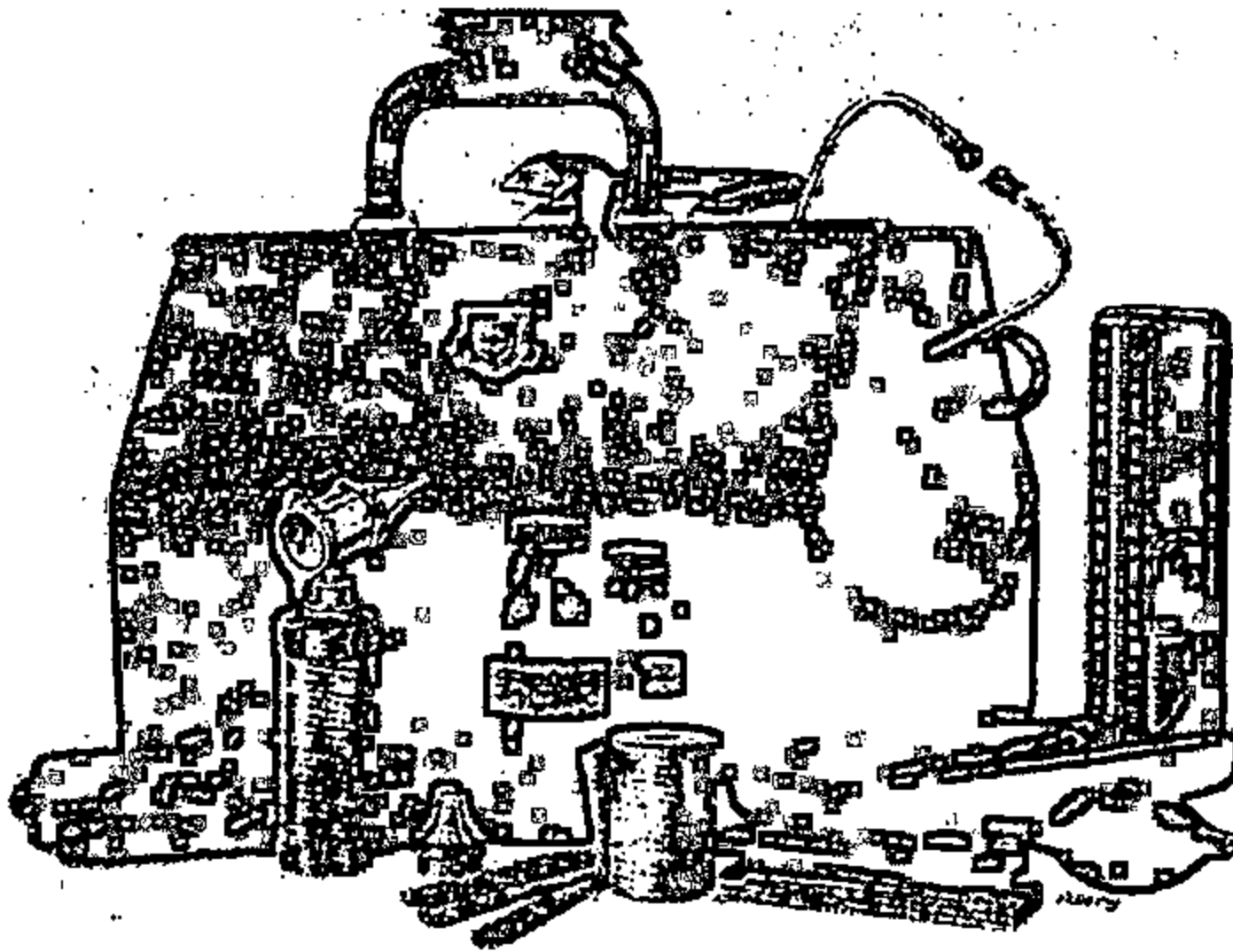
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# 作业

## 25、这次不要自己来



### This is not a "do-it-yourself" kit!

THINK back to the last time when you felt less chipper than usual. Chances are someone, wholly unqualified, but with the best of intentions, told you what to do or what to take for your "run-down condition" or "nervous state" or recurring aches and pains.

Such advice makes it appear that the practice of medicine can be a sort of "do-it-yourself" activity. Actually, self-diagnosis and self-treatment can be extremely risky.

Medicines, except for the usual household remedies, are safe only when prescribed by your family physician who knows their properties.

For instance, even a "mild" cathartic, if taken for what seems to be just a stomach ache—but which is actually an un-

suspected attack of appendicitis—may cause the most serious complications.

One of the most wasteful and possibly dangerous forms of self-medication is the use of over-the-counter reducing remedies. Although such products are often "guaranteed" to reduce weight quickly and easily, don't be taken in by the glowing promises.

When it comes to drugs or diagnosis or treatment, do the safe and sensible thing—rely on no one but your physician.

**Metropolitan  
Life**

Insurance Company  
FIDELITY COMPANY  
1 MADISON AVENUE  
NEW YORK 17, N.Y.



## 这次不要自己来

回想一下，上次你觉得不像平时那么神清气爽是什么时候？很可能那时候你的某个朋友，没有任何从医资格，但完全出于好意告诉你应该怎么做或吃什么药，来缓解你的“虚弱”或“紧张”或反复出现的疼痛感。

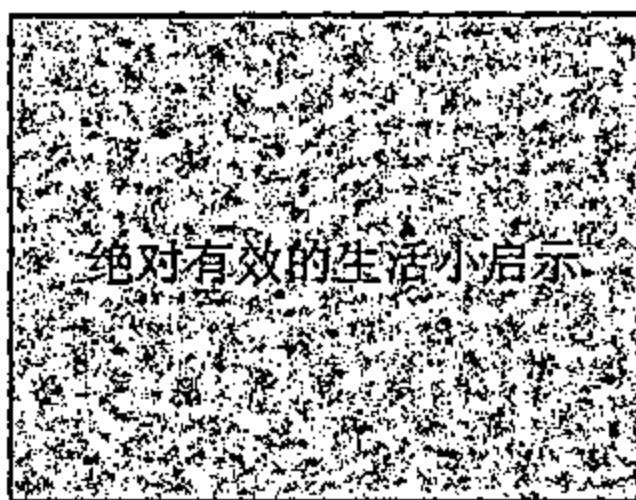
这样的建议让人觉得好像可以“自己动手”配药。事实上，自我诊断、自我用药，可能会带来很大的危险。

除了非处方家庭常用药，其他药物只有遵照了解其特性的医生的嘱咐服用，才是安全的。

比如，即使是温和的泻药，如果是在胃痛的时候服用——或是突发阑尾炎——可能导致最严重的并发症。

使用非处方药减肥是最浪费，也是十分危险的一种自我治疗方法。尽管这些产品通常会“保证”快速而轻松地减肥，但是千万不要被他们诱人的承诺所迷惑。

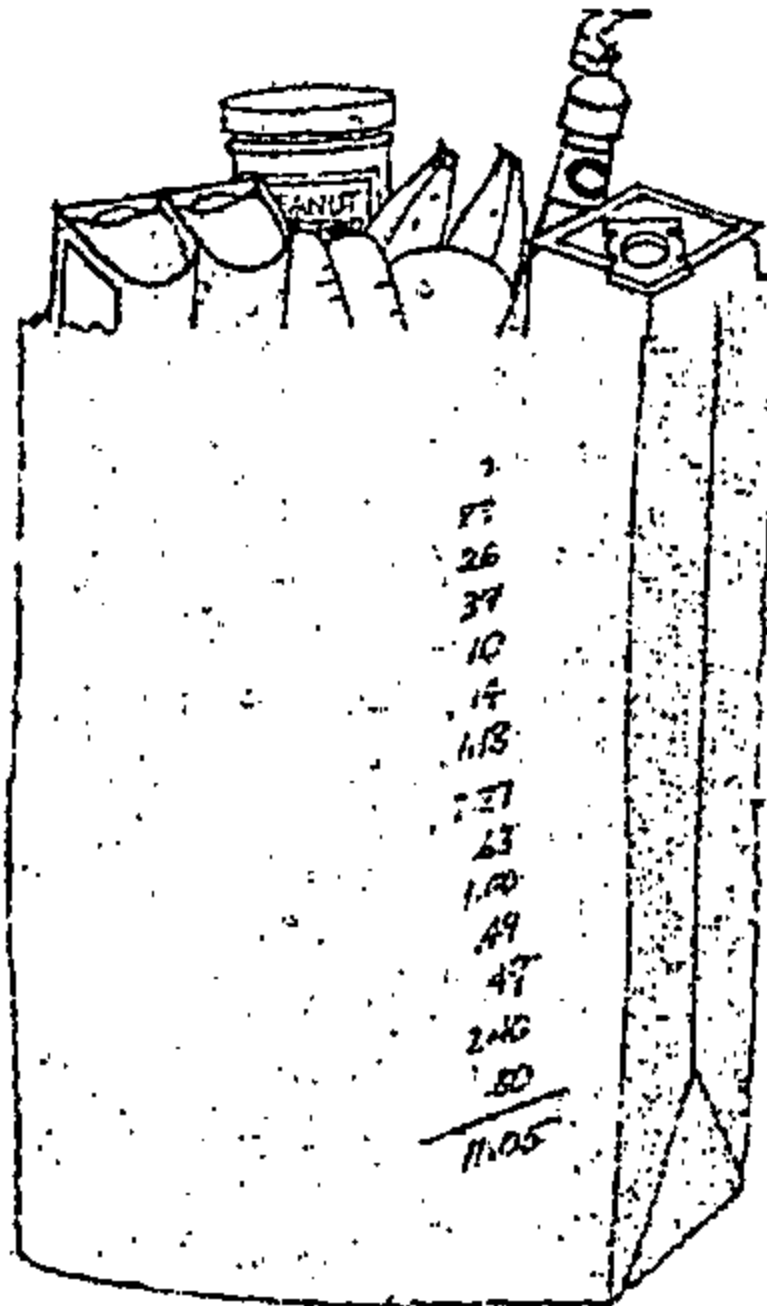
当涉及到药物或诊断或治疗时，要采取安全、合理的做法——谨遵医嘱，除了医生，别人的话不要听。



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# 作业

## 26、今天你买了多少健康？



### How much health did you buy today?

Family likes and dislikes often dictate food purchases. If good nutrition were the deciding factor, our meals would surely pay off in bet-

ter health—less fatigue, more energy and increased resistance to certain illnesses.

To provide good meals for good health, serve a wide variety of foods—meat, milk, vegetables, fruits, bread and cereals. However, three things need watching.

1. At every meal serve a food rich in protein. Children need it for growth; adults for the body's upkeep. Best sources are meat, fish, poultry, eggs, milk, cheese and ice cream.

Some pointers on protein: Less costly cuts of meat are as nourishing as higher priced cuts. Beans, peas, lentils and certain cereals are also rich in protein.

Everyone needs milk for both protein and calcium. Three to four glasses daily for children and teenagers. Two glasses or its equivalent in other foods for adults. Dry skim milk is excellent for soups, custards and milk drinks.

2. Serve a green or yellow vegetable every day. They supply some of the most essential vitamins and minerals.

3. Serve a vitamin C food every day. This vitamin can't be stored in the body. Citrus fruits—fresh, frozen or canned—and tomato juice, or fresh or canned tomatoes are good sources.

Most of us could improve our eating habits—especially teenagers. Many teenage health problems—poor teeth, blemished complexions, fatigue and overweight—might be avoided with more basic foods and less sweet and fatty foods.

Advice on planning varied, well-balanced meals is given in the Metropolitan Life booklet, *Food for the Family*.

Use the coupon below for your free copy.

<p>THE LIGHT THAT NEVER FALLS</p> <p><b>Metropolitan</b></p> <p><b>Life</b></p> <p>INSURANCE COMPANY</p> <p>A MUTUAL COMPANY</p>	<p>Metropolitan Life (Dept. A)</p> <p>1 Madison Ave., N. Y. 10, N. Y.</p> <p>Send me the free booklet,</p> <p><i>Food for the Family</i>, 8-61-H.</p> <p>Name _____ (PLEASE PRINT)</p> <p>Street _____</p> <p>City &amp; Zone <b>#6 1001</b> State _____</p>
	<p>COUPON MAY BE PASTED ON POSTAL CARD</p>

公众微信: LBC333



## 今天你买了多少健康？

购买什么食物通常由人们喜好来决定。如果把食物营养作为购买的决定因素，那么肯定会购买让我们更健康——减少疲惫，精力更充沛，抵抗某些疾病的能力更强的食物。

为了身体健康，选择好的食物种类要多样化——包括，肉、牛奶、蔬菜、水果、面包和谷类食品。然而，有三件事你必须注意：

**1.每餐都要有富含蛋白质的食物。**孩子的成长和成年人的日常都需要蛋白质。肉、鱼、家禽、鸡蛋、牛奶、奶酪和冰激凌是蛋白质最好的来源。

关于蛋白质的一点建议：价格低的肉和价格高的肉营养一样丰富。黄豆、豌豆、扁豆和某些谷类食品也含有丰富的蛋白质。

每个人都需要牛奶中的蛋白质和钙。儿童和青少年每天要喝3—4杯牛奶。成人需要2杯，或者等量营养的其他食物。脱脂奶粉，用在汤、蛋羹和牛奶饮料中会非常棒。

**2.每天都要吃绿色或黄色的蔬菜。**它们能为我们提供一些最基本的维生素和矿物质。

**3.每天都要食用一些富含维生素C的食物。**这种维生素不能在体内储存。柑橘类水果——新鲜、冷冻或罐装都可以——番茄汁，或新鲜或罐装的番茄都是维生素C的优质来源。

我们大多数人的饮食习惯，都需要调整——尤其是青少年。许多青少年的健康问题——牙齿不好，气色不好，疲劳和肥胖——可以通过摄入一些基本的食物，少吃甜食和高脂肪食品进行改善。

《都市生活手册——给家人的食物》里有一些均衡饮食的规划建议。

使用下面的优惠券, 免费领取。



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《给家人的食物》  
手册 8-61-H

姓名 \_\_\_\_\_

(请打印)

街道 \_\_\_\_\_

城市&区 \_\_\_\_\_ 州 \_\_\_\_\_

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# 作业

## 27、如何管理你的情绪...过上更幸福， 更健康的生活

### How to manage your emotions... and lead a healthier, happier life

All of us have occasional emotional upsets. Fortunately, most of us—like the man you see above—have hobbies or other recreations that ease our tensions... and divert our minds from the things that cause us to be worried or tense.

Some people, however, are more or less constantly bothered by anxiety, vague fears and other disturbing feelings. They don't face their problems—big or little—openly and realistically.

Persistent unresolved emotional conflicts keep many of us from being as happy and as healthy as we should be. That's because mind and body are inseparably linked. Whatever affects one affects the other.

Unless we deal with our emotional conflicts intelligently, they bear down on our spirits, drain away energy, and may cause many physical symptoms or bodily disorders. These include heart palpitations, digestive upsets, joint and muscular pains and chronic fatigue. In addition, high blood pressure, ulcers, and some allergies are often of emotional origin.

In fact, a large percentage of the people who go to doctors have ailments brought on or made

worse by prolonged or severe emotional turmoil. So, doctors are more alert than ever before to the role of the emotions in all illnesses.

Treatment of emotional illnesses takes time and skill. The doctor needs to know many details about the lives of his patients—especially their emotional responses to problems which cause little trouble for most of us.

With this knowledge, he can often help patients recognize those fears and worries which are wholly or partly responsible for their illness. And he can often help his patients learn new ways of looking at and handling problems that might keep them tense, unhappy and ill.

Should you ever become overburdened by emotional troubles, remember it's not wise—to keep them "bottled up." Discuss them with your doctor. He, or a psychiatrist or clinic recommended by him, may very well get to the root of your troubles and restore you to better mental health.

MAKE COUPON ON POSTCARD

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

Please send me the free booklet  
"Emotions and Physical Health,"  
9-59-H.

Name **#59001**

Street

City & Zone

State

公众微信: LBC333

**Metropolitan Life**  
**Insurance Company**

## 如何管理你的情绪...

### 过上更幸福, 更健康的生活

我们每个人偶尔都会情绪不安。幸运的是, 大多数人——像表面看到的那样——都有能够缓解紧张情绪的其他爱好, 或娱乐活动来转移忧虑或紧张的情绪。

他们不愿接受现实, 不愿坦然面对自己或大或小的问题。

这些持续、无法解决的情绪问题, 使得我们无法过上健康、快乐的生活。因为身心是紧密联系的, 它们会相互影响。

除非我们明智地处理情绪问题, 否则它们会打击我们的精神, 耗费我们的精力, 引起一些身体疾病或障碍。包括心悸、消化不良、关节和肌肉疼痛和慢性疲劳等。此外, 高血压、溃疡、和一些过敏症状通常也是情绪问题引起的。

事实上, 大部分病人在就医时, 因为情绪严重波动引发了一些疾病, 或让疾病雪上加霜。所以, 医生们比以往任何时候, 都更重视情绪在疾病治疗中扮演的角色。

情绪疾病的治疗需要时间和技巧。医生需要知道病人的很多生活细节——尤其是病人的情绪反应给大多数人带来麻烦时。

有了这方面的知识, 他就可以帮助病人解决这些引起, 或部分引发他们疾病的恐惧和忧虑。他可以帮助患者学习新方法, 来观察和处理可能让他们情绪紧张, 不快乐或生病的问题。

如果你曾经被情绪问题压得喘不过气, 记住, 克制这些情绪非常不明智——很不健康的做法。你要和自己的医生去讨论这些问题。他推荐的诊所医生, 或者别的精神科医生, 很可能能够帮你找到烦恼的根源, 让你重新获得更好的心理健康。

请把优惠券粘在明信片



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《情绪和健康》手册 9-59-H.

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(请打印)

街道 \_\_\_\_\_

城市&amp;区 \_\_\_\_\_ 州 \_\_\_\_\_

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# 作业

## 28、关于心脏病的一些事实和谬论

### Some facts and fallacies about HEART ATTACKS

- ☒ The chances of surviving a heart attack are steadily increasing.

**TRUE**—Not long ago, most people felt that a heart attack or a "coronary" usually meant sudden or early death—or a life of invalidism.

Now we know that most victims—about 80 percent—recover from their first attack, and many of them recover fully enough to enjoy many useful years.

- ☒ After recovery, most coronary patients go back to work.

**TRUE**—The patient who has made a good recovery is not handicapped when he works under proper conditions. Placed in a job which does not unduly tax his heart, and given proper medical supervision, he can engage in daily work without harm. Indeed, most doctors encourage their patients to return to work.

- ☒ Heart attacks are caused by strenuous activity.

**FALSE**—Most heart specialists now believe that physical exertion has little, if anything, to do with a coronary attack. In fact, attacks often occur during sleep or rest.

Many factors—including age, sex, occupation and diet—are believed to play a part in coronary disease.

- ☒ Recovered coronary patients should keep their weight down.

**TRUE**—Next to good medical care, nothing is more important for people who have had heart disease than to keep their weight at a desirable level.

It is just as much of a burden on the heart to carry around ten pounds of extra weight all day as it would be to carry around a ten-pound bundle constantly.

- ☒ A person who has had one heart attack will certainly have another.

**FALSE**—The recovered patient should not live in fear that he will have another attack. He may—or he may not.

By sticking to their doctor's recommendations about diet and weight control, work, sleep and rest, more and more patients who have had heart attacks are living comfortably without further trouble.

#### To recovered coronary patients and their families:

Doubts and fears are great deterrents to the recovery of most people who have had heart attacks. Many questions that puzzle and worry the patient and his family are answered in Metropolitan's booklet called *After a Coronary*. For your free copy, fill out and return the coupon below.



Metropolitan Life Insurance Co.  
1 Madison Ave., N.Y. 17, N.Y.

Please send me the free booklet "After a Coronary," 6-59-R.

Name 公众微信: LBC333  
Street 公众微信: LBC333  
City & State 公众微信: LBC333  
Zone \_\_\_\_\_



## 关于心脏病的一些事实和谬论

- ☐ 心脏病的康复几率正在稳步增加。

正确——不久之前，大多数人都觉得心脏病或“冠心病”通常都意味着突然早逝——或过着病弱的生活。

现在我们知道，大多数心脏病病人——约 80%——首次心脏病发作都康复了，很多人都康复的非常好，又幸福地生活了好多年。

- ☐ 康复后，大多数冠状动脉患者都回去工作了。

正确——康复得好的病人，在合适的条件下工作，都不会出现行为不便的情况。给病人安排一些对心脏负荷不是很大的工作，并给予适当的医疗监督，他就可以不受伤害地正常工作。事实上，大多数医生都鼓励患者重返工作岗位。

- ☒ 心脏病发作，是剧烈运动引起的。

错误——很多心脏病专家现在都认为，体力消耗与心脏病发作的关系很小。事实上，心脏病发作，通常发生在睡眠或休息的时候。

很多因素——包括年龄、性别、职业和饮食——对冠心病都有影响。

- ☐ 康复后的冠心病患者，应该减肥，控制自己的体重。

正确——继良好的医疗护理之后，对冠心病患者来说，没有什么比把体重保持在一个理想的水平，更重要了。

每增加 10 磅的体重，都会给你的心脏带来 10 磅的负担。

- ☒ 有过一次心脏病的人，肯定还会有下一次。

错误——康复后的病人，不应该活在一直担心他还会犯心脏病的恐惧中。他可能会犯也可能不会再犯心脏病。

坚持按照医生建议的饮食生活, 控制体重, 正常作息, 很多康复后的心脏病病人, 都没有再犯过病。

致康复后的冠心病患者, 以及他们的家人:

怀疑和恐惧是大多数心脏病患者康复的最大障碍。都市生活保险公司的《冠心病康复后》手册中, 对冠心病病人及其家人, 可能有的许多问题和困惑都给出了回答。填写并寄回下面的优惠券, 即可免费领取:



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《冠心病康复后》  
手册 6-59-H

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(请打印)

街道 \_\_\_\_\_

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# 作业

## 29、“母子平安”

### “Mother and baby doing fine”

Wonderful progress has been made in protecting the lives of mothers and babies—thanks to excellent prenatal care and improved obstetrical techniques.

Equally important, some 95 percent of today's babies are born in our hospitals—where most birth emergencies can be handled promptly and effectively.

Information for expectant mothers: If your general health is good—if you have no family history of diabetes, kidney, heart or other serious diseases—the chances are excellent that no major complications will occur before your baby's arrival.

For your own and your baby's welfare, however, your physician may suggest these safeguards:

1. Eat a variety of foods. Your baby will be no stronger or sturdier than the building materials your diet provides. For you and your baby, a varied diet is best.

2. Watch your weight. Too much weight strains the heart and other organs. Normal increase is around 16 to 20 pounds. Your doctor

will decide how much you should gain.

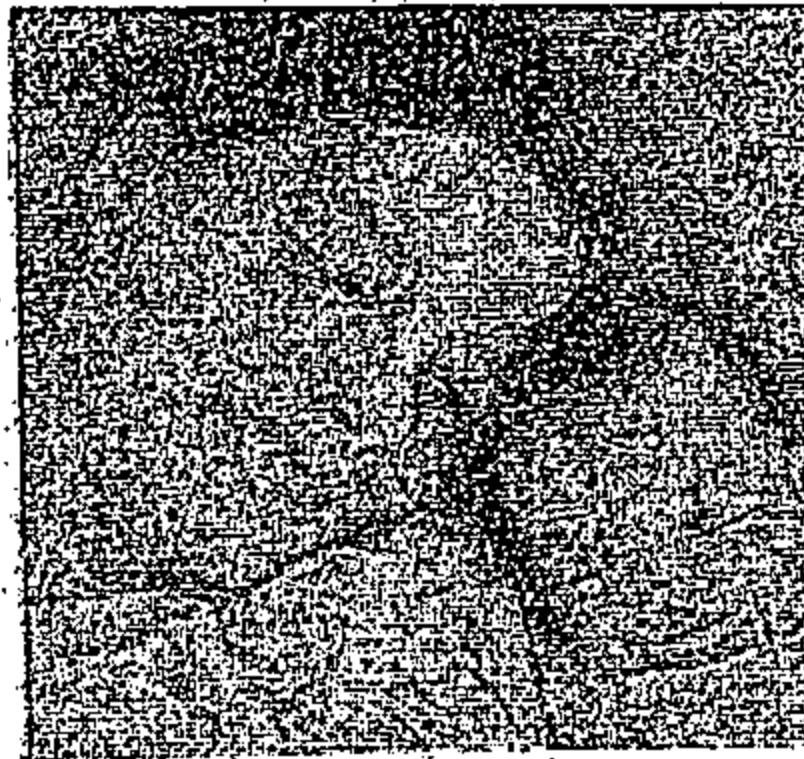
3. Get needed rest and exercise. Walking is one of the best exercises and it's usually all right to play golf and dance in the middle months of pregnancy.

Get plenty of sleep and at least an hour of relaxation every afternoon.

4. Keep in touch with your doctor. No serious problem develops during pregnancy without a warning signal. Your doctor can foresee and act to avoid difficulties—if he's consulted early and as often as necessary.

5. Make your hospital reservation early. The maternity wards of most hospitals are crowded nowadays. The sooner you make your reservation, the better.

Never before has there been a year like 1959—when birth is so free of risk, so likely to turn out happily.



## Metropolitan Life

INSURANCE COMPANY

A MUTUAL COMPANY 1 WALL STREET, NEW YORK 10, N. Y.

## “母子平安”

现在高超的产前保健和助产技术，使孕妇和孩子获得了更好的保护。

同等重要的是，大约 95% 的婴儿都出生在医院——因为医院能够立即，高效地应对一些突发状况。

**给孕妇的一些信息：**如果你的整体健康状况比较好——没有糖尿病家族史、肾脏，心脏或其他严重疾病——那么在宝宝出生之前，就不会出现重大并发症。

然而，为了你和孩子的健康，医生还是会给你一些保护性建议：

**1. 饮食多样化。**没有什么比你在饮食中提供的多样化营养食物，能让宝宝更健康，更茁壮成长了。为了你和你的宝贝，多样化的饮食是最好的选择。

**2. 控制体重。**体重过重，会给心脏和其他器官带来压力。正常的体重增长是 16—20 磅。医生会告诉你，你应该增长多少体重。

**3. 适当休息，运动。**慢走是最好的运动之一，在怀孕中期，打打高尔夫，跳跳舞也很好。保证充足睡眠，每天中午至少放松一小时。

**4. 与医生保持联系。**怀孕期间，在严重的问题发生前，都会有让人警觉的信号。如果提前经常咨询医生，他就可以预见并采取行动，来避免一些问题。

**5. 提前预定医院。**现在大部分的医院产科病房都非常拥挤。所以，越早预定越好。

从没有像现在 1959 年这样——生宝宝没有风险，结局快乐圆满。

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# 作业

## 30、表演者表现糟糕、愚钝，冰冷是罪魁祸首



### *The Ice Follies' most punished performer*

Words of wisdom for the sports enthusiast from Eddie Shipstad of Shipstads & Johnson, creators of the world's first fabulous ice extravaganza.

"Behind every breath-catching spin, every precision waltz, every split

second of gymnastic slapstick you see, there are grueling long hours of practice, and countless spills on wet, rough, ammoniated ice. Offhand, I can't imagine any other instance where clothes are subjected to such constant punishment and still have to look perfect. For instance, one of our skaters wore the same formal dress suit more than 800 times in two years! Not many suits could take this. But we've learned that a fine wool suit can stand 800 to 1,000 wearings and still look as though it had arrived from the tailors that very day.

"One reason for this, our famous designer Renie tells me, is that the wool fiber is uniquely resilient. A skater can bend, stretch, twist, turn, fall, and slide on the ice—and his wool suit won't lose its shape, mat or wear thin. This remarkable elasticity of wool not only gives the performer more freedom for action and trimmer appearance, it saves us money. With

wool, care and replacement costs are at a minimum.

"Experience has shown us we can count on wool for showmanship. Pure wool clothes can take month after month of tough wear and still show up for every performance in the pink of condition. And they keep their fresh, bright colors for years!"

Well, it goes without saying that, if wool can take this kind of treatment from professional ice skaters, it will do even more for you. Pants, jackets, sweaters for skaters and skiers... rugged hunting clothes... winter suits and coats of pure American-made wools and worsteds will all give you unequalled performance.

And because the crimped wool fiber makes these wools self-insulating, you get never-failing warmth, too... without extra bulk to weigh you down.

Whether you're the occasional weekend or dedicated sportsman, you'll find that for comfort, long wear, and impressive appearance, there's no doubt about it, nothing measures up to wool.

This special message is sponsored by American Sheep Producers Council.

## 表演者表现糟糕、愚钝，冰冷 是罪魁祸首

希普斯特德&约翰逊的埃迪·希普斯特德，  
世界第一场神话般的冰雪秀的创造者  
送给体育爱好者的充满智慧的话

“每次摄人心扉的旋转，每次曼妙的华尔兹舞步，每个准确优美的体操动作背后，都经过了长时间艰苦的练习，以及在潮湿、粗糙、含氨的冰上无数次的摔倒。我无法想象还有什么样的场景能向在冰场上一样，衣服不断地被刮扯，却还必须看起来非常完美。

“比如我们的一个溜冰选手，在2年中一直穿着同一套礼服超过了800次！能经历这种考验的衣服真不多。但是我们知道，一套精致的羊毛套装，穿800-1000次后能依旧看起来和刚买来时一样。

“我们的著名设计师瑞妮告诉我们，原因之一就是羊毛纤维具有独特的弹性。溜冰者可以在冰上弯曲、拉伸、扭转、翻转、下落、滑动——而他的羊毛套装却不会变形，失去光泽，或变薄。羊毛这种非凡的弹性，不仅能让表演者行动更自如，带给表演者更多自由，外表更有型，还能给我们省钱。穿羊毛制品，护理和更换成本能降到最低。

“经验表明，羊毛制品可以让溜冰选手表现更好。纯羊毛衣服经过日复一日最残忍的磨损，依旧能保持最好的状态。多年后看起来依旧明亮鲜艳！”

不言而喻；如果羊毛能承受住专业溜冰选手这样的穿着磨损，那么它也能带给你更多保障。溜冰者和滑雪者穿的裤子、夹克、毛衣……粗糙的狩猎衣服……冬季套装，以及美国制造的纯羊毛外套，精纺套装，都能带给你无与伦比的性能。



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因为卷曲的纤维能使这些羊毛把热空气留住，让你感到无尽的温暖……且不会让你看起来显得臃肿。

不管你是偶尔周末去旅行，还是专门的运动员，你都会想找一套舒适、长期经穿，而且版型漂亮的衣服，没有什么能和羊毛制品相提并论。

这是由美国羊毛制品生产商赞助的特别信息。

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# 作业

## 31、如何给孩子“御寒”



### *How to "chill-proof" your children*

Some helpful advice about clothes from  
Beulah France, R.N.: child care specialist  
and author of "How to Have a Happy Child"

A young neighbor of mine is having a miserable childhood, just because his mother doesn't know how to dress little boys for snow! All winter long I hear her calling: "Be careful, Peter. Don't get wet, Peter. Don't stay out too long, Peter. Don't . . . don't . . . don't, Peter. You'll catch cold."

Unfortunately, she may be right. Too often winter fun does end in a siege in bed, because many times a child who looks properly dressed for the cold is not. Healthy dressing is not so much a matter of how many clothes you put on a youngster, but what clothes you select.

My years devoted to child care have taught me that wool clothing lets children have the carefree times they deserve, while giving them the best possible health protection. And there are good reasons why this is so, as I learned when I studied textiles in college.

To begin with, wool traps and holds insulating air that shuts out cold, locks in warmth—gives continuous comfort and protection, regardless of

weather. Pure wool can "take" even the wetness of a snowdrift—for each wool fiber has its own "raincoat" that makes the fabric naturally water-repellent.

At the same time, wool prevents perspiration (often caused by lively play) from collecting next to the skin, because there are tiny pores in each wool fiber that can absorb moisture vapor. That's why, with clothing of wool, your child is protected from the clammy dampness and the shock of rapid cooling that can so often lead to "catching cold."

Besides safeguarding health, today's American-made woolens and worsteds give remarkable comfort and durability. Thanks to the natural elasticity of the wool fiber, pure wool clothes give a child unhampered freedom for play. And coats, suits, skirts and sweaters of wool pass all the endurance tests an active child can give them, year after year. When it comes to dressing your youngsters wisely, nothing measures up to wool.

This special message is sponsored by  
American Sheep Producers Council.

## 如何给孩子“御寒”

来自比尤拉·法朗士，R.N.：儿童关爱专家，  
《如何拥有一个快乐的孩子》的作者，  
关于衣物的一些实用建议

我的一个小邻居正遭受着悲惨的童年，因为他的母亲不知道下雪的冬天给孩子穿什么衣服！整个冬天，我都听见她在叫：“皮特，当心。不要把衣服弄湿。皮特，不要再外面待太久。不要……不要……不要……，皮特。你会感冒的。”

糟糕的是，她可能是对的。冬天在室外玩得太久，可能会生病卧床，因为很多时候，孩子只是看起来穿的很暖和。真正不会让孩子生病的，不在于你给孩子穿了多少衣服，而是你给孩子穿的什么衣服。

我多年来一直致力于研究怎么更好地照顾孩子，我发现羊毛衣服可以让孩子拥有本应无忧无虑的童年，同时给予他们最好的健康保护。经过在大学里对纺织品的研究，我知道，这当中有很多道理。

首先，羊毛能留住温暖，把冷气挡在外面——不管是什么样的天气，它都可以持续给人舒适和保护。纯羊毛甚至能够“带走”雪花的湿气——因为，每个羊毛纤维都有自己的“雨衣”，使织物能够自然防水。

同时，羊毛还能防汗（玩耍通常会让孩子出汗），它可以吸收皮肤上的汗水。因为每个羊毛纤维中都有细小的毛孔，可以吸收水蒸汽。这就是为什么羊毛衣服可以保护孩子免受潮湿，还有出汗后身上湿冷而导致的“感冒”。

除了保护健康，如今美国制造的毛织品还非常舒适、耐穿。由于羊毛纤维有自然弹性，所以，穿纯羊毛衣服，孩子不会觉得有束缚。羊毛外套、西装、裙子和毛衣都经过了所有的耐力测试，孩子

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可以穿很多年。当说到给孩子穿什么衣服才是聪明的选择时，羊毛绝对是不二之选。

这是由美国羊毛制品生产商赞助的特别信息。

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# 作业

## 32、我们理性地看下你秋天的大额消费



### *A candid look at your Big Fall Investment*

by Faye Henle, financial columnist for Newspaper Enterprise Association, appearing in over 100 newspapers from coast to coast

Since women manage 65% of our country's wealth, it is obvious that the feminine mind can cope with more than cake frostings and lost car keys. Women are surprisingly astute when buying stocks, home-freezers—and clothes.

For instance, I was intrigued last week watching a friend of mine shop for her fall coat.

Like most of us buying anything important, she put the prospective coat to a merciless cross-examination. "Will it go with all my clothes and keep me warm, too? Can I wear it for both dress-up and shopping? What if I get caught in the rain? Will it take driving . . . sliding in and out of the car? All in all, is it worth the price?" Well, she finally chose a beauty. And I wasn't surprised to see the 100% wool label. Because I knew only a pure wool coat could have pleased her.

I recently read a fascinating article about the wool fiber. For one thing, nature provides it with a remarkable elasticity—it can be stretched up to 80% and still return

to shape. This is why a wool coat always looks so good—wears so well—sheds wrinkles so easily.

The article went on to say that every wool fiber has a waxy shield that repels rain and snow. And, strangely enough, this shield has tiny pores that absorb moisture vapor. This explains why a pure wool coat protects you against the weather—but never gives you that clammy, sealed-in feeling.



And nature also gives every wool fiber a "permanent wave." These crimped fibers form millions of tiny air pockets in a wool coat. They provide insulation to keep you warm—much the same as the storm windows on your house.

Add all of these special dividends to the rich colors and textures of the fine American-made wools you see in coats today, and it's not surprising people say, "Nothing measures up to wool." You get your money's worth out of this fall investment—every time you leave your house.

This is a special message sponsored by American Sheep Producers Council.

## 我们理性地看下你秋天的大额消费

来自：费伊·亨利，企业金融协会报专栏作家，  
在全国 100 多家报纸上发表过文章

因为女人管理着国家 65% 的财富，所以，很明显女人不只是只会做蛋糕或找车钥匙。她们在买股票，冰箱——以及衣服时，也非常精明。

比如，上周一个朋友买秋天的外套，就引起了我的兴趣。

像我们购买任何重要的东西一样，她对即将购买这个外套反复盘问了许多苛刻的问题。“它能和我的其他所有衣服搭配，又能保暖吗？它能在正式场合穿，又能在出去买东西时穿吗？被雨水打湿了怎么办？穿着它进出车子方便吗？开车方便吗？最重要的是，它值这个价吗？”她最后终于选了一件漂亮的羊毛外套。我看到上面标着 100% 羊毛时并不感到惊讶。因为我知道只有纯羊毛的东西才能让她满意。

我最近读了一篇关于羊毛纤维的文章，非常有趣。首先，大自然给了它超强的弹性——它被拉伸到高达 30% 后，仍然能恢复原来的形状。这就是为什么羊毛外套总是看起来那么好看——穿起来那么舒适——不容易起皱。

文章还说，每个羊毛纤维都有蜡状保护层，能防雨雪。奇怪的是，这个保护层又有着细小的毛孔，能吸收水汽。这就是为什么纯羊毛外套能保护你不受潮湿，阴冷的天气的影响——却又不会让你感到湿冷，不透气。

大自然还让羊毛纤维卷曲或“烫卷”。这些卷曲纤维，能形成数以百万计的微小气泡，形成绝缘效应，给你提供保暖效果——抵御外部温度的变化，就像窗外暴雪飘舞，窗内温暖如春一样。



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而且，你还可以看到今天美国制造的羊毛制品颜色丰富，做工考究，难怪人们说“没什么比羊毛更好。”这个秋天，每次出门时，你都会明白你的投资物有所值。

这则特别消息由美国羊生产商提供。

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# 作业

## 33、我曾经是个少年犯

### Speaking of Dogs

## I was a Juvenile Delinquent

by Tilla

As told to Lauritz Melchior  
Opera and Motion Picture Star



ONE thing's sure... I can't blame my parents for what I was. I come from a good family. My mother was a famous small-game hunter. I won't mention her name, because you might recognize it.

I can't quite blame the boss, either. Sure, he neglected my training. But he was a tender-hearted guy who hated to say no. And I was just a six-months-old puppy, full of the Dickens and raring to go.

So, left on my own, I fell in with a fast crowd... three other neighborhood dogs. Boy, did we live it up! Gardens to dig in, garbage cans to spill, cats to chase, shrubs to tunnel under. Wow!

There was one dog down the street who was different, though. Stayed in his own yard. Came when called. Very mannerly little fellow. We sneaked and called him "Powder-Puff Ruff." But secretly I envied him — he seemed so happy.

Well, I went on from bad to worse; till one day I really ruined a

neighbor's prize rhododendron. The boss was fit to be tied. First he talked about getting rid of me. Then he hustled me off into the car. I thought I was a goner!

But do you know where I wound up? At an obedience training class. There they taught the boss to teach me how to become a "civilized" dog. In no time I could "come," "sit," "stay" ... and by golly, I *liked* it! What's more, we got to be great pals, the boss and I.

So take my advice... if you've got a puppy or a dog who's headed the way I was, get him going straight right now. An obedience training class is one good way. Another is to read up on the fundamentals of dog training. I know a dandy booklet you can get *free*... "What Every House Dog Should Know." Just send your name and address to the Gaines Research Kennels, Dept. L, Kankakee, Ill. You'll make life a lot happier for your dog. For you, too.

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

说到狗狗

## 我曾经是个少年犯

来自：蒂洛

歌剧电影明星  
劳里茨·梅尔基奥口述

有一件事可以确定……我落到那种地步，不能怪我的父母。我来自一个很好的家庭。我妈妈是一个著名的小动物猎手。我就不提她的姓名了，因为你可能认识她。

我也不能完全怪我的老板。当然，他是忽视了对我的训练，但他是一个心肠软的人，不愿意说不。我只是一个6个月大的小狗，充满了斗志，对什么都跃跃欲试。

当我一个人被留下的时候，我遇到了一群狐朋狗友……附近的其他3只狗。天呐，我们的日子真可以说是逍遥自在！在花园里乱刨，弄翻垃圾桶，追小猫，钻灌木丛。哇！太美了！

然而，大街上另一条狗和我们却不同。它待在自己的院子里，主人随叫随到。非常有礼貌的一个小家伙。我们嘲笑它，称它为“大姑娘”。但是，内心深处我却很羡慕它——它似乎很快乐。

而我的日子越来越糟，直到有一天，我弄坏了邻居家的杜鹃花。我的老板十分恼火。起初他说要扔掉我，后来他把我关到车里。我以为我无可救药了！

但是，你知道后来我怎么样了吗？我进了一个服从培训班。在那里，他们教我的老板如何把我训练成一只“文明”的狗。在任何时候，我都可以“过来”、“坐下”、“别动”……天呐，我很喜

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欢这种感觉！更重要的是，老板和我成了很好的朋友。

所以，听从我的建议吧……如果你有一只和我一样桀骜不驯的小狗，立刻带它去培训吧。进服从培训班是一个好方法。另一个方法是，阅读训练狗的一些基本方法。我知道有一本很不错的手册，你可以免费领取……《养狗的人都应该知道的一些事》。你只要把你的姓名和地址发到坎卡基，盖恩斯狗狗研究舍。L 部门。你将为你和你的狗狗创造更快乐的生活。

——一则盖恩斯狗狗研究舍发布的公益广告

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## 作业

## 34、慢慢享受吧.....

Medical researchers report on appetite-satisfying way  
of shedding excess poundage



# Diet and Enjoy It...

**T**HERE'S good news for everyone carrying excess poundage in the report on a special diet study made by the medical school of a leading university. A number of grossly overweight people lost up to 100 pounds while eating highly satisfying meals based on generous amounts of protein foods.

These people were able to "diet and enjoy it" because they got their protein in the form of delicious, appetizing lean meat—*double servings, twice a day*.

Meat was made the mainstay of this diet for the very same reasons that recommend it to everyone, at any time, for pleasurable eating and essential nutrients.

Life-giving protein, of course. Meat is one of our richest natural sources of complete, top-quality protein—the kind your body needs every day to build blood and mus-

cle, maintain resistance to infection, nourish nerves and tissues.

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

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

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

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

公众微信: LBC333

Published as a public service by the American Meat Institute

医学研究人员发现了一个能满足食欲，又能减肥的饮食方案

## 慢慢享受吧.....

在一所著名医药大学的减肥饮食报告上，有一个特别好的消息。许多体重严重超标的人，通过一日三餐食用含有丰富蛋白质，特别能满足人食欲的食物，成功减重 100 磅。

这些人“既控制了饮食，又享受了美食”，因为他们从美味，诱人的瘦肉中摄入了蛋白质——一次吃双份，一天吃两顿。

肉是这个饮食方案中最重要的东西，同样，我们也推荐所有人都这么吃，既美味，又获得了必需的营养。

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

B 族维生素，铁和其他重要的矿物质，肉能提供身体所需的大部分必要营养物质。

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

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

本广告的营养声明，通过了美国医学协会  
食品和营养委员会的审核，符合当前权威  
医疗理念。

美国肉类协会发布的公益广告



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# 作业

## 35、条纹“安全保障”



### STRIPE SAYS "SAFETY BARRIER"

Now striped toothpaste gives your mouth  
a lasting safety barrier against the germs  
that cause decay and bad breath

EVER since scientists discovered that germs cause bad breath and tooth decay, they have been trying to develop a toothpaste which would kill those germs. Toothpaste itself is not an effective germ-killer. It does wash some germs away. But those left behind multiply rapidly into millions.

During World War II, scientists came upon one of the most promising germ-killers ever discovered — hexachlorophene.

Surgeons in a medical college found hexachlorophene seven times as effective as traditional methods of cleansing their hands of germs before operations. Perhaps even more important, they found hexachlorophene provides a *lasting safety barrier* that keeps germs away *between* washings.

Similar germ-killing advantages appeared when Lever Brothers

tested a new red on white hexachlorophene toothpaste called Stripe against leading competitive brands and against mouthwash.

The tests showed Stripe kills bad breath and decay germs far better than any leading toothpaste or mouthwash. And, most impressive, Stripe's *lasting safety barrier continues to protect users between brushings!* The other toothpastes, the scientists found, have "little or no lasting effect."

Red stripes identify the hexachlorophene toothpaste, Stripe, that gives you the benefits of toothpaste *plus* mouthwash. Get Stripe today.

*Guarantee:* The performance and quality of Stripe Toothpaste are unconditionally guaranteed by Lever Brothers Company. Purchase price refunded if not satisfied. The word Stripe and the stripe on the toothpaste itself are trademarks of Lever Brothers Company.

#59001

## 条纹“安全保障”

现在，一款条纹牙膏诞生了！  
它将杀死引发龋齿和口臭的细菌  
带给你持续的安全保障

自从科学家们找到了引发龋齿和口臭的细菌后，他们就一直致力于研究一款能杀死这些细菌的牙膏。牙膏本身并不能有效地杀死细菌。它只能把它们清除。但是，那些没有被刷走的细菌，很快就会大量繁殖。

二战期间，科学家们发现了一种最有效的杀菌物质——六氯酚。

医学院的外科医生发现，手术前，用六氯酚洗手，杀死的细菌数是传统洗手方法的7倍。也许更重要的是，他们发现六氯酚能提供一种持久的安全屏障，能有效隔离细菌。

利华兄弟公司把他们新研发的一款红白相间的六氯酚牙膏——条纹牙膏，和市场上竞争力最大的牙膏品牌和漱口水进行测试时，他们发现了同样的杀菌优势。

测试表明，条纹牙膏能杀死引发口臭和龋齿的细菌，效果要比其他任何知名品牌的牙膏或漱口水都好。最令人印象深刻的是，条纹牙膏能形成一层安全保障，在两次刷牙期间，持续保护使用者。科学家发现，其他的牙膏“只有很少，或者完全没有持续效果”。

红色条纹就是六氯酚牙膏，条纹牙膏能带给你牙膏加漱口水的益处。今天就去买条纹牙膏吧。

保证：利华兄弟公司无条件担保条纹牙膏的功效和品质。如果不满意，全额退款。“条纹”两个字，以及牙膏上的条纹，都是利华兄弟公司的注册商标。

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## 作业

## 36、氟化物对牙齿健康作用的报告

*In February's issue we answered this question:  
"Is there any real difference in Fluoride tooth paste?"  
Now in March we offer another informative report on*

### Fluorides for Healthy Teeth

**N**EXT TO THE COMMON COLD, dental decay is man's most widespread chronic disease. But now Science has accomplished a major breakthrough against dental decay by using fluoride these three ways: 1. *fluoridation* of drinking water; 2. *direct topical application*, by dentists, of a fluoride solution to the teeth; 3. *stannous fluoride* in *tooth paste*.

You are the one who chooses the fluoride tooth paste you will use. And here are some surprising facts which can guide you: (1) Not all fluoride tooth pastes contain *stannous fluoride*, the recognized decay-fighting ingredient. (2) Some fluoride tooth pastes *can lose as much as 80%* of their active fluoride right in the tube. (3) *Only one* tooth paste on the market today provides the most favorable "climate" in your mouth for the stannous fluoride to work best.

#### Which Tooth Paste?

The newest brand, Pepsodent Fluoride, sets new standards by which you can judge all others.

First, it contains *stannous fluoride*,

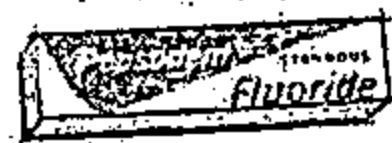
the fluoride recognized by dentists (as a tooth paste ingredient) for its ability to toughen tooth enamel against decay.

What's more, though latest laboratory tests prove all leading fluoride tooth pastes lose active fluoride right in the tube (one brand loses a good *third*, others lose up to *80 per cent*), Pepsodent *holds onto almost 90%* of its decay-fighting active fluoride — even after 6 months.

Another difference: Pepsodent's new *long-lasting* fluoride formula makes tooth enamel *much more resistant to decay acids* than other fluoride tooth pastes. This was proved conclusively by laboratory tests.

Moreover, only new Pepsodent Fluoride controls the mouth acid level during use to provide the most favorable "climate" for stannous fluoride to do its work.

That's why more and more people are finding out that new Pepsodent Fluoride gives you more of what you buy a fluoride for.



*P.S. For cleaning teeth their whitest nothing can beat familiar White Pepsodent.*

#62001 ©1962 Lerner Brothers Company

在二月份专题中，我们回答了这个问题：

“牙膏中是否含有氟化物，真的有区别吗？”

现在，在三月份专题中，我们会再做一个关于

## 氟化物对牙齿健康作用的报告

龋齿，是继感冒之后，人类最常见慢性病。但是，现在科学家们通过在以下 3 个方面应用氟化物，在对抗龋齿方面已经取得了突破性进展：1.在饮用水中加入氟化物；2.牙医在给患者治疗时，直接在局部应用氟化物；3.在牙膏中使用氟化亚锡。

如果要选择含氟牙膏，请注意下面一些惊人的事实，可以给你一些指导：（1）并非所有含氟牙膏够含有氟化亚锡，众所周知的抵抗龋齿的成分。（2）有些含氟牙膏还未使用，其中的氟活性就会损失高达 80%。（3）如今市场上，只有一种牙膏，能让你的口腔“环境”对氟最有利，从而令氟化亚锡发挥最好的效果。

### 哪种牙膏？

最新牙膏品牌，百普素登含氟牙膏，开创了牙膏新标准，你可以根据它来判断其他牙膏。

首先，它含有氟化亚锡，氟（作为一种牙膏成分）被牙医所认可，是因为它有强化牙釉质，抵御龋齿的能力。

更重要的是，尽管最近的实验室测试证明，所有知名的含氟牙膏，在未使用前就会失去氟的活性（有一个品牌失去了三分之一，其他品牌失去了 80%），而百普素登的氟活跃性能保持到高达几乎 90%——即使开封 6 个月后。

另一个区别：百普素登全新的长效含氟配方，和其他含氟牙膏相比，能让牙釉质更耐酸性腐蚀。这是经过实验室测试证明的。

---

此外，只有全新百普素登氟化亚锡牙膏能控制口腔酸水平，让你的口腔“环境”对氟最有利，从而令氟化亚锡发挥最好的效果。

这就是为什么越来越多的人发现，全新百普素登氟化亚锡能带给你除含氟之外的更多惊喜。

*P.S. 就清洁牙齿，亮白牙齿方面，没有什么能击败我们经常见到的亮白百普素登牙膏*

© 1962 利华兄弟公司

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## 作业



## 37、新型牙膏——对抗口臭和龋齿细菌的超级武器

### A Special Report



EVER SINCE scientists discovered that germs cause bad breath and tooth decay, they have been trying to develop a toothpaste which would kill those germs. Toothpaste itself is not an effective germ-killer. It does wash some germs away. But those left behind multiply rapidly into millions.

During World War II, scientists came upon one of the most promising germ-killers ever discovered — hexachlorophene.

Surgeons in a medical college found hexachlorophene seven times as effective as traditional methods of cleansing their hands of germs before operations. Perhaps even more important, they found hexachlorophene clings to the skin and keeps germs away between washings.

Similar germ-killing advantages

公众微信: LBC333

appeared when Lever Brothers tested a new red on white hexachlorophene toothpaste called Stripe against leading competitive brands.

In this test there were two groups of people. Group A brushed with Stripe. Group B brushed with other leading toothpastes. Group A showed Stripe to be far more effective against bad breath and decay germs than the toothpastes used by Group B. Then a more severe test of Stripe was devised. Group B subjects were asked to rinse with a leading mouthwash after each brushing. Even then the test showed Stripe by itself is three times more effective against bad breath and decay germs than a leading toothpaste plus mouthwash!

As expected, Stripe continues to protect users between brushings. And Stripe's cleansing-polishing agent is the finest available in any toothpaste!

An unexpected advantage was discovered when Stripe went on sale across the U.S. recently. Children everywhere, it develops, are fascinated by the way Stripe comes out of the tube red on white. They brush longer and oftener with Stripe than ever before. Stripe is 100% sugar-free, safe for all ages. Get a tube of Stripe today. Economy size, 69¢; Giant, 53¢; Large, 31¢.

Guarantee: The performance and quality of Stripe Toothpaste are unconditionally guaranteed by Lever Brothers Company. Purchase price refunded if not satisfied. The word Stripe and the stripe on the toothpaste itself are trademarks of Lever Brothers Company.

#58005

## 特别报告



自从科学家们找到了引发口臭和龋齿的细菌后，他们就一直致力于研究一款能杀死这些细菌的牙膏。牙膏本身并不能有效地杀死细菌。它只能把它们刷走。但是，那些没有被刷走的细菌，很快就会大量繁殖。

二战期间，科学家们发现了一种最有效的杀菌物质——六氯酚。

医学院的外科医生发现，手术前，用六氯酚洗手，杀死的细菌数是传统洗手方法的7倍。也许更重要的是，他们发现六氯酚能提供一种持久的安全屏障，能有效隔离细菌。

利华兄弟公司把他们新研发的一款红白相间的六氯酚牙膏——条纹牙膏，和市场上竞争力最大的牙膏品牌和漱口水进行测试时，他们发现了同样的杀菌优势。

在这个测试中，有两组人。A组人，用条纹牙膏刷牙。B组人用其他知名品牌牙膏刷牙。测试证明，A组使用的条纹牙膏，在杀死引发口臭和龋齿的细菌方面，效果远胜B组使用的牙膏。然后，又进行了更为严格的测试。请B组人刷完牙后，再漱口。即使这样，测试结果依旧是：

条纹牙膏杀死引发口臭和龋齿细菌的能力，是知名牙膏品牌加漱口水杀菌能力的3倍！

---

与预料的一样，条纹牙膏在两次刷牙期间，持续保护使用者。而且，条纹牙膏中的清洁、提亮因子，是所有牙膏中，最好的！

当条纹牙膏在美国市场上开始发售时，产生了意想不到的优势。人们发现，所有孩子都喜欢从牙膏管里挤出来的红白相间的条纹。用了条纹牙膏，他们刷牙时间和次数比以往都多。条纹牙膏 100% 无糖，适合所有年龄段的人。今天就去买管条纹牙膏吧。经济装，69 美分；超大管装，53 美分；大管装 31 美分。

保证：利华兄弟公司无条件担保条纹牙膏的功效和品质。如果不满意，全额退款。“条纹”两个字，以及牙膏上的条纹，都是利华兄弟公司的注册商标。

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# 作业

## 38、毀掉成千上万口牙齿的错误



### The Mistakes That ruined millions of teeth

We offer you a ten-day test which will change your ideas about teeth cleaning.

The old methods failed to end film. So millions have found that well-brushed teeth discolored and decayed. Now dental science has corrected those mistakes, and we urge you to see the result.

#### Film—the great enemy

That viscid film you feel on teeth is their great destroyer. It clings to teeth, gets between the teeth and stays all night. The toothbrush may scrub sticks on them. When you leave it night and day it has no chance to leave.

Film absorbs stains, makes the teeth look discolored. It is the barrier that holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay.

Millions of people breed this film for lack of the right kind of toothbrush. Also of many diseases.

#### A daily combatant

Dental science has now found an effective film combinator. This combinator has simply proved there is nothing dentists ever want and need than to have their patients clean their teeth. This combinator is called Pepsodent. Millions of people have come to employ it. And it is the best in the world ever. Now the film combinator.

#### Results quick and amazing

This ten-day test will surprise you. It will give you a new idea of what clean teeth mean. For dentists to you and yours may be life-long dentists.

Each use will also multiply the salivary flow. That is Nature's great tooth protecting agent. It will multiply the starch digestant in the saliva, so digest starch becomes the thing. It will multiply the alkalinity of the saliva to neutralize acids which cause tooth decay.

So five effects, now considered essential, come from every application. And the only result is clean beautiful teeth.

Send the coupon for 10-Day Tube. You will now clean the teeth feel after using. Mark the laughter of the mirror fun. See how teeth whiten as the film combinator disappears.

This test will be a revelation to you. Cut out the coupon as you read it for the test.

### Pepsodent

The New Day Dentifrice

A scientific film combinator, whose every application brings five desired effects. Approved by highest authorities, and now advised by leading dentists everywhere. All drugists supply the large tubes.

#### 10-Day Tube Free

THE PEPSODENT COMPANY  
Dept. 15, 110 E. Wacker Drive, Chicago, Ill.  
Mail 10-Day Tube of Pepsodent.

Only one line in a letter.

公众微信: LBC333

## 毁掉成千上万口牙齿的错误

我们向你提供一管 10 天的试用装牙膏，它将改变你对牙齿清洁的观念。

古老的方法无法清除黏膜，所以，很多人发现，刷得很好的牙齿依旧会变色，会被腐蚀。如今，牙齿学家已经解决了这些问题，而我们强烈希望你能看到这种效果。

### 黏膜——主要的敌人

你所感觉到的附着在牙齿上的那种黏膜，便是牙齿的主要敌人。它附着在牙齿上，进入到牙齿中间，并且会停留在那里。它会使牙齿失去光泽，然后长时间对它们进行攻击。如果你放任不管，它会日日夜夜对你的牙齿进行不断地伤害。

黏膜会吸附污渍，使牙齿看起来很脏。它是构成牙垢的主要成分。它会吸附可以发酵，并形成酸性物质的食物。而它所存留的酸性物质会不断地与牙齿接触，从而腐蚀牙齿。

成千上万个细菌在上面繁殖。它们和牙垢，是引发脓漏以及其它很多牙齿疾病的主要原因。

### 每日战士

如今，牙齿学家发现了2种有效的黏膜清除剂。权威人士们也充分地证明了它们的有效性。现在，各个地方的著名牙医也都非常认可它们。

而这两种清除剂被用于一种叫做百普素登的牙膏中。成千上万的人已经开始使用这种牙膏。很多人都以洁白发亮的牙齿，展示了它的可喜效果。

## 见效快，很神奇

10天的测试一定会令你震惊。它会让你对牙齿的清洁有全新的认识。在一定程度上，它给你和你的牙齿带来的好处可能是终生的。

每次使用，都会增加你的唾液流量。这是大自然给予你的伟大的牙齿保护物质。它还会让唾液中的淀粉消化酶加倍，更好地消化附着在牙齿上的淀粉。同时唾液中的碱度也会加倍，从而中和会腐蚀牙齿的酸性物质。

所以，每次使用，都会收到5个现在我们认为非常重要的效果。最早期的效果就是干净的，漂亮的牙齿。

把下面这张优惠券填好寄给我们，你就可以得到一管免费的10天试用装牙膏。请注意在使用之后牙齿会变得多么干净。记住黏膜不见了的时刻。看看黏膜衣消失之后，牙齿可以变得多么洁白。

这个测试将会出乎你的意料。请现在就行动，剪下这张优惠券，这样你就不会忘记了。

美国专利局

### 百普素登 新型牙膏问世

一种科学的黏膜清除剂，可以与其它两种现代必需品结合使用。现在各个地方的主要牙医们都在推荐它，并且所有药店老板都供应大管牙膏。

#### 10天免费试用

伊利诺斯州，芝加哥，沃巴什大街1104号，百普素登公司，704部。  
邮寄10天免费试用百普素登牙膏至：

姓名\_\_\_\_\_

地址\_\_\_\_\_

每个家庭限领一管试用装

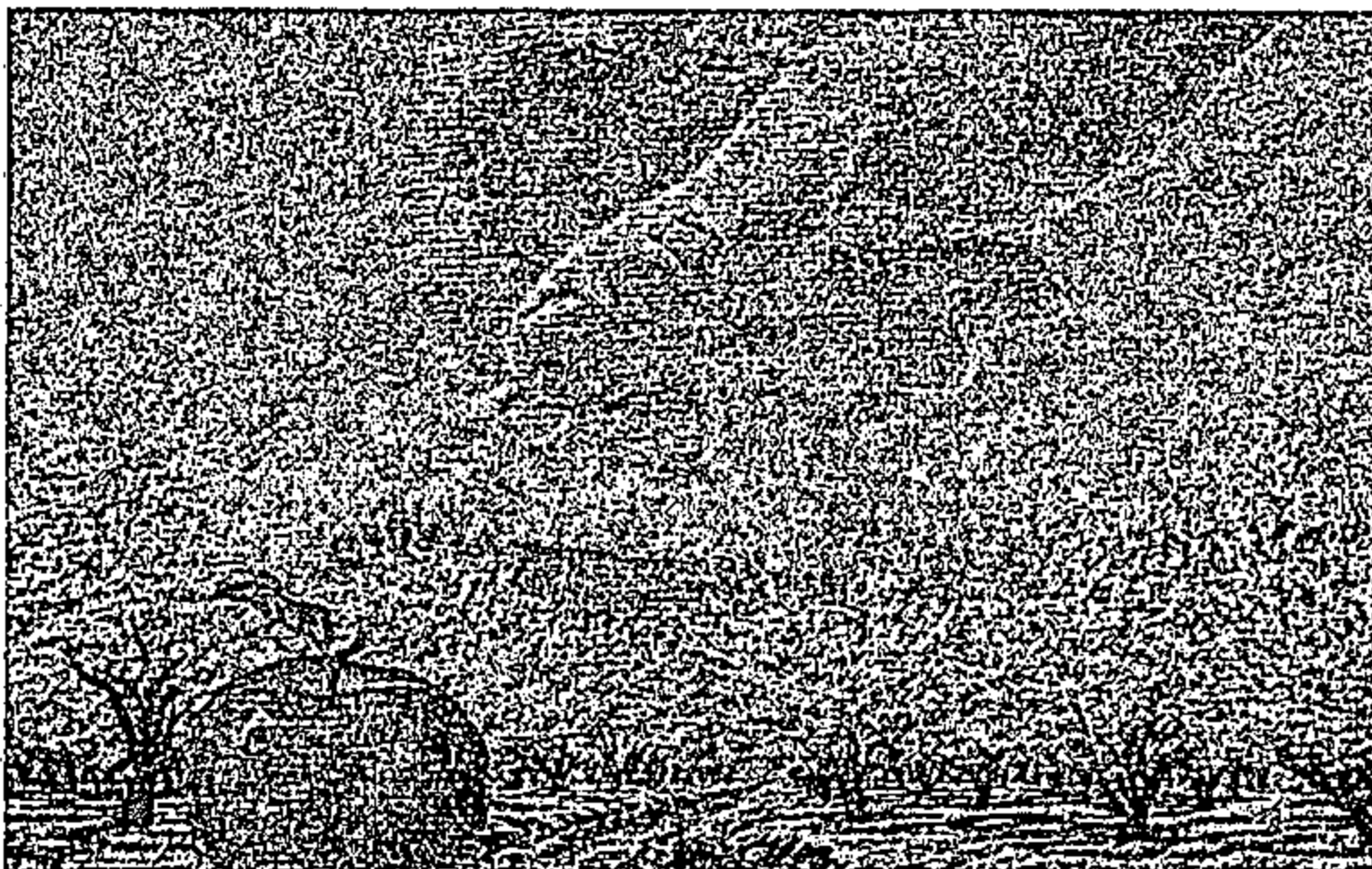
“注明你的地址——方便我们邮寄”

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# 作业



## 39、为苹果美肤



### Complexion care for apples

Bigger and better fruit is yours

... with good looks that are more than skin deep

Apples, peaches, and cherries all taste best when they look best. But even before the first blemish appears, fruits are constantly exposed to attack from plant diseases that can stunt growth and leave ugly blemishes on the surface.

This battle with scab is now being won with a remarkable liquid chemical called THAC Glyodin. By preventing fungus growth this highly protective spray improves the overall health of the trees and stimulates the natural glowing color of the fruit.

Farmers—and home gardeners, too—use other agricultural chemicals developed by the scientists of Union Carbide. For example, weed killers which cut down hand-

weeding on the farm and around the home ... and a repellent which helps increase milk and beef production by keeping livestock free from flies.

These unique chemicals were created by research and proved in exhaustive field tests. Union Carbide is now developing still more products to bring better foods to your table.

FREE! Learn how Union Carbide products and research help satisfy basic human needs. Write for "Products and Processes" booklet RD.

### UNION CARBIDE AND CARBON CORPORATION

30 EAST 42ND STREET NEW YORK 17, N.Y.  
In Canada: UNION CARBIDE CANADA LIMITED, Toronto

— UCC's Trademarked Products Include —

THAC Agricultural Chemicals, FERT-O-LITE Acetylene, ETHIADY Flashlight and Batteries, ELECTRODY Alloy and Metal, SYNTHEC Organic Chemicals, LIQUID OXYGEN, FERTILONT Anti-Freeze, NARCISSUS Liquid Air, DYNALON Fibers, GLACIATE Waxes, and many others. PYROX Gas, NATIONAL Carbon, UNION CARBIDE Gas, and many others.

公众微信: LBC333

## 为苹果美肤

送给你不仅外观好……而且更大更好吃的苹果

苹果、桃子和樱桃等，在外表看起来最漂亮的时候，也是味道最好的时候。但是，甚至在花蕾出现之前，水果就要不断暴露于植物病害的攻击，不仅阻碍它们的正常生长，而且还会在表面留下丑陋的疤。

如今，在这场和疤痕的战争中，一种克拉格果绿啉的神奇化学液体取得了胜利。这种高度防护喷雾，通过防止真菌生长，改善了果树的整体健康，激发了水果自然颜色的光泽。

农民——园丁，也使用联合碳化物公司的科学家们研发的其他农药。比如，除草剂，让在农场，以及花园里工作的人，不用再手工除草……而且它还具有防虫性，能保护牲畜免受苍蝇的干扰，从而有助于增加牛奶和牛肉产量。

这些独特的化学物质，经过了缜密的科学研究，以及无数的现场测试。联合碳化物公司现在正在开发更多产品，为你的餐桌带来更好的食物。

免费：想了解联合碳化物公司的产品以及研究如何帮助满足人们的基本需求。可以写信索取《产品和工艺》RD 小册子。

**联合碳化物公司**

30 东第 42 街 UCC 纽约 17

加拿大：多伦多，联合碳化物加拿大有限公司

**UCC 商标产品包括**

克拉格农药，乙炔，永亮手电筒和电池，合金和金属有机合成化学物质，林德氧气普列斯通防冻，钨铬钴合金，纺织纤维，胶木，塑料合成树脂，天然气，国家碳联盟电石联合，碳化物公司硅树脂

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# 作业

## 40、电子钟价格如何？

### *How Do Electric Clocks Rate?*

**E**lectric clocks today are the closest approach anyone has yet made to the ideal of a completely accurate, chore-free way to tell time.

They eliminate clock-winding. They're accurate to the minute. But here's even bigger news for many: most popular electric clocks actually cost *less* than the leading wind-up clocks!

Wind-ups are powered by springs that need to be wound periodically throughout their lives. Old-type alarms, for instance, need *two* windings. The "time" spring, and the "alarm" spring. Every night.

In contrast, you plug in an electric clock and forget it. Electric clocks *never* need winding. They are powered by tiny electric motors that run in precise time with the 60-cycle current in your home.

This particular kind of motor was invented by Henry E. Warren of Ashland, Mass. It is the motor that makes modern electric time possible.

The first clocks using this motor were built in 1916, but ran head-on into trouble... they gained or lost time every day. The cause, it turned out, was electric current that

didn't stay at a steady 60 cycles. To correct this, the inventor had to develop a Master Clock which almost all power stations now use to maintain an exact 60-cycle output.

As with most new products, the earliest electric clocks were expensive, costing from \$25 up. Today, electric alarms and colorful electric kitchen clocks sell for as little as \$3.98 plus tax!

Electric clocks have brought other changes to timekeeping: color, styling, modern design, new materials for cases. There are electric desk clocks, wall clocks, mantel and occasional clocks. Their styles range from ultra-modern suspended mobiles to nostalgic early American designs. And the leading brands bear trusted names: General Electric and Telechron—direct descendants of the original Warren-invented electric clock.

Everything considered, electric clocks today are the best, most practical means of telling time. They are a vital part of our modern electric age, in which electricity does more and more to make life easier and more enjoyable! Clock and Timer Dept., General Electric Co., Ashland, Massachusetts.

## 电子钟价格如何？

如今的电子钟，已经非常接近人们理想中的时钟了：走时精准，不用麻烦地去上发条。

电子钟淘汰了需要上发条的钟。而且，电子钟走时非常准确。还有更大的消息告诉大家：大多数电子钟，事实上比需要上发条的知名品牌的钟还要便宜！

需要上发条的钟，依靠定期给它们上发条，才能走时。比如，老式钟，需要两个发条。“计时间的”发条，以及“计闹钟的”发条。每晚都要重新上发条。

相比之下，你选择一个电子钟，就能一劳永逸了。电子钟永远不需要上发条。它们靠小电动机带动，走时非常准确。

这种特殊的电动机，是马塞诸塞州亚什兰的亨利·E·沃伦发明的。正是这种电动机使得现代电子钟成了可能。

1916年，第一款使用这种电动机的钟被发明，但是，存在一个问题……要么时间走得快，要么走得慢。最后发现，原因是，电流不稳，无法保证稳定的60赫兹。为了解决这个问题，发明家必须研究一款主时钟，来维持稳定地输出60赫兹，现在几乎所有电子产品都在使用这种装置。

如同大多数新产品一样，最早的电子时钟价格非常昂贵，需要25美元。今天，电动报警器，彩色电子厨房时钟，售价仅为3.98美元，含税！

如今电子时钟又有了一些新的改变：颜色、风格、现代的款式、全新的材料。款式有电子书桌时钟，墙挂时钟，壁炉架上，以及其他场合使用的时钟。从超现代，到早期美国怀旧款风格各异。现在，电子时钟一些值得信任的领先品牌有：通用电气电视钟——之前电

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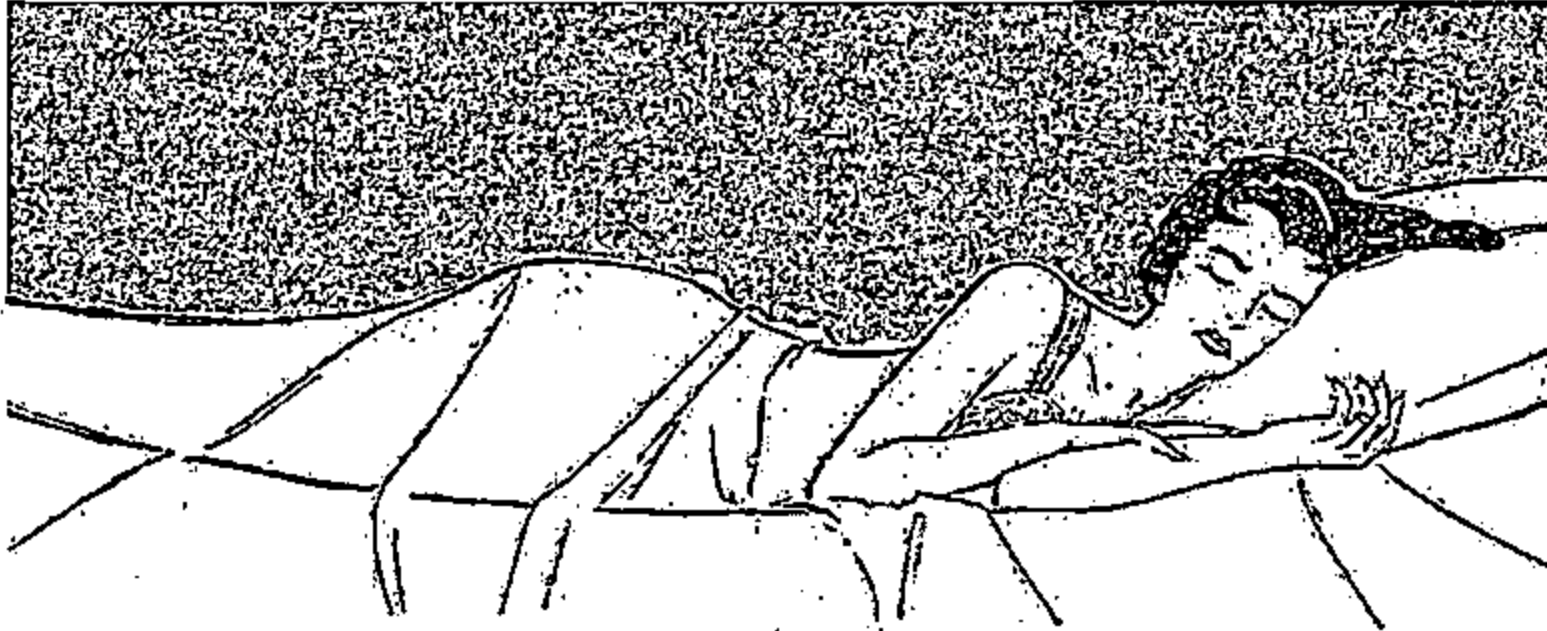
子钟的改进版本。

出于一切考虑，电子时钟是计时最好，最实用的选择。电子时钟，是我们现代电器化时代的一个重要部分，如今电子产品越来越普及，使得我们的生活更轻松，更愉快！马塞诸塞州亚什兰通用电器公司，时钟和计时器部门。

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# 作业

## 41、你的床垫引发背痛吗？



### Is a mattress causing your backache?

*New Back Care Mattress with Built-in Bedboard  
holds spine straight as no other mattress can!*

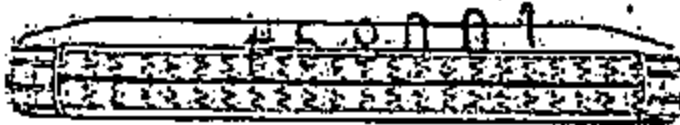


Research shows 1 out of 3 people suffers from backache at some time. In many cases an inadequate mattress either causes or aggravates the problem.

Doctors agree that one of the causes of the most common type of backache—"low-back syndrome"—is poor mattress support. It affects the small of the back, the part of your spine most subject to strain.

Many so-called "posture mattresses" fail to give you support because they have routine construction that sags under weight.

Even when you place a loose bedboard underneath such a mattress, the springs will still sag because the board cannot correct the internal weakness of the mattress.



New Back Care®—just mattress with a built-in bedboard. This revolutionary new design was perfected to fill a need indicated by the medical profession and was designed under the supervision of orthopedists.

New Back Care helps prevent backaches. A look at the diagram shows how. The upper layer of 312 coils adjusts to body contours for comfort. The built-in bedboard is in the center, right close to your back where support is needed. The bottom layer of 312 springs equalizes weight, prevents sag.

*Result: firm but gentle corrective support for your back all night.*

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

If you ever suffer from backache...are new Back Care at your store selling Simmons. Insist on the genuine Back Care.

Write for free descriptive booklet about Back Care. Address: Simmons Co., Dept. AA, Merchandise Mart, Chicago, Illinois.



Pat. Pending © 1961 Simmons Co., Mfg. Corp., Chicago, Ill.



## 你的床垫引发背痛吗？

*全新护背床垫*

*一款在床垫里加了床板的床垫*

*让你的脊柱笔直,带给你其他任何床垫都无法带来的舒适睡眠*

调查显示,每3个人中,就有1个人背部有“问题”。大多数人的背部问题,都是床垫引起或加重的。

医生也认为最常见的背痛,或者所谓的“腰背综合征”,其中一个原因就是床垫支撑不足。它会影响下背部,这里是承受压力最大的地方。

许多普通构造的“弹性床垫”,睡下去依然会凹陷。他们无法给最需要支撑的部位以足够的支撑。

即使你在下面简单地加一块床板,也无法阻止中心凹陷,因为它和床垫顶部隔得太远。

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

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

*结果:给你整夜强力但温和的支撑。*

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

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

你可以写信给我们索取免费小册子《处方床垫》。来信请寄：  
芝加哥商品市场 AA.部门，席梦思公司

<p>席梦思</p> <p>护背床垫</p> <p>内加床板的床垫</p>	<p><b>S</b></p>
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专利©1959 席梦思公司 商品市场 芝加哥

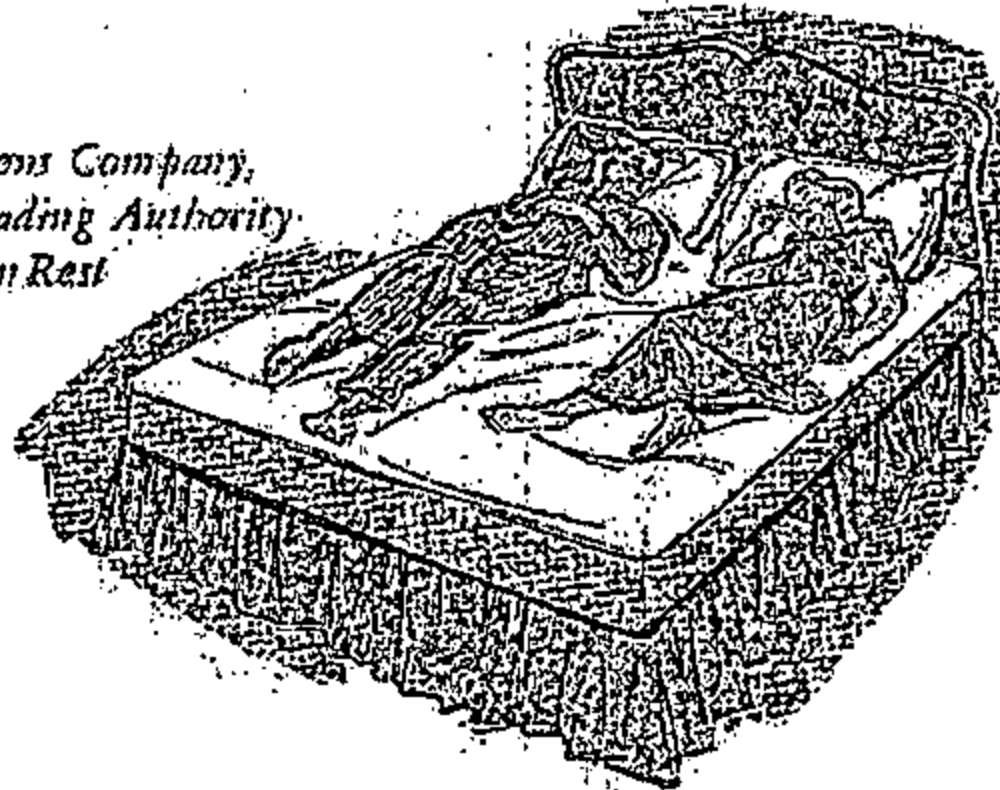
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## 作业

## 42、如何同床共枕——睡得舒服

### How to Sleep Together—in Separate Comfort

*by Simmons Company,  
World's Leading Authority  
on Rest*



EVERYONE who has ever slept with another person knows how uncomfortable a sagging mattress can be. The situation is even worse when the husband weighs a lot more than his wife. His every move disturbs his wife's rest.

The trouble with these mattresses is that the springs are tied together, top and bottom. Pressure on any one spring pulls other nearby springs down, too. Tied-together springs sag together.

That's why Beautyrest is made entirely differently from all other mattresses. It is the *only* mattress with independent springs. No other mattress uses this unique construction principle.

Instead of being tied together, each spring acts separately. Springs adjust

only to the body weight above them. These separate springs give husband and wife private, separate comfort. No rolling together. Not a jounce or a jiggle when he turns in his sleep.

If Beautyrest is so right for double-bed sleepers, think how perfect for a single-bed sleeper.

Independent spring construction means body-fitting support from head to toe. Springs gently "give" under the weight of the hips, for example, yet firm up to support the small of the back. That is why Beautyrest can never, never develop sag—a cause of sleeper's ache.

Choose Beautyrest—Standard or Extra-Firm model, only \$69.50—at your favorite store selling Simmons today. You'll be glad you did tonight.

© Simmons Co., U.S. Patent Office Reg. 1965 by Simmons Co., York, Pa., U.S. Pat. 3,000,000.

## 如何同床共枕——睡得舒服

来自: 席梦思公司  
世界睡眠权威品牌

两人同睡一张床, 都知道床垫下榻有多不舒服。当丈夫的体重远远超过他的妻子时, 情况更糟糕。他的一举一动, 都会影响妻子的休息。

这些床垫问题在于, 它里面的所有弹簧顶部和底部都是联系在一起的。对任何一个弹簧施加压力, 附近的弹簧也会被带着压下去。连在一起的弹簧, 受到压力也会一起塌下去。

这就是为什么席梦思睡美人系列床垫完全不同于其他床垫。这是唯一一款拥有独立弹簧的床垫。没有任何其他床垫使用过这种独特的结构。

它里面的弹簧不是联系在一起的, 而是独立支撑。每根弹簧只支撑它上面的重量。这些独立的弹簧, 能给丈夫和妻子独自的承担力, 从而都会感到很舒服。睡着后, 当一方转身或者晃动时, 另一方身下的床垫不会随着晃动。

如果席梦思睡美人系列床垫非常适合两个人睡, 那么可以想象, 一个人睡时多么舒服。

独立弹簧结构, 意味着它从头到脚都能给予相应的支撑。比如, 这些弹簧在重量较大的臀部下方能给予温柔地“支撑”, 而对重量较小的背部, 则会轻柔的拖住。这就是为什么席梦思睡美人系列永远也不会形成凹陷——引起睡眠者身体疼痛的原因。

今天去你最喜欢的商店, 购买席梦思睡美人系列床垫——标准或强力支撑型号, 只要 69.50 美元。你将会为自己这么做而感到开心。

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## 作业

## 43、我是如何在 15 年后退休，每月领到 300 美元养老金的

### How I retired in 15 years with \$300 a month

"Europe, here I come! First I'm going to visit cousins outside of London. Then I'll just travel about. All my life I've wanted to go to Europe, and at last I have the time—and the money—to do it. How can I afford to spend savings for this trip? You see, I have an income—\$300 a month as long as I live.

"Come to think of it, a young English cousin was indirectly responsible for my being retired now. Back in 1940, during the Battle of Britain, we took little Paul to live with us. He often talked about his home—the village my family came from. The more I listened, the more I wanted to go to England after the war.

"I had a good job, with a promising future. But when I actually got down to considering going to Europe, I realized I'd never be able to take off more than two weeks at a time unless I could retire someday. Yet retiring seemed impossible. I had never saved much. I was nearly forty.

"But one day, I noticed an ad about a way to retire—the Phoenix Mutual Retirement Income Plan. It said if I started young enough—in my forties or sooner—this plan could provide an income from \$10 to \$300 a month for life. I sent for the booklet that very morning.

"When the booklet arrived in the mail, my dreams suddenly became possibilities. This plan was made for me. Why I'd be able to retire even earlier than I had ever expected. Of course, I studied other retirement methods, but it was definitely Phoenix Mutual for me.

"To think I'm actually on my way to see Paul! It's hard to believe he's grown up now, and married. My next check for



\$300 is waiting for me in London. I've never felt so carefree in my life."

**Send for Free Booklet.** This story is typical. If you start young enough, you can plan to have an income of \$10 a month to \$3,600 a year or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail, without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women. Don't delay. Send now.

ESTABLISHED 1891

### PHOENIX MUTUAL

*Retirement Income Plan*

**GUARANTEES YOUR FUTURE**

OVER 100 YEARS OF LIFE INSURANCE PROTECTION  
FOR BUSINESS AND FAMILIES

COPYRIGHT 1955, BY PHOENIX MUTUAL LIFE INSURANCE CO.

Phoenix Mutual Life Insurance Co.  
201 Elm Street, Hartford 14, Conn.

Please mail me, without obligation, your free 26-page booklet showing new retirement income plans.

Plan for Men ☐ Plan for Women ☐

Name

Date of Birth

Business Address

Home Address

## 我是如何在 15 年后退休 每月领到 300 美元养老金的

“欧洲，我来了！首先，我要去伦敦以外的地方，拜访我的表亲。然后，我就到处去旅行。我这辈子的梦想就是去欧洲，最后，我有时间——也有钱——这么做了。我怎么有钱承担这次旅行的费用呢？因为，我后半生，只要我活着，每个月就能领 300 美元。”

“想想看，一位年轻的英国表弟，间接地促成了我的提前退休。早在 1940 年，在不列颠之战中，我们带小保罗回来和我们一起居住。他经常谈论他的家——以前住的一个小镇。听的越多，我就越想在战争结束后去英格兰。

“我有一个好工作，前途很好。但是，当我静下来仔细规划欧洲之行时，我发现，我永远也没有多于 2 个星期的假期，除非退休后。但是，退休好像不可能。因为我快 40 岁了，还没有攒到足够的钱。

“但是，有一天，我看到了一则关于退休方法的广告——凤凰互助退休收入计划。广告上说，如果我开始得足够早——在 40 岁，甚至更早——这个计划就能在我退休后，每个月能领到 10—300 美元的收入。那天早晨，我就去信索取了手册。

“当拿到手册后，我的梦想突然成了可能。这个计划就是为我而制定的。为什么我能够比我之前预料的提前退休。当然，我还研究了其他退休方法。但是，最后还是觉得凤凰互助计划适合我。

“想到我以后能见到保罗了，我是多么兴奋啊！真的不敢相信他现在已经长大，并结婚了。我的下一张 300 美元的支票正在伦敦等着我。我这辈子从来没有感到这么无忧无虑过。”



来信索取免费小册子。这个故事非常典型。如果你开始得足够早，你就可以在 55 岁，60 岁，65 岁或更大年纪后——你就可以领到 10 美元每月——3600 美元每年，甚至更多的退休金。通过邮件发送优惠券给我们，你就可以免费收到一本关于凤凰互助计划的小册子。类似的计划同样适合女性。不要犹豫。现在就寄出吧。

成立于 1851 年

## 凤凰互助退休收入计划

为你的未来担保

百年人寿保险，保护你的企业和家庭

凤凰互助人寿保险公司

201 艾尔玛街道 哈特福特 15，康涅狄格州

请无条件寄给我，你的 28 页有关新退休收入计划的免费手册。

男士计划【】 女士计划【】

姓名\_\_\_\_\_

生日\_\_\_\_\_

公司地址\_\_\_\_\_

家庭地址\_\_\_\_\_

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# 作业

## 44、快速烹饪：食品罐头的新里程碑

### QUICK COOKING New Milestone in Food Canning

*Big step forward in  
processing of corn saves fresh  
flavor, color, and vitamins*



Now there's a canned corn that looks and tastes like fresh, thanks to the first basic advance in canning in 25 years.

The secret is simple: quick cooking.

Science has long known that fast cooking saves the flavor, color, and vitamins of fresh vegetables. But until now, longer cooking has been necessary to preserve vegetables in cans.

Unfortunately, long cooking breaks down the cell structure of corn. The corn softens and caramelizes, as well as loses fresh flavor, crispness, and vitamins. (For example, vitamin B<sub>1</sub>, needed for body growth, is destroyed.) So early attempts at corn canning left much to be desired.

The first method, patented by Isaac Winslow in 1862, cooked corn four hours, giving it all the crispness of a marsh-mallow. But beginning in 1874, with the invention of steam pressure canning, cooking was gradually cut to the 25 to 35 minutes most canners take today.

Then, in 1929, the Green Giant Company introduced vacuum packing. Until then, all whole kernel corn had been packed in brine—so that when you poured the brine down the sink much of the flavor and vitamins went with it. Vacuum packing eliminated all but a thimbleful of liquid, thus retaining

more flavor, crispness, and vitamins and also making it possible to pack more corn in a smaller can.

The first vacuum-packed corn, called Niblets Brand corn, soon became the country's biggest seller. But even the old Niblets didn't have quite the flavor, color, and crispness of fresh corn. What was needed was truly quick cooking.

It took 25 years to find the solution: A machine that *stirs* the corn, so that the entire contents of every can are cooked with equal speed. With this new process, new Niblets Brand corn is cooked the exact time recommended for cooking fresh corn on the cob: *seven minutes*. (Most other canned corn is still cooked five times that long.)

Installing this machine in all its canneries cost the Green Giant Company more than \$10 million dollars. It was worth it. This process gives you new Niblets—the only canned corn with the color, flavor, and crispness of fresh corn.

So if you like fresh-roasting ear flavor all year round, new Niblets is your brand. Get some soon and see.

Green Giant Cornmeal, 2 and 4 1/2 lb. bags, 10 lb. bag, Minneapolis, Minn.  
Green Giant of Canada, Ltd., Brampton, Ont., Canada  
"Niblets" Brand: U.S. Pat. 2,000,000

## 快速烹饪： 食品罐头的新里程碑

在玉米的味道，颜色  
和维生素保鲜方面的  
一个大进展

现在，由于 25 年来罐装食品的发展，出现了一种罐头包装的玉米。它的外观，还有味道都和新鲜玉米一样。

秘诀很简单：快速烹饪。

科学家很早就发现，快速烹饪能保留新鲜蔬菜的味道，颜色和维生素。但直到现在，想要做罐头包装的蔬菜，还需要长时间烹饪。

不幸的是，长时间烹饪，会破坏玉米的细胞结构。玉米的颜色会变深，外皮会变焦，而且失去了新鲜的味道，鲜嫩的口感，维生素也会流失。（如，身体成长需要的维生素 B1 会被破坏。）所以，早期玉米罐头有很多不尽人意的地方。

第一种方法，由艾萨克·温斯洛 1862 年发明的专利，把玉米烹饪 4 个小时，吃起来口感和棉花糖似的。但从 1874 年开始，随着蒸汽压力罐头的发明，现在大部分罐头烹饪时间逐渐减少到 25 - 35 分钟。

然后，1929 年，绿巨人公司推出了真空包装。在那之前，所有玉米棒都是用盐水泡着包装的——所以，当你把盐水倒掉的时候，玉米的风味和维生素也跟着流失了。真空包装只保留了极少量的液体，从而保留了玉米更多的风味，鲜嫩，和维生素，而且使得较小的罐头里能包装更多的玉米。

第一款真空包装玉米，是玉米粒牌玉米，很快就成了全国最大

的卖家。但即使是老包装的玉米粒牌玉米，它也没有新鲜玉米的味道，颜色，还有鲜嫩的口感。我们需要的是真正的快速烹饪。

科学家们花了 25 年才找到了解决方案：一款罐头搅拌器，这样整个罐头里的东西，都能以同样的速度烹饪。有了这个新方法，新包装的玉米粒牌玉米罐头的烹饪时间，就完全和烹饪新鲜玉米的最佳时间一样了：7 分钟。（大部分其他玉米罐头烹饪时间仍然是它的 5 倍。）

绿巨人公司为了在它的所有罐头厂安装这种机器，投入的成本超过 300 万美元。这是值得的。这个生产线，给了你新包装的玉米粒牌玉米罐头——唯一一款拥有新鲜玉米的味道，颜色以及鲜嫩口感的玉米罐头。

所以，如果你喜欢一年都吃到新鲜玉米的味道，新包装玉米粒牌玉米罐头就是你的选择。赶快买一些尝尝吧。

绿巨人公司总部，明尼苏达州 绿巨人加拿大公司，安大略省特库姆塞

“玉米粒”品牌注册商标 ©美国专利

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# 作业

## 45、不要医治皮肤，只需清洁！

**DON'T DOCTOR  
YOUR SKIN  
IMMEDIATELY**

**— sound advice from a noted cosmetic chemist —**

It's true. A skin need not be "doctored" and "fussed with" to be pretty. All it needs is to be cleansed thoroughly.

In fact, not too long ago a noted cosmetic chemist said: "American women rely too much on creams and lotions. The result? They actually spoil their complexions with too much care. In the process they literally *cover up* the greatest beauty preserver known: Nature's own invisible, neutral cloak that covers and protects the skin."


The skin then loses tone, moisture, bloom, becomes susceptible to blemishes. Instead, women should follow Nature's rule: *Make sure the skin is thoroughly clean. Then leave it alone.*

Clearly, the best cleanser is one that does not destroy this neutral cloak. Countless women agree the answer is Neutrogena, a new idea soap born in the laboratory of a famous Belgian chemist and now made in America.


Neutrogena looks like soap, lathers like soap, but acts without the harshness of highly alkaline soaps or drying detergents. Its ingredients are pure, natural oils. Yet what it does is so amazing many people call it a miracle.

Actually, there is nothing miraculous about Neutrogena. It simply answers Nature's demand. Then comes your reward: a smooth, radiant skin—lovely to look at, delightful to touch.

**PLEASE NOTE:** Neutrogena is now available at selected cosmetic counters in your community. It costs \$1 a cake, but what it does for your skin is priceless. If your store is not yet supplied, send for a generous Trial Cake. With it we'll also send a Trial Bottle of Bathingene, companion product to Neutrogena, described in lower left panel. Address: Neutrogena, Dept. P.D.N.E.-7, (2525) Main St., Santa Monica, Calif., and enclose 25¢ to cover packing and mailing.



**New! After-shower**  
Bathingene body care  
Banishes body odors  
Banishes dry skin—  
even dry skin. No greasy  
mineral oil. Contains  
Hexachlorophene. See in  
Introductory Offer above.



**Neutrogena**

公众微信: LBC333      #62001

## 不要医治皮肤，只需清洁！

### 一条来自著名美容医师的好建议

这是真的：皮肤不需要“医治”和“小心翼翼地保养”才能漂亮。它需要彻底地清洁。

事实上，不久前一位著名的美容医师说：“美国女性过于依赖面霜和乳液。结果怎样？她们过于‘爱护’自己的皮肤，而破坏了他们的肤色。在她们进行皮肤保养的过程中，她们其实把最能保护的物质损耗了：覆盖在皮肤上面，并保护着皮肤的那层看不见的‘天然斗篷’。

“皮肤失去了自然的气色，水分，光泽；变得脆弱，容易出现瑕疵。相反，女性应该遵循大自然的法则：彻底清洁皮肤。剩下的不用去管。

“很明显，最好的洁面乳不会破坏皮肤的‘天然斗篷’。无数女性都认为答案就是露得清：一种全新理念的香皂在著名的比利时化学实验室诞生了，现在由美国制造。

“露得清看起来像肥皂；使用方式也像肥皂；但是，不像高碱性肥皂或干燥的洗面乳对皮肤刺激那么大。它的成分是纯天然油脂。但是它的效果如此神奇，许多人称之为“奇迹”。

“实际上露得清没有什么神奇的地方。它只是满足了皮肤的自然需求。然后，给你的回报是：细腻光滑，光泽亮丽——看起来非常可爱，摸起来非常舒服的皮肤。”

请注意：现在在你们小区指定化妆品柜台都有露得清。一块只需 1 美元；但是，它带给你的皮肤的好处是无价的。如果你的商店还没开始销售，你可以来信索取试用装。我们还会再赠送你一瓶巴



安金娜（露得清同类产品）试用装，下面有描述。地址：露得清公司，RDNE-7 部门，加利福尼亚州，圣莫尼卡 2525 主街道。



**全新护肤液！洗浴后使用。**

巴安金娜身体乳。去除身体异味，解决皮肤干燥问题，使肌肤更柔软细嫩。不含矿物油。富含六氯酚。详情参见瓶上的介绍。

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# 作业

## 46、新发现：糖替代品！



### Discovered: A Granulated Sugar Substitute!

By Jeannette Frank

"**W**IGHT WATCHERS and diabetics will definitely benefit from Adolph's, the first and only granulated sugar substitute. Doctors at a recent American Medical Association convention in New York City agreed that this new sugar substitute answers one of the dieter's greatest problems: How to sprinkle sweetness minus calories and with no bitter taste.

After years of research, the same people who developed the now famous Adolph's Salt Substitute made another important discovery. They found that when Glycine, a naturally sweet food element, was combined with certain other ingredients, a remarkable result occurred. The new substance, composed of pure white crystals, had the sweetness of real sugar without the calories.

If you've ever been on a reducing or sugar-free diet, you know there are serious drawbacks to the artificial sweeteners now available. For example: Have you ever tried to sweeten cereal with a pill? Or grapefruit with a drop of liquid?

Because Adolph's Sugar Substitute is granulated you can sprinkle sweetness evenly on grapefruit and cereal—on all foods. Two shakes equal the sweetness of one teaspoon of sugar. A small amount goes a long way. And Adolph's dissolves faster than sugar in all liquids—hot or cold. There are no carbohydrates and the calorie content is negligible. Adolph's Sugar Substitute has been awarded the Good Housekeeping Guaranty Seal.

You'll be pleasantly surprised to find you can make delicious sugar-free desserts such as cookies, puddings, and ice cream with Adolph's special Sugar Substitute recipes.

Now satisfy your desire for sweetness with Adolph's, the only sugar substitute that sprinkles, looks, and tastes like sugar.



Next time you go to the grocery store, look for Adolph's in the brown and gold foil carton. Start enjoying food again.

© ADOLPH'S LTD., DEPT. R-1, DUNSMITH, CAL.

公众微信: LBC333

给节食者的一个甜蜜的信息：一种外观，大小，味道都非常像糖的新产品！

## 新发现：糖替代品！

来自：佳尼特·弗兰克

“减肥的人，以及糖尿病患者一定会受益于阿道夫，第一款，也是唯一一款糖替代品。”最近美国医学协会在纽约举行的会议上，医生们都认为这款全新的糖替代品，解决了减肥者的一个最大的问题：怎么减少甜食的卡路里，却又不减少甜度呢。

经过多年的研究，发明著名的阿道夫糖替代的那群人，又有了一个重大发现。他们发现，当甘氨酸，一种天然的甘甜食物元素，和其他成分结合时，能产生一种神奇的结果。全新的物质，一种纯白色晶体，有着和糖一样甜的味道，却没有卡路里。

如果你曾经减肥，或进行过无糖饮食，你就知道，如今的人造甜味剂有严重的缺陷。例如：你是否曾经试图在谷物里加药片，或葡萄柚上加蜜汁，让它变甜？

因为阿道夫代糖是颗粒状的，你可以在葡萄柚，谷物等任何食物上均匀地撒上，让它变甜。撒两下，相当于一茶匙糖的甜味。只要少量添加，就会觉得甜如蜜。而且，阿道夫代糖在任何液体里的溶解速度都要比糖快——不管是凉水还是开水。它里面没有碳水化合物，所以卡路里含量微不足道。阿道夫印有好管家保证荣誉印章。

你会惊喜地发现，用阿道夫代糖食谱，你可以做出美味的无糖甜点，如饼干、布丁、冰淇淋。

现在就用阿道夫代糖，一种外观，大小，味道都像糖的食物来满足你对甜食的渴望吧。

下次你去百货店，请购买棕色和金色箔纸包装的阿道夫。重新开始享受美食。加利福尼亚州伯班克。©1955，阿道夫有限公司 R-1 部。512

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## 作业

## 47、肉的真相



### The Truth About Meat

Most Important Food in the Human Diet

**M**eat is the most desired food in the world. It is the only food that offers a sufficient amount of all twenty-two amino acids necessary to maintain good health. Medical findings indicate that high level of health is directly related to meat consumption. Yet because of its high cost, few people have as much meat in their diet as they desire.

One of the most interesting and least known facts about meat is that all cuts and grades of meat are equal in food value. This means that the less expensive, less tender economy grades of meat supply the same nourishment as the most expensive cuts.

In the United States, steak and roast beef are the two most favorite food dishes. But only 22% of all meat is sufficiently tender to broil or oven roast. The remaining 78% must be prepared as stew, pot roast, Swiss steak, hamburger, etc.

Today, however, it is possible to make tender steaks and roasts from the less expensive, tougher cuts of meat, as well as guarantee prime tenderness to the most expensive cuts. This means that *everyone can eat as much meat as he wants—cooked the way he likes it.*

The reason is Adolph's Meat Tenderizer, a pure food product containing an enzyme from the tropical papaya melon. Adolph's

positively makes any cut of meat extra tender. There is no longer any reason to serve a tough piece of meat ever again. This is why Adolph's has been acclaimed by food experts, doctors and dieticians as one of the most valuable benefits to modern cooking.

Adolph's improves the tenderness and flavor of all meats (beef, pork, veal, lamb, fish, poultry and game). Tests prove that cooking time and shrinkage are reduced as much as 30%. This guarantees larger, juicier servings.

By using Adolph's whenever you prepare meat, you can serve more meat more often prepared the way you like to eat it, with no increase in your food budget. With Adolph's, it costs less than one penny to make a pound of meat deliciously tender—regardless of kind or cost.

Adolph's Meat Tenderizer is available both seasoned (with spices) and non-seasoned—in the condiment or spice sections of food stores everywhere.

Ask your grocer for Adolph's New Meat Recipe Cards—Free!

To satisfy the tremendous interest on how to prepare roasts and freeze meats with Adolph's, two booklets have been prepared and are obtainable free on request. Write Adolph's, Box 1203Y, Burbank, California. ©1955 Adolph's, Ltd.

公众微信: LBC333

#55001

## 肉的真相

### 人类饮食中最重要的食物

肉是世界上最理想的食物。它是唯一能提供人体必须的所有 22 种氨基酸，维持人体健康的食物。医学研究表明，人体健康水准和肉的摄入直接相关。然而，由于它成本高，很少有人每餐都能吃到足够的肉。

关于肉，有个非常有趣，却很少人知道的事实，那就是所有的肉，营养价值其实都差不多。这就意味着，价格便宜，等级较低的肉，和最贵的肉，给人提供的营养是一样的。

在美国，牛排和烤牛肉是人们最喜爱的菜肴。但所有肉中，只有 22% 非常嫩的肉，适合用火，或者烤箱烤。剩下 78% 必须用来炖，或做瑞士牛排，汉堡等。

然而，今天，用价格较为低廉，不那么嫩的肉，来制作嫩牛排，和烤肉成为了可能，而且保证和用最贵的肉做出来的口感一样嫩。这意味着，*每个人都能够想吃多少肉，就吃多少肉——而且，可以以他最喜欢的烹饪方式烹饪。*

原因是，阿道夫嫩肉粉，一种含有热带番木瓜木瓜酶的纯食物产品。阿道夫嫩肉粉，能让任何肉都变得非常嫩。有了这种嫩肉粉，就没有任何理由再做出口感很硬，很粗糙的肉了。这就是为什么阿道夫一直广受食品专家、医生和营养师的赞誉，他们认为这是对现代烹饪最有价值的好处。

阿道夫嫩肉粉，让肉变得更嫩，改善了所有肉类的风味（牛肉、猪肉、小牛肉、羊肉、鱼、家禽等）。测试证明，有了它，肉的烹饪和缩水时间减少高达 30%！这保证了每餐中肉食的供应量更大、更诱人。

---

使用阿道夫嫩肉粉，不管什么时候，你要做肉菜，你都可以经常以自己喜欢的方式，做更多的菜。而且，不会增加你的食物预算。使用阿道夫嫩肉粉，做一磅肉的美味佳肴，成本不到一分钱——不管是什么种类，什么价格的肉。

阿道夫嫩肉粉，有添加调味料的，也有不添加调味料的——任何一家食品商店的调味品或香料区都能找到。

你可以向商店老板索取一份最新的肉菜食谱卡片——免费！

为了满足人们对如何用阿道夫嫩肉粉烤肉，炖肉的极大兴趣，我们准备了两个小册子，你可以免费领取。写信到阿道夫信箱 1203，加利福尼亚州伯班克。©1955，阿道夫有限公司。



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# 作业

## 48、第一款安全有效的草坪养料故事

### THE STORY OF THE FIRST FOOLPROOF LAWN FOOD

needed 16 elements to grow to the kind of perfection desired for lawns.

From these findings came Vigoro, the only *complete* plant food with every nutrient plants needed except those supplied in air and water.

For over 30 years the formula was tested and improved into a plant food that nutritionally was great for grass and other plants. But the mechanics of feeding grass has always been a problem. You see, grass is fed by having the entire meal dumped on top of its head. And unless the plant foods were watered in, they would burn.

The reason for the burn is part of a phenomenon called osmosis. In plain language it works like this:

A plant food that dissolves in water does so because it's "thirsty."

When dropped on leaves, the plant foods soak up every drop of water they can get.

But there's never enough to go around. So they pull water right out of the leaves. And that's the beginning of burn.

In the past, the only ways to hold down burn were to give the grass a bath or raking after feeding . . . or feed the grass in "watered-down" nibbles every month or so.

But Vigoro scientists weren't satisfied. They wanted a formula so burn-free it could be fed in amounts large enough to last a full season—with no watering in required.

Why? Because every burn—even a slight scorch that goes unnoticed—is a setback. And setbacks lay the grass wide open to attack from weeds, sun, insects, disease.

With the help of an instrument called an isoteniscope, the scientists measured the thirst of every plant food ingredient and experimented with new compounds that could replace the thirsty ones.

These tests finally paid off in a brand-new formula with *every* ingredient in a nonburning form. And on March 18, 1958, U.S. Patent Number 2,827,368 was awarded to this amazing product called New Golden Vigoro—the first, complete, non-burning plant food ever made.

Lawn experts, independent laboratories and billions of blades of grass agree: New Golden Vigoro is the only foolproof lawn food. The box on this page tells why.

\*\*\*\*\*

**WHY NEW GOLDEN  
VIGORO IS THE ONLY  
FOOLPROOF LAWN FOOD**

U.S. Pat. #2,827,368 issued March 12, 1958

Won't burn, even if applied  
double strength to wet grass . . .  
and you don't have to water it in.

Gives grass everything it  
needs except sun, air and water.

It builds thick, springy turf;  
a more vigorous root system.

One application feeds your lawn  
for weeks after other lawn  
foods have given out.

It's so clean and odorless  
that it's stocked in food stores, too.

And you don't need a  
textbook to get expert results.

\*\*\*\*\*

#59001

## 第一款安全有效的草坪养料故事

培育出完美的理想草坪，需要 16 种元素。

有了这些发现，维果应运而生。这是唯一一款纯植物养料，除空气和水以外，富含植物需要的所有养分。

在过去的 30 多年中，科学家们对该配方进行了无数次测试和完善，直到找到草和其他植物最好的养料。但是，给小草上养料的方法一直是个问题。你看，一般给小草上养料，是把所有养料全部撒在小草上面。除非接着浇水，否则小草会被烧死。

草被烧死，一部分原因是“渗透”现象。通俗的说就是：植物养料在水中溶解，因为它“渴”。

当撒在叶子上时，植物养料会吸收每一滴他们能吸收到的水分。

但这还远远不够。它们会吸收叶子中的水分。叶子开始被灼烧。

过去，降低对小草灼烧的唯一方法，是在上完养料后，给小草浇水，或松土……或者，每一个月左右，给草上一次“熔化后”的草养料。

但是，维果的科学家并不满意。他们想要一个不会灼烧小草，能够一次上足，持续一整个季节——不需要浇水的养料。

为什么？因为每次灼烧——即使轻微到看不见的灼烧——对小草也是一次伤害。这样的伤害，会让小草暴露在大风，烈日，昆虫，疾病之下。

有了蒸气压力计的帮助，科学家就能测试每种植物养料成分的需水度，然后通过实验，找到能代替需水度大的成份。

经过无数次测试，他们终于找到了一种全新配方的养料，每种

成份都不会灼烧小草。1958 年, 3 月 18 日, 美国专利局授予这种神奇的产品——新金维果, 第一款不会灼伤植物的纯养料专利, 专利号 2, 827, 368.

草坪专家, 独立实验室, 以及上万亩草坪使用都证明: 新金维果是唯一一款绝对安全有效的草坪养料。本页文本框中的内容说明了原因。

新金维果是唯一一款绝对安全有效的草坪养料  
(美国专利局#2,827,368,1958 年, 3 月 18 日)

即使你施加双培养料, 小草也不会被灼伤  
……而且, 你不需要浇水。

给小草除阳光, 空气和水之外, 它需要的一切。

它能让你的小草根系更发达, 强韧, 有力。

施肥一次, 肥效可以持续数周,  
其他植物肥料肥效很快就会消失。

它干净, 无味, 食品店都有存放。

不用看专业书籍, 也能得到专业的结果。

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# 作业

## 49、第一款安全有效的草坪养料故事



When plant nutritionists  
"asked" grass what and how it  
wanted to eat, they  
got some amazing  
"back talk"



### The story of the first FOOLPROOF LAWN FOOD

**A**lmost from the first day the Pilgrims landed, Americans have tried to make two blades of grass grow where one grew before.

It all started when Squanto, a friendly Wampanoag Indian, showed the early settlers how to plant a fish in every hill of corn.

Since this crude beginning, thousands of scientists have labored to produce plant foods that are more productive and easier to use.

Vigoro plant nutritionists, for example, have devoted 35 years to the feeding of lawns and gardens.

Recently, they uncovered amazing secrets by "talking" to grass.

This resulted in what plant sci-

entists call the first "isotonic" plant food. For unscientific homeowners this adds up to the first foolproof lawn food.

The story really began when the Vigoro scientists first learned to "listen" to plants. They grew seedlings in pots of sterile Sahara Desert sand enriched with different combinations of plant foods. The plants talked back in terms of growth and the scientists learned exactly what diet was needed.

They found that grass could not thrive on a feeding of nitrogen, phosphorus and potash alone, as is the case with many farm crops grown on soils of high natural fertility. It

# 5 9 0 0 1

当植物营养学家“问”草想吃什么，想怎么吃的时候，他们得到了惊讶的“回复”

## 第一款安全有效的草坪养料故事

几乎从清教徒第一天登陆开始，美国人就试图在原来长草的地方再种上更繁茂的草。

这一切都始于斯夸托，一个友好的万帕诺亚格印第安人，向早期的定居者展示了如何在每座玉米丘陵下方种植青草。

自从开始种草后，无数科学家开始努力研发更有效，更容易使用的植物的食物。

比如，维果植物营养学家花了 35 年时间；来研发草坪和花园的养料。

最近，他们通过和草“谈话”，发现了惊人的秘密。

由此，植物科学家们研发出了第一个“等渗”植物养料。对不做学术的家庭主妇们来说，这简直是一款绝对安全有效的草坪养料。

这个故事是从维果科学家第一次“听”植物谈话开始的。他们把草种种在富含不同植物养料的无菌撒哈拉沙漠沙中。在生长期间，植物说了一些话，科学家们确切地了解到了植物需要什么养料。

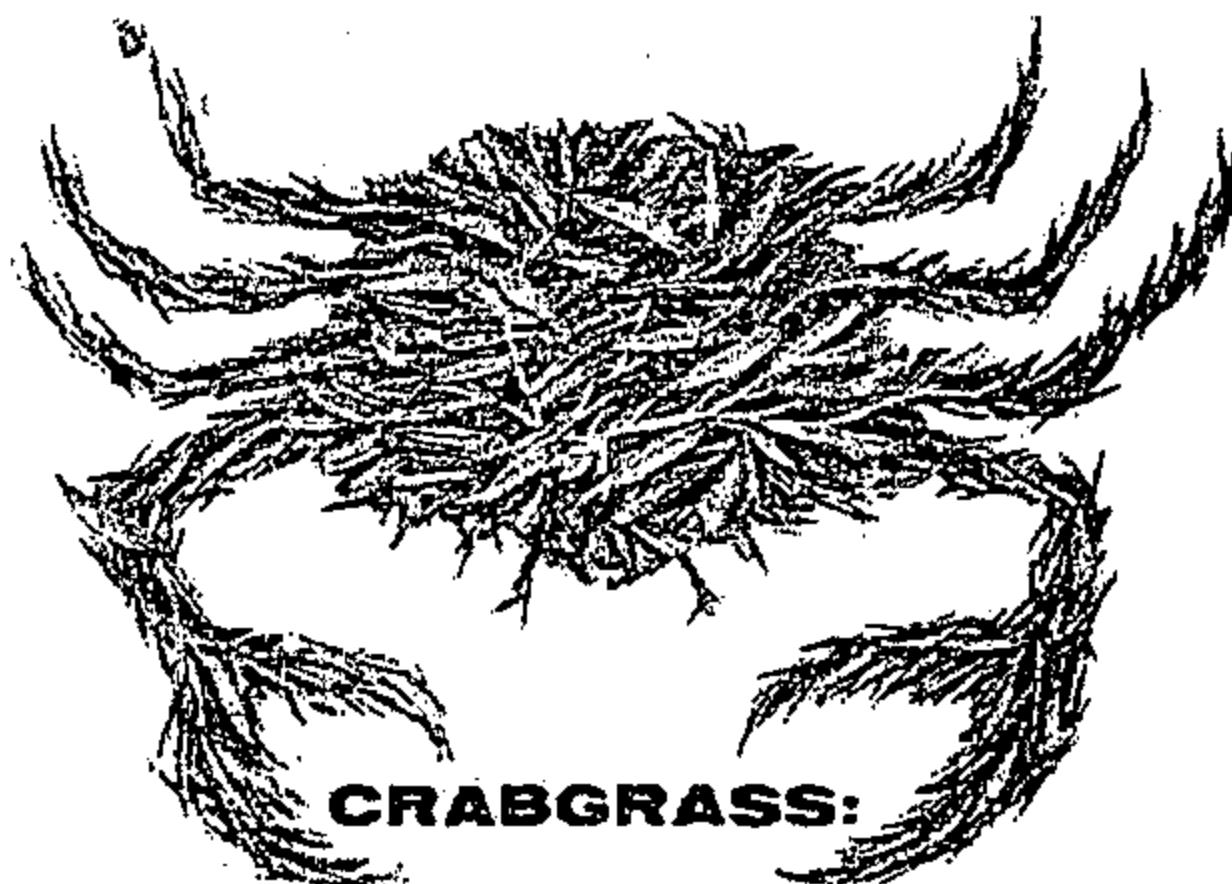
他们发现喂养氮、磷和钾，并不能让草茁壮成长，许多生长在自然的肥沃土壤中的农作物也是如此。

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## 作业



## 50、阿格力克草坪计划如何帮助你一劳永逸，彻底消灭杂草！



How the Agrico Lawn Plan helps you  
wipe it out once and for all

You can stop the annual invasion of crabgrass for keeps. But you can't do it with just a crabgrass killer—not even one as effective as Agrico Pre-Emergence CRABGRASS CONTROL. Complete control calls for a two-pronged attack:

### 1. Kill crabgrass seedlings now

They're ready to sprout as the soil warms. One application of Agrico Pre-Emergence CRABGRASS CONTROL now will prevent seedlings from becoming full-

grown lawn-cheaters. Agrico CRABGRASS CONTROL kills crabgrass in the 2-leaf stage. But for best results, apply it now.

### 2. Next-- Feed your lawn

The biggest enemy of crabgrass is a thick, healthy lawn. This kind of lawn will crowd out crabgrass because this

lawn-cheater needs sun, growing space and air to germinate and survive.

To build a dense lawn feed it a balanced diet of nitrogen, phosphorus and potash. Agrico GRASS FOOD (60% organic with urea-form) contains these vital elements and more. Agrico gives you up to 30% more lawn foods per bag than many other fertilizers. So Agrico feeds grass longer.

This 2-step common sense approach assures you a good healthy lawn that can keep crabgrass out.

Agrico products are formulated for your local soil and climate in our 39 plants. They go through all spreaders—setlings are on every bag.

Get Agrico where garden supplies are sold. The American Agricultural Chemical Company, New York 7, New York.

Treats 2500 sq. ft.  
(50' x 50' lawn)  
Your best buy!  
Only \$7.95.  
Beneficial to  
desirable grasses



公众微信: LBC333

common sense approach to lawn beauty:

**Agrico LAWN PLAN**  
# 6 2 0 0 1

© A.A.C.公司

## 杂草：

### 阿格力克草坪计划

## 如何帮助你一劳永逸，彻底消灭杂草！

你可以消灭每年丛生的杂草。但是，你只用除草剂做不到这一点——即使用的是阿格力克苗前除草剂这么有效的药物也不行，你需要双管齐下：

#### 1. 先清除杂草小苗

随着土壤变暖，杂草就会开始发芽。喷洒一次阿格力克苗前除草剂，就会防止杂草幼苗长成和小草一样的大苗。阿格力克苗前除草剂能杀死两叶阶段的杂草。但是，最好现在就用。

#### 2. 接着——培育你的草坪

杂草最大的敌人是浓密，健康的草坪。这种草坪会排挤杂草，因为这种和小草似的杂草种子发芽需要阳光，生长空间以及空气，才能发芽，生长。

培育一片浓密的草坪，需要施加富含氮，磷和钾的养料。阿格力克草坪养料（含 60% 的有机尿素），就包含这些必要元素，还有其他很多对草坪好的元素。每袋阿格力克，能带给你比其他许多普通草坪肥料多 30% 的养分。所以，阿格力克可以让小草长得更茁壮。

这 2 步除草常识，能确保你拥有一片没有杂草，健康，茂密的草坪。阿格力克产品是根据你们当地的土壤和气候，在我们 39 个工厂进行研发的。它们适用于所有播撒机，每袋上都有使用说明。

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在花园用品店都能买到阿格力克。美国农业化学品公司，纽约

适用于 2500 平方英尺  
(50\*50 的草坪)  
只售 7.95 美元  
能杀死杂草, 却不伤害小草

草坪美容常识: 阿格力克草坪计划

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# 作业

## 51、瑞士新发现，这个冬天，将让 5 亿人不再咳嗽



*How a medical team found  
a revolutionary new "cough silencer"  
... now proved better than narcotic  
codeine, safe for family use*

### The Swiss Discovery That Will Silence 500 Million Coughs This Winter

**T**his winter, millions of American adults and children will benefit from the "failure" of a dedicated research team. The researchers worked for months to create a non-narcotic pain killer—and then found it would not stop pain.

Today, that "failure" in a Swiss laboratory is preventing untold misery, upsets and sleeplessness due to nagging coughs of colds. All evidence indicates it is the most effective non-narcotic cough stopper in medical history.

#### *Failure Becomes Triumph*

The new drug was one of many the Swiss researchers developed. Like the others, it proved useless as a pain killer. But one alert medical scientist noticed it had another property—it could calm the nerve center that controls coughing.

Coughs may appear to originate in the throat or chest, but actually it is this Cough Control Center in the brain that "orders" the cough. Before the Swiss discovery, only narcotics such as codeine could quiet this Center. But codeine can cause stomach upsets, cramps, dizziness,

and can be habit-forming. The new discovery, not a narcotic, suppressed nagging coughs without these sickening side-effects.

#### *Now Widely Prescribed*

In a leading American medical center, the new drug was tested in clinical use. More than 39,000 hospital observations proved it all that had been hoped—a great advance over narcotic codeine. Today, more and more doctors prescribe it for coughs in preference to codeine.

Now known to many as *Silemium*, it is so safe that it is also available at drug counters everywhere without prescription, in two cough preparations made by Vicks. One is *Vicks Cough Syrup*, with the wild cherry flavor children love. The other is new *Vicks Formula 44 Cough Mixture*, with *Silemium* in extra strength, for more severe coughs of older children and adults. Both cost much less than many codeine prescriptions—less than a dollar a bottle.



医疗小组如何找到了一个革命性新型“止咳药”……现在证明比麻醉可待因还有效，而且家人食用非常安全

## 瑞士新发现

### 这个冬天，将让 5 亿人不再咳嗽

这个冬天，广大的美国成人和儿童，将受益于一个专门研究小组的“失败”。该小组研究人员，为了研发一种非麻醉类止痛药，投入了数月时间——结果，发现它并不能止痛。

如今，瑞士实验室的这个“失败”，却能止住感冒引起的令人无比痛苦，烦躁，无法入眠的咳嗽。所有证据都显示，这是医疗史上最有效的非麻醉类止咳药。

#### 失败变成成功

这种新药是瑞士研究人员当时研发的许多药物之一。像其他药物一样，它被证明没有止痛效果。但是，一个警觉的医学家注意到，它有另一个特性——镇定神经中枢，止咳。

咳嗽似乎是从喉咙或胸部开始的，但实际上，是大脑的咳嗽控制中心发出的咳嗽“命令”。在瑞士医学家发现之前，只有麻醉类药物，如可待因等，能止咳。但是，可待因可能引起胃不适，抽筋，头晕，还会形成依赖。而他们最新发现的这种药，不是麻醉类药物，却能止咳，没有副作用。

#### 现在被广泛使用

在美国一家知名医学中心，对这种新药进行了临床试验。超过 30000 病例都证明了医学家们的期待——比麻醉类可卡因好很多。如今，越来越多的医生更喜欢给病人开具这种药物，而不是可待因。

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现在，咳立静已经广为人知，它非常安全，不是处方药，各大药店都有销售。维克斯一共有两种止咳药，一种是维克斯止咳糖浆，孩子们喜欢的野生樱桃味。另一种是新维克斯 44 止咳药水，里面含有咳立静，止咳威力更大，可以给年龄大一些的孩子以及成人服用。每种都比可待因成本低——一瓶便宜 1 美元。

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## 作业



## 52、新的“额外福利”，比加薪还棒！

*Maybe you are one of the fortunate ones whose very job qualifies them to join this new PRIVATE department store, where you can save as much as \$524 a year!*

### New “Fringe Benefit” That’s Better Than a Raise in Pay!

**Y**ou and your family can live better for less . . . as much as \$524 a year less . . . if your job qualifies you for membership in GEM. That’s the amazing savings story in these huge new one-stop family shopping centers open to “members only.”

Already over a million U. S. families shop and save at 28 huge GEM stores from Boston to Honolulu. Each combines under one roof a complete department store, supermarket, hardware and drug store, fashion center, auto service station, and much more.

Their GEM membership cards are passports to substantial savings every day on everything from cocktail dresses to diamonds, groceries to golf clubs, appliances to auto accessories. They can save as much as 20% on hardware, 15% on furniture, 16% on gas and oil, 14% on children’s apparel, comparable sums on more than 145,276 other

items. Here’s a “fringe benefit” that’s better than a raise in pay, because a pay boost is taxable while GEM savings stay right in your own pocket . . . to spend or save as you see fit.

GEM can sell for less because, with its *selected* membership, it can eliminate from its price structure many expenses, operating costs, and extra services which traditional open-to-the-public stores must charge for. The result: Lower mark-ups, day-to-day prices well below those of most conventional department and variety stores . . . and a higher standard of living for GEM members.

Shopping is *fun* at GEM, too. You see whole families shopping together, and store hours are planned to make such family shopping easy . . . noon to 9:30 p.m. weekdays, and 10 a.m. to 6 p.m. Saturdays.

Are you eligible for this “fringe benefit” that does more for your family than a raise in pay? Look at the opposite page and find out!

*If you want to know more about GEM and how your family can save as much as \$524 a year, drop a postcard to GEM, Dept. 122, 2431 Chillum Rd., W. Hyattsville, Md.*

也许你就是符合加入这个私人百货商店的幸运儿之一，在这里，你每年可以节省高达 524 美元！

## 新的“额外福利”，比加薪还棒！

如果你的工作条件，让你有资格成为 GEM 的会员，那么你和你的家人，用更少的生活成本……每年减少高达 525 美元，却可以生活得更好。这些大型的新家庭一站式购物中心“只向会员”开放，所以，只有会员才享有神奇的省钱方法。

从波士顿到火奴鲁鲁，已经有超过一百万个美国家庭，在 28 个 GEM 商店购物，并省钱。每个 GEM 购物中心，集百货商店，超市，五金，药店，时尚中心，汽车加油站等为一体。

他们的 GEM 会员卡是每天省许多钱的通行证，从鸡尾酒礼服到钻石，从杂货到高尔夫俱乐部，从电器到汽车配件都享有优惠。

在五金商品上，他们可以节省高达 20%，在家具上可以节省 15%，在天然气和石油上可以节省 6%，在儿童服装上可以节省 14%，在其他超过 145276 个物品上，享有可比价格。这里，你享受“额外好处”，比加薪还好，因为，加薪会让纳税增加，而 GEM 为你省的钱，可以直接放进自己的口袋……可以直接消费，或者存起来。

GEM 可以低价卖，是因为有了特定会员，它就能减少价格结构中的许多成本，包括运营成本，以及传统商店必须收取的额外服务成本。结果：加价更低，日常价格远低于大多数传统商店……GEM 会员会得到更高的生活水平。

在 GEM 购物也非常有趣。你可以看到全家人一起购物，我们的营业时间给家庭购物带来更多方便……工作日是中午到晚上 9:30，星期六是早上 10 点到下午 6 点。

你有资格获得这种“额外福利”，为你的家庭带来比加薪更多的好处吗？请看背面，看看自己是否符合条件！

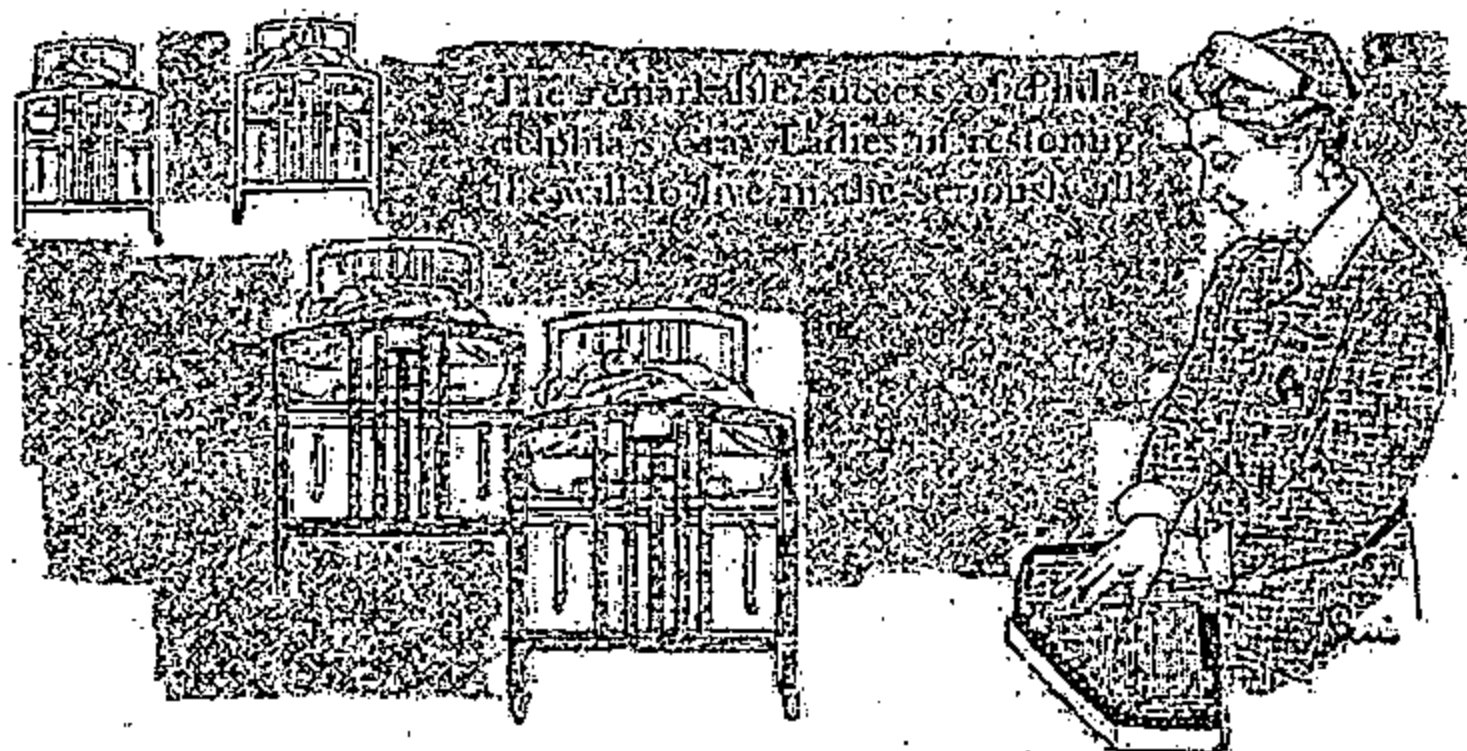
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如果你想知道更多关于 GEM 的信息, 以及如何为你的家庭节省高达一年 524 美元, 可以给 GEM 寄一个明信片, 地址是 GEM, RD 部, 歧路大街 2441, 马里兰州, 海厄茨维尔。

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# 作业

## 53、为什么不是所有的医院都有这么美的音乐



### *Why Not Music Like This in All Hospitals?*

Condensed from *Your Life*

William S. Dutton

IN A ward of the vast Philadelphia General Hospital reserved for policemen and firemen, a badly wounded officer had lain in coma for two weeks. Medical skill had been unable to bring him back to consciousness. His bed was screened off.

"You won't disturb him," a nurse assured two Gray Ladies—volunteer Red Cross workers—a pianist and a singer. She added, "We're afraid that nothing will."

A spinet piano was wheeled in, and several old melodies were softly played and sung. Then the singer began "When Irish Eyes Are Smiling." She had sung only a line when

a man's voice joined hers—and there was no mistaking from what bed it came. The Gray Ladies did not falter, and the voice continued all the way through the song.

Afterward the head nurse sought them out. "You wonders, you!" she said. "More than Irish eyes are smiling! Our man is going to live!"

He had crossed the bridge offered by the Gray Ladies—a bridge as intangible as a rainbow, yet no less real to many in dire need.

Each of us has extra strength on which to draw—if we will—in times of serious illness or injury. One of the saddest problems of the sick-room is the patient who has lost this

*Your Life* (January-February, '36). Copyright 1935 by The McGraw-Hill Press, Inc., 220 Park Ave., New York 17, N.Y.

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费城灰衣女士让重病患者重拾活下去的欲望，取得极大成功！

## 为什么不是所有的医院 都有这么美的音乐

生活的真谛

威廉·S·达顿

在费城总医院留给警察和消防员的一间病房里，一个伤势非常重的人，已经昏迷躺了2个星期。医学方法一直无法让他恢复意识。他的床被屏风隔着。

“你们不要打扰他，”一个护士对两个灰衣女士——红十字会志愿工作者——一个钢琴家和一个歌手，说道。她又补充道，“不过，恐怕也没什么能打扰到他。”

灰衣女士推进来一架小型立式钢琴，开始演奏，一些旧旋律轻轻飘扬。然后，歌手轻唱“当爱尔兰人的眼睛微笑起来。”她唱完一句后，一个男人的声音飘了出来——毫无疑问，声音是从被隔开的那张床上飘过来的。灰衣女士没有停下来，继续轻唱。

然后，护士长找到她们说：“太神奇了！爱尔兰人的眼睛微笑了！他能活下去了！”

他穿过了灰衣女士搭的桥——像彩虹一样无形的桥，然而，却和许多迫切需求的东西一样真实。

在重伤，或重病时——如果我们还有活下去的欲望——我们应该尽力去努力。病房最悲哀的一个问题就是，没有这么美的音乐。

*《你的生活》（1月—2月）版权1955年归金斯威出版社所有  
纽约公园大道270号 纽约17 纽约*

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# 作业

## 54、如何在城里花一毛钱就能有最美的发型

HOW TO HAVE THE

### Best Looking Haircuts in Town for a Dime



When did you last wait your turn in a busy barbershop? Or kill a beautiful Saturday morning getting the kids' hair cut? And fork up a nice big chunk of change for the privilege?

It may surprise you to learn that, for hundreds of thousands of American families, barbarous old-fashioned rites like these are a thing of the past. And by the way, if you think you can spot such families by the bowl-cut look that used to go with home haircuts, you haven't caught up with the greatest do-it-yourself trend since the home permanent. Every single day one new home appliance is giving more and more kids that fresh-from-the-barber look that used to cost \$1.25, \$1.50, maybe even \$1.75 per haircut. And this same appliance is helping Dads keep that neat, trim look, so that haircuts last almost twice as long.

The thing that does the trick is the new Supreme Electric Haircutting Kit for home use. Why Supreme?

Well, before fussy folks—executives and two-car families—could be sold on cutting hair at home, a *quality* product had to be developed, and Supreme is it. All others lack the exclusive features and refinements that make home haircuts not only foolproof but fun.

Here's what they're finding out in homes where the pleasant hum of a Supreme Electric Haircutter is heard as frequently as many other home appliances: if you can comb hair, you can cut hair. Four exclusive trimmer attachments in the Supreme Haircutting Kit actually work on a comb principle. They mean you can simply "comb in" a perfect trim, on the sides, the back of the neck... even give Junior the best crew cut he's ever had. Best of all, "No Waiting," no waste... which brings us to that promise in the headline.

It doesn't mean that the Supreme Electric Haircutting Kit costs only a dime, because it doesn't. The man who sells you yours will expect you to hand him \$14.95. But here's why you won't mind: how many haircuts will \$14.95 buy today? Probably only ten or thereabouts. And counting the kids, how



many haircuts does a family of four or five get in a year? It could be as many as sixty or more. So, figure it out as we did. In just a couple of years of Supreme home haircutting, you've pulled the price per haircut down to the ten-cent level. Put it another way: get a Supreme Kit today and save more than \$50 a year!



## 如何在城里花一毛钱 就能有最美的发型

你上次在理发店排队理发是什么时候？上次为了给孩子理发，浪费了一个美丽的星期六早晨是什么时候？上次为了剪个漂亮的发型花了不少钱，又是什么时候？

有个消息可能会让你大吃一惊，那就是，无数美国家庭已经告别了这种令人苦恼的传统理发方式了。

顺便说一下，如果你觉得这些家庭理的发型，和之前人们在家自己理的发型一样，像个锅盖头。那么，你就落伍了。你还没有赶上现在最流行的自己在家理发的趋势。每天，一个新家电都会给更多的孩子带来清爽，漂亮的发型，就和在理发店花 1.25 美元，1.5 美元，甚至 1.75 美元理出来的一样。而且，这个设备还可以让爸爸的发型保持整洁、整齐，发型保持时间，几乎是之前的 2 倍。

这款新型理发工具就是终极家用电动理发套装。为什么说终极？

想让挑剔的人——高管，和拥有两辆车的家庭——购买这种在家理发的套装，它的品质必须好，终极家用电动理发套装就是这样的产品。所有其他家用理发工具，都没有让家庭理发简单，有趣的独有特性，和超高品质。

很多家里经常会响起终极电动理发工具愉快的嗡嗡声，这些家电的使用频率和其他家电一样，他们发现：如果你会梳头发，你就会剪头发。

终极理发套装上有 4 个独特的剪发附件，实际工作原理就是一把梳子。意思是，你可以简单地“梳”出完美的发型，两侧，后侧，

梳一梳就可以……甚至可以给孩子理出他有史以来最漂亮的发型。最棒的是，“不用等待”，没有浪费……这就是我们在标题中的承诺。

并不是说，终极电动理发工具只要一毛钱，它不是。它的售价是 14.95 美元。但是，你意识不到的是：在今天，14.95 美元能理发几次？可能只有 10 次左右。算上孩子，一个四五口人的家庭，一年理发要多少钱？可能需要 60 美元，甚至更多。所以，按照我们的方法你算算。只要短短几年，用终极电动理发工具理发的家庭，你的理发成本就会下降到 10 美分以下。

换句话说：今天购买终极理发套装，一年就能节省超过 50 美元。

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## 作业

**附页：**

## **教会你写销售文案，否则倒贴 500 元！**

亲爱的朋友：

文案的重要性，无需再赘述。

如果连我这个初中生（作文考试从未及格），都能写出让产品大卖的文案——我坚信，你也一定能！

我敢保证，只要你按照我的这套方法，你就能写出打动人的文案，并超越我——比我好 1 倍，2 倍，3 倍... 甚至 10 倍！

我叫李炳池，今年 43 岁了。从小性格内向，高中没考上，退学经商。一路跌跌撞撞，突破自我，历经酸甜苦辣..... 后来，我都不敢相信，在短短的 5 年中，能够帮助客户创造 27 亿的销售额。

我怎么做到的呢？我利用了直接营销的策略，和全新的文案撰写方法——这要归功于我 16 年的努力学习。

现在，不管是在大陆，还是远在美国，马来西亚，迪拜，韩国，台湾等地的一些人，都会购买我的产品。

### **掏心话**

在我刚开始写作的时候，也很痛苦，我需要帮助，我需要借助某些东西，这样才不至于让我感觉面对的是一张白纸。

因此，我从书里，课程中，其它文案中，看各种各样的要点、步骤，来提升自己。

我一遍又一遍地读伟大的克劳德·霍普金斯的著作。研究鲍勃·斯通和大卫·奥格威，尤金·斯瓦茨，维克多·斯瓦布，罗伯特·科利

尔，盖瑞·亥尔波特，泰德·尼古拉斯...等等，这些前辈们的写作方法和经验。

然后，我不断的写作，试错，纠正...这些东西就像融入我的血液一样.....数年之后，终于有了自己的理论体系。

### 小试牛刀

● 一位出版界的朋友通过我的方法，当年就让他的公司业务量增加了 40%。

● 另一个朋友，做国际珠宝生意，仅对他的一封销售信的指导，转化率从 2% 上升到 6%，足足翻了 3 倍。

● 还有一位朋友，在没有增加任何成本的情况下，通过我的方法，让他的利润增加了 5 倍。

● 我还帮助一位朋友，使他们的公司在 3 个月内完成了一年的销售业绩。

● 我为自己写的近 40 遍销售信（纯粹的销售文案，而不是文章），平均每一封信都给我带来 10 万元的收益。

有些人通过我的免费营销通讯 ([www.libingchi.com](http://www.libingchi.com))，学会了写销售信.....有些人通过我的书籍，把学到的方法，运用到生意中，获得了巨大的成功.....有些人通过我的私下指导，让产品销量翻了数倍！

这一切都是由于我的建议，方法，利用我的“独门秘笈”的结果。

### 传授秘笈

最近，经常有人问：李老師，你什么时候开课，我一定要参加。

为了帮助大家节省时间，在最短的时间内（无需像我一样，花

16 年），掌握直接营销和撰写销售文案的秘诀...

最终，我把这些秘诀和策略设计出了一套紧凑的、非常系统的文案训练课程——“神笔文案研习班”

在这套课程里，包含了所有简单有效的文案撰写方法，简洁步骤，实战经验，模板和直接营销秘诀... 我将毫无保留，全部教授给你。

只要你按照我的方法，你就能快速写出打动人心的文案，让产品大卖！甚至，比我写得更好（相信自己！）。

为什么我要把 16 年来辛辛苦苦获得的宝贵经验，全部传授给你呢？

因为我知道创业的艰辛... 我知道，你为了自己的梦想，为了家人，为了生活的美好... 而打拼付出的代价。

我想帮助这些有共同志向、有缘的人，少走弯路，节省时间，尽快的在生意上获得成功。我想让自己在余生中，成为一个有价值的人。

## 重大决定

现在，我决定在 2016 年 9 月 8 日--9 日（两天），举办首届“神笔文案研习班”课程，透露我的看家本领（独门秘笈）——从未在任何一本书里或者营销通讯中公开过。

我保证，如果你上了第一天的课程，你觉得这个研习班对你没有任何帮助，我将全额退款给你... 外加 500 元的补偿费，以弥补浪费你的时间。

毫不夸张地说，在此研习班中，无论你是小学毕业，还是初中毕业，或者是硕士，博士生，你都能很快学会撰写出超强的杀手级文案，让你的利润大幅提升...

当你掌握了这套撰写销售文案的方法之后，你再写引流文案，免费赠品文案，朋友圈文案，微信内容，企业形象广告，等等，你都能轻松自如。

## 透露秘诀

举个例子，在此研习班中，你将学会：

- 我的独门秘笈。无论你是否写过销售文案，你都能下笔有神（你在撰写文案的时候，就不会像面对一张白纸一样，不知道如何动笔。）

- 透露给你撰写销售文案的两个重要铁律。能让你的文案吸引力比原来增强2倍。

- 如何站在客户的角度思考问题——90%的人都无法真正换位思考（这是一个大的秘诀，有3种方法可以帮你真正了解客户，按照客户的角度、语言来写作。）

- 什么时候该用长文案？什么时候该用短文案？（长、短文案，要根据你的目的，你的渠道，你的产品来定，而不是自认为用短文案或长文案。）

- 一个小故事，让你彻底了解人性，并被你所用。（我并不是教你如何操控别人，让他们做不想做的事情。完全相反，你能学会怎样给对方一个有价值的服务，利用这些达到自己的目的。）

- 找到你的精准顾客的秘密！（这个方法既省钱，又有效，让你的销量提升3倍）

- 发现自己的产品或服务潜在的价值。（利用这些隐藏的好处，大大能够促进顾客购买。）

- 如何了解你的客户，了解你的竞争对手，了解你的产品（不是教科书上讲的大道理，而是实实在在的经验之谈。）

● 如何成功制定出你的 USP (发掘, 制定 USP 的详细步骤, 让你撰写的文案直指人心。)

● 撰写子弹头的秘密 (瞄准这 4 种类型的人群, 让你的文案杀伤力像导弹一样。)

● 如何写出短小, 精悍的故事 (只需 3 步, 即可吸引客户。)

● 如何撰写出吸引人的标题 (另一种撰写标题的秘法, 知道这个秘密, 你才能写出抓人眼球的标题。)

● 如何撰写出让读者心动的起始段 (这是除了标题以外, 最重要的内容。如果不按照我的方法写, 客户流失率会上升 80%)

● 不为大多数人所知的, 文案核心秘密 (这个秘密像窗户纸一样, 一点即破。但在整个文案中, 举足轻重。)

● 让人们相信你的有效方法 (建立信任最重要, 但是, 如果其他策略都发挥不了作用, 那么只要使用这一招就够了。)

● 让顾客立即回应的 7 种策略 (文案的最终目的, 就是要求顾客做出你想要的回应——要么下单, 要么索取样品, 或者关注你的微信... 总之, 这 7 种策略无往不胜。)

● 如何解除顾客的担心? (使用这 3 种方式, 即可化解)。

● 如何让读者把销售文案从头看到尾 (这是一种心理技术, 你能很快学会。)

● 促进顾客行动的 4 种手段 (会让顾客坐立不安, 不购买就睡不着觉。)

● 赠品的魔力 (正确使用赠品能促进顾客行动, 加大附加值。但是, 选择赠品有一定的依据, 否则, 会降低产品本身的价值。)

● 被大多数文案撰稿人轻视的小技巧。 (如果不使用, 顾客回应率会降低 20%)



◎ 写销售文案的真正秘诀（我的独家秘笈，仅这一招价值 100 万。这是让你超越我的秘密，我会全部传授给你。）

再次声明：在“神笔文案研习班”中，你将学会撰写出杀手级的销售文案...甚至比我好 10 倍，成为优秀的文案撰稿人。

总之，你一旦建立合适的营销机制，即使你在睡觉休息的时候，你的销售文案也能为你寻找客户、吸引客户、筛选客户，并且销售产品或服务。利润增加 2 倍，3 倍，5 倍...是完全可能的事！

### 注意事项

**报名之前，请记住：**

此次研习班是高强度的，线下课程。不是纯理论知识，全程需要观摩、练习，练习，再练习...不断地输入你的潜意识，强化记忆——只有记得住，才能用得出来——有我亲自手把手教你，让你当场学会。为了保证效果，只招收 18 名学员。

请那些没有耐心，心术不正，急功近利之人不要报名。我需要有缘人，需要一心追求成功的人，只有这些人才可报名。如果你有成功的决心，这次课程就能帮你迈向成功！

### 收费标准

“神笔文案研习班”报名费 5 万元。因首次开课，第一届学员报名享有优惠——只需 9900 元（食宿自理）。如果你提前报名，给你一个特别优惠价：

5 月份报名，仅需 6900 元；

6 月份报名，仅需 7900 元；

7 月份报名，仅需 8900 元；

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8 月份报名, 仅需 9900 元。

另外, 如果你行动更快, 在 48 小时内报名 (5 月 20-21 日), 再减免 1100 元 (只需 5800 元)。

开课时间: 2016 年 9 月 8-9 日 (两整天)

授课地点: 北京 (具体位置, 开课 10 天前通知)

招生人数: 18 人 (额满截止)

### 额外奖励

参加“神笔文案研习班”的朋友, 还可额外获得价值上万元的超级奖励:

1、一套课程秘密笔记——《神笔文案研习班绝密笔记》。包括各种文案的样板, 练习步骤, 最有效的标题、起始段、连接词、附言, 销售文案等等模板, 只要你按照我所讲的内容, 稍加模仿, 创新就能提升你的写作水平 2 倍。此套笔记, 价值 5000 元。

2、免费获得一本有我签名的经典作品《下笔有钱》。如果你缺少灵感, 想找到更好的突破点, 或者说你忘记了在课程中学到的某个具体方法, 那么这本《下笔有钱》就能帮到你。(《下笔有钱》预计 12 月底推出。届时会直接快递给你。)

3、全程参加完此项课程的人, 可获得一份精美的、署有你名字的课程结业证书。不能小看这个证书, 这个证书会通过北京广济寺大法师加持, 开光, 具有一定的能量, 保佑你幸福平安。

4、前 10 位报名的朋友, 还可获得最顶尖的文案撰稿大师盖瑞·亥尔伯特, 亲自撰写的 29 篇经典的销售文案。不仅可以帮助你提升文案写作水平, 而且还可以改编, 效仿, 运用到你的生意中。此套内容从未公开过 (截取自《539 档案》, 此礼物价值 2900 元, 11 月底寄出)。

在此次研习班中，附带的还有一个额外好处，就是为你提供社交机会，和其他积极进取的朋友互相交流的机会。

我赞同“物以类聚，人以群分”的说法…因为研习班就是这种情况，你将能和其他优秀的朋友建立终生的友好关系。

### 我的完全零风险保证 全额退款+500 元补偿费

我希望你能特别关注这项超强的，完全零风险保证。

如果第一天课程结束，你觉得这个研习班对你没有帮助，你要离开…我将为你全额退款…外加 500 元的补偿费，以弥补给您带来的麻烦。

我能够提供这种前所未有的保证，我坚信能 100%帮到你。否则我要损失一大笔钱。

我希望在 9 月 8—9 日看到你。

### 汇款账号

“神笔文案研习班”原价 5 万元。本屆 9900 元，*48 小时内报名只需 5800 元*

5 月份报名，仅需 6900 元；

6 月份报名，仅需 7900 元；

7 月份报名，仅需 8900 元；

8 月份报名，仅需 9900 元。

#### 1、支付宝支付：

支付宝账号：[yougou@189.cn](mailto:yougou@189.cn) 户名：李炳池

2、微信转账支付(微信号: zixun8 户名: 李炳池)

3、银行转账

户 名: 李炳池

工行卡号: 6222 0802 0001 8485 923

开 户 行: 中国工商银行股份有限公司北京建国路支行

4、微店报名(支持信用卡): <http://dwz.cn/30oygV>

**我保证, 你花的时间是非常值得的。期待在北京见到你。**

祝你好运!

真诚的,

**李炳池**

直接营销导师

合赢岛创始人

小微项目投资人

P. S. 记住, 为了保证效果, 本课程只招收 18 名学员(额满即止)。第二届再开, 还不知道等到什么时候, 价格会涨到 12800 元, 或更高。趁现在还有名额, 赶快报名吧!

P. P. S. 如有任何问题, 请随时微信我(微信号: zixun8), 或者拨打我办公电话: 010-85561009。最好今天报名, 还能节省 1100 元... 前 10 位报名, 还可获得盖瑞·亥尔伯特的 29 篇经典文案! 先到先得!!

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# 作业