

539 档案

有史以来最经典的 539 篇广告文案

(第三期)

顶尖大师亲笔撰写

编辑校对：李炳池



 合赢岛
HEYINGDAO

www.heyingdao.com

版权所有 违者必究

目 录

前言 / 5

1、让你在 70，80，甚至 90 岁时，仍壮如“中年” / 9

2、你每天吃的食物，有没有让你的大脑受饿？ / 17

3、立刻缓解你的膝盖疼痛 / 25

4、很多人都是缺乏维生素的隐性饥饿受害者 / 34

5、西尔斯如何用漂亮的复活节童装迎接美丽的春天 / 38

6、眼睛里进东西后，我们该怎么做 / 41

7、是不是一夜比一夜糟糕？ / 45

8、奇怪，我们并没有善待自己！ / 49

9、跑，跑，跑.....但是往哪儿跑？ / 53

10、当“燃烧的小宇宙”逐渐熄灭后 / 57

11、辛辛那提的家庭主妇露出了真面目 / 61

12、因为贪吃，觉得有“罪恶感”？ / 64

13、你的孩子——不同的心理 / 68

14、我不再因为我的假牙而不自在！ / 71

15、如今的女性了解自己多少、 74

-
- 16、黛而雅香皂为什么比普通香皂更能保护家人的健康
/ 77
 - 17、关于冰茶，美国人教会了我什么 / 77
 - 18、写了 53 本美食书籍后，我被因斯坦速溶茶征服了
/ 83
 - 19、一块神奇的布，如何为你节省家务时间 / 86
 - 20、松垂的弹簧引发背痛 / 90
 - 21、在冬季买润滑油，你应该注意什么? / 94
 - 22、在我购买第一辆经典 Locomobile 那年，大街上
都是马拉消防车！ / 97
 - 23、何时何地汽车司机应该“坏脾气” / 100
 - 24、6-8 岁儿童的神奇世界 / 104
 - 25、不管你开的什么车,这里的方法都能让你更加安全地
驾驶！ / 108
 - 26、你做好应付这些紧急情况的准备好了吗? / 112
 - 27、如何赢得“减肥大战”的胜利 / 116
 - 28、洗衣再也不用使劲敲打了...洗衣新方式！ / 120
 - 29、浸泡还是刷?4800 万佩戴假牙人士的大疑问 / 123

-
- 30、每个人只有两只 / 127
 - 31、我们能够让心脏不过快衰老吗? / 131
 - 32、“长途直拨”的神奇世界 / 134
 - 33、对年轻妈妈们的一次跟踪观察 / 138
 - 34、对抗“葡萄球菌”的一场战争 / 141
 - 35、持久度增加 50%的家用涂料 / 145
 - 36、麦德斯消音器维修工 和我们难忘的垂钓之旅 / 149
 - 37、女孩儿变成女人要面临的问题 / 153
 - 38、挡在你和危险之间的隐形塑料玻璃三明治 / 156
 - 39、一个适合发展的小镇 / 159
 - 40、新奇迹洗衣液；让洗得发硬的面料再度恢复柔软
/ 162
 - 41、科技让洗得发硬的面料恢复柔软 / 165
 - 42、洗衣房的新革命 / 169
 - 43、令人难以置信的 Zippo 打火机的故事 / 173
 - 44、一款送给所有女人的新型文胸 / 176
 - 45、咨询医生 / 179
 - 46、健康饮品 / 182

-
- 47、纯度最高 / 185
 - 48、50 年的完美演绎 / 188
 - 49、家庭饮用啤酒 / 192
 - 50、说到啤酒的好处 ,两个国家的医生都表示认同 / 195
 - 51、我受够了一年只有 8000 美元收入的日子 / 199
 - 52、舒适之奖 / 203
 - 53、如何在 90°的高温热浪中让自己感觉像春天般温暖
/ 207
 - 54、合理控制体重的新方法 / 211
 - 55、你是否特别想拥有一款神奇的风琴 ? / 215
 - 56、粒状大米在特殊饮食中的重要性 / 219

前言

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

这 539 篇经典文案，每篇在入选前，都必须满足五个条件：

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

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

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

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

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

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

显而易见，这才是真正的经典。

《539 档案》有选自大品牌公司的经典文案，还有帮助中小企业

持续卖货的攻心文案。这些文案一共创造了数万亿美金的销售额。

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、创造了数万亿美金的 539 篇经典

文案。

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

你要做的就是标注,改编,提取,复制,粘贴你需要的精彩广告,并把它们直接应用到你的销售中——迅速增加你的文案反应率,业绩提升 300%-2000%是完全有可能的事(这些经典文案 10 年,20 年后都不会过时。如有不明白的可以咨询李炳池,微信:zixun8)。

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

在这里,你可以看到已经成功销售数亿美元的产品与服务的广告文案...

在这里,你可以看到成功塑造了当今知名品牌的广告文案...

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

在这里,你可以看到影响你购买厨房,浴室,卧室以及客厅用品的广告文案....

最终,你将得到...

一、99 篇减肥,健康&美容用品经典文案

二、17 篇家居用品经典文案

三、77 篇专业书籍经典文案

四、29 篇药品经典文案

五、13 篇服装经典文案

六、97 篇食品经典文案

七、55 篇汽车经典文案

八、53 篇信息产品及研讨会经典文案

九、42 篇保险经典文案

十、19 篇零售经典文案

十一、38 篇赢取奖品的经典文案

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

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

你只需……把这些广告文案略加修改，直接套用到你自己的产品或服务上即可。

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

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

注：每篇文案的后面都留有空白页，你可以记下你的笔记。本册是第三期，按照计划每 45 天出一期，共计 10 期，目前根据进度可能会提前完成。最后，你还会拥有一套行业细分的精装版，供你珍藏留念。

李炳池

微信: zixun8

2016 年 4 月 29 日

现在，医学有能力对你说：遵循这 3 个简单的步骤，

让你在 70，80， 甚至 90 岁时，仍壮如“中年”！

宣布——一个简单到令人难以置信，经医学证明有效，具有突破性的抗衰老项目问世了，它的目的是：

让你 60 岁以后依然看起来像年轻人一样，身材匀称，容光焕发……70 岁以后，依然像训练有素的运动员那样健壮，有力……

让你 90 岁，甚至年龄更高时，依旧充满活力，身体健康……即使你现在感觉“非常虚弱”……即使你的父母因病早逝，而你身上遗传有他们的疾病！

是的，这个医学“重塑青春计划”威力十足，它甚至能够攻克遗传性疾病！

它的威力如此强大，可能会让你在父母亲那样的年纪时，看起来比他们年轻 20 岁，甚至更多……同时，它能让你比父母的寿命长 30-40 年！

当然，我们知道，现在看来，你可能很难真正相信我们所说的……等我们向你展示了帮助实现这些目标的新医学科技时，你就会相信了！

他们是：

1、人类历史上最强大的“逆龄机制”…每天只需 6 分钟…任何人都可以完成，不管现在他的身体状况有多么糟糕…一位著名医生在本书中直言不讳地指出，它的逆龄效果——甚至比治疗费用高达数百美元的“细胞疗法”效果都要好，而且见效快得多！

2、直接攻击体内存储的情绪毒药，这些毒药在体内像酸性物质一样侵蚀着你的力量和青春，代之以永无止境的疲劳！这个令人难以置信的简单方法，在大约 10 分钟内，就能除去这些毒药，以及致命的疲劳，让你重新焕发活力！

最后——

3.减肥新方法——不用节食——目的是在 48 小时内，改变你目前自杀式的饮食习惯！最终打破身体储存脂肪，让你比瘦朋友吃的少，却越来越胖的恶性循环。

让我们再重复一次：这些医疗方法如此有威力，
能让你不用吃药——实现真正逆龄！

它们能让你通过非常简单的方法，随着年龄的增长变得更强壮，而不是越来越虚弱！下面是一些证明它有效的医学文件：

在南加州知名大学和医学院进行的测试发现，通过这种方式延长寿命，不仅可能增加几十年的寿命，而且——更重要的是一——同时也极大地增加了生命的活力，而且有抵抗“衰老速度”的惊人威力！（详情见这本令人兴奋的书 129 页。）

经过在美国各地（以及欧洲和苏联）展开的一些列科学观察和实验中，都确切地表明了一点，那就是这些方法几乎能让任何人都活到 90 多岁…甚至 100 多岁，依旧能健康、高效、舒心地享受生活——即使他的父母，或祖父母都不幸早逝！换句话说，导致早逝的遗传病现在也可以克服了！（见 36 页）。

著名老年医学研究中心“太平洋海岸”的院长直言不讳地指出，在这里给出的任何一个方法（本质上）“……都实现了逆龄，在一段时间内，让你的体质恢复到壮年时期！”（见 129 页。）

他的一位同事，在说到这个简单的方法时，甚至说：“……它能缓解关节僵硬，降血压，减少体内的脂肪。它就像一种神秘的药物，它是免费的要求！”（斜体部分，详见 130 页。）

所有这些研究文档，

只是这本突破性新书精华部分的一个序幕！

现在，这个风靡全球的逆龄方法，你也可以立即使用了！

如何利用让你发胖的力量，不用计算卡路里，轻松减肥！（用这些方法，第一周减重 15 磅，甚至更多——第二周减重 10 磅——15 周减重百磅甚至更多，并且保持了几十年的案例屡见不鲜！）

如何轻松避免让你快速变老的日常“生活陷阱”，为你的生命增加 10……20……甚至 30 年的美好时光！

如何通过对眼镜的仔细观察，来准确判断，你晚上是否吃错了食物……是否要在接下来的几天避免这些食物，直到你身体的消化能力自行恢复平衡！

很难注意到的心脏头号杀手……每年夺去数千人的生命……只要阅读 70 页的一句话，你就能轻松避免！

如果你真的想减肥，那么何时你必须吃……吃……吃！

“饥饿酶”，现在正在扰乱你的身体！它们是导致你曾经数次想甩掉一直折磨你的肥肉，却屡屡失败的罪魁祸首！你可以“命令”你的身体摧毁它们——永远——就这么简单！（见 82 页）。

为什么大多数人的肌肉都随着年龄的增长，而逐渐“流失”了！（难怪“年长”对于他们来说就意味着衰弱！）那么，你怎么才能在一夜之间阻止肌肉的不断流失……并用不断增长的体能取而代之呢！

还有更多！更多！更多！如——

真正导致随着“年龄增长”，身上活力不断消失的是什么！如果身体缺少太多某种简单的液体，它就会随着年龄增长彻底消失！怎么才能每天花几分钟，“让这种营养细胞的液体”重新回到你的体内……让你身体利用营养的能力增加高达 133%！

怎么锻炼你的心脏！任何人……不管你多大年龄……都能做到这一点！预防最大的灾难——突发心脏病！

阅读 144 页中间的几句话，就好像你的生命权依仗着它一样！因为如果你担心因为你的一次糟糕的错误，诱发自己的心脏病——这行话将告诉你如何避免这个错误……永远！

世界上最简单的运动操——送给体型走样的男女！

如何避免人为引发的疾病！同时拯救你的身体，你的神经！

你的睡眠，或缺少睡眠，告诉你什么！如何让你的身体放松，重新拥有好睡眠！

你的手指告诉你的信息，能救你的命！听听它们反馈了什么……遵守它们的要求……你会越来越年轻！

如果你高血压，你必须这么做，立刻！

世界上防止神经衰弱最有效的武器！让你重新过上充满爱的生活，而不是一直愤懑不乐，只需 10 分钟！

不用再受神经衰弱的困扰了！不用再受心脏病发作（或中风）的折磨了。197 页告诉你的方法，可以让它们永远从你的生活中消失！

如何通过避免晚上睡觉前一些小的致命错误，让你的寿命增加 10 年！

如何开心长寿——至少活到 90 岁！一个非常有效的简单方法，

可能会让陌生人觉得你是你同龄人的孩子！

让你亲自去一一验证——30 天，零风险！

选择权在你。这是你的选择。这是一本送给认真的人的书。不需要任何代价！我们承担所有的风险！够公平吗？还在犹豫什么，今天就抓紧寄出优惠券吧！

额外特别福利

如何对抗心脏病！为什么许多心脏病的发作都十分“沉默”，甚至病人还没有意识到自己已经病重，就夺去了病人的生命！一个你绝对不能忽略的警告信号！为什么有一股的心脏病患者，都是因为不知道该怎么做而丧命的！

今天寄出零风险优惠券

发展书籍公司 5148 部门 13490 西北 45 街道
奥帕洛卡 佛罗里达州 33059

先生：请立即给我寄一本约瑟夫·P·赫拉霍韦茨医学博士的《永葆年轻&健康长寿》# 80068！我将全额支付 6.98 美元。此外，我知道，我有整整 30 天的时间，来试用这本书，零风险！如果在这段时间里，我不满意，我将会把书还给你，并得到全额退款。

内附支票或汇票\$：_____

我要通过【】万事达信用卡支付

卡号_____

Inter Bank # _____ （在你的姓名上方）

信用卡有效期_____

或者 我要通过【】美洲银行信用卡

卡号_____

信用卡有效期_____

姓名_____ (请打印)

地址_____

城市_____ 州_____ 邮编_____

关于作者

约瑟夫·P·赫拉霍韦茨医学博士，欧洲大学的医学学位。现为抗衰老分子生物学教授，也是加州大学的老年医学中心副研究员。在过去的七年中，他一直在洛杉矶加利福尼亚公共卫生学院，进行公共卫生营养生物化学研究。在那里，他担任项目总监，和首席研究员，获得了美国国立卫生研究院的支持。

他之前是纽约大学医学院的研究员，哥伦比亚大学的内科和外科研究员，巴黎索邦大学研究员。他在医疗和老年医学学术期刊上发表过许多文章。赫拉霍韦茨博士，还是老年团会员，纽约科学院的会员，美国生理协会，美国公共卫生协会，科学促进协会会员，现在是老年化研究与发展委员会顾问。

发展书籍公司 5148 部门 13490 西北 45 街道 奥帕洛卡 佛罗里达州 33059

1316

笔记

你每天吃的食物， 有没有让你的大脑受饿？

仔细阅读下面的三个重要症状——然后看看普通食物——如何通过一种新方法——真正地为你的大脑细胞供能，从而避免或消除各种心理问题！

是的，亲爱的朋友：

请你相信——

那些看起来“神经质”——天天被焦虑和紧张不断“撕扯”的人——实际上可能是大脑饥饿的受害者！

那些饱受“记忆衰退”折磨的人——不能再依靠自己的头脑给他反馈一些重要信息，也可能是自己饥饿的大脑的受害者。

最悲剧的是，那些遭受严重的疲劳、抑郁、脾气暴躁，以及其他可能为精神分裂，偏执或其他精神障碍迹象的人，也可能是自己饥饿的大脑的受害者！

现在，每个人都能有效控制这些症状！通过普通食物就能对抗具有毁灭性的大脑饥饿！在家就能做到——不用别的，只需要几个简单的方法，以及你在任何超市都能买到的食物！

医生发现了让你大脑“正常运转”的重要食物

这种对你的生活是否幸福，起着举足轻重作用的关键食物，究竟是什么？那就是血糖——你身体的天然燃料——通过血液，运送到身体的各个腺体，各个器官。

是的，如果你觉得你的大脑有以上 3 个关键方面的症状，（或

者如果你的亲人有这些精神问题的困扰——这些精神问题，困扰着美国三分之一的家庭），就说明你的大脑可能没有足够的血糖。所以，不管你的饮食营养看似多么均衡，你的大脑可能依旧处于饥饿状态！

**是否有可能把自己的血糖调理平衡呢——
是否有可能把出了问题的重要身体机能调理好呢？**

是的，很有可能，而且方法非常简单实用！我们邀请你来信索取解释这个方法的书——一本你可以零风险阅读的书。在书里面，你将清晰，明了地看到：

精确的普通食材推荐，有时会加一些维生素，可以让许多精神上遭受折磨的人恢复健康，甚至能让已经看似疯癫的人，恢复正常、快乐的生活。

普通食物如何对常见疾病，如头疼，疲惫，易怒，反应迟钝，焦虑，忧郁等发挥作用。

普通食物如何为身体供能，帮你找到身体的最佳状态。

基于数年的突破性医学研究！

在这些突破性发现的背后，是诸如亚伯兰·霍夫尔博士和约瑟夫·托宾博士，诺贝尔奖得主鲍林博士，著名营养专家法官汤姆·R·布莱恩，以及其他同样著名的研究人员共同努力的结果。这本书是贾奇·布莱恩，花费大量精力从成千上万的案例中，精选出经典案例，帮助你认清自己的营养问题——并弄清楚一个简单的、愉快的饮食方式，如何能帮你解决这些问题。

你是否感觉抑郁，紧张，不开心？请看 41 页一则医生记录的关于一位已婚女性的故事，她一生都处于深深的压抑和痛苦中——一个简单的营养调整，和一种在药店都能买到的维生素拯救了她。

你的家人有遭受精神分裂症折磨的吗？

请阅读 104 页一个年轻男人的一封信，他克服了精神分裂症——不是通过精神病治疗法——而是通过简单的营养调整。这封信还揭露了一些精神分裂症患者的饮食陷阱。即使你不是精神分裂症患者，避免这些饮食陷阱，会给你的身体健康，以及心灵上的安宁带来巨大的改变。

你是否遭受着肠胃不好的折磨？

这种（以及其他几十种常见）症状，都可能是血糖不足引起的。请阅读 156 页一些常见的平衡血糖的食物。这些食物可能有不同的名称，但是很常见，随处都可以买到。看看它们是如何帮助缓解肠胃不适的。

额外福利。

你是否曾经，或者正在遭受着心力衰竭，心脏病突发的折磨？

第 126 页告诉你，为什么你现在的饮食中可能包含着“对心脏”不好，却从来没有人提醒过你的食物。

为什么用了这么长的时间， 才发现大脑饮食对身心健康的重要性？

因为，正如专家汤姆·R·布莱恩的一本非常优秀的书中所说，血糖不足是最伟大的伪装者。你去问医生，他们肯定知道许多人多年来一直被就病治病，（如溃疡、关节炎、各种消化不良、疲劳、视力模糊、偏执妄想等症状），过了很长时间，才发现血糖不足可能是所有这些疾病，甚至更多疾病的根源！（当然，我们建议，如果你正遭受这些疾病的困扰，请先咨询你的医生。）

当然，现在依旧有一些顽固的医务人员坚持就病治病，而不是

挖掘造成疾病和虚弱的根本原因。依旧有一些制药公司，不愿意听到最好的药，在某种程度上，就是食物本身这样的言论。仍然有一些精神病医生，每小时收费 50 美元，为病人治疗多年——而一个月适当的“健脑食品”，正常的饮食费用，可能就能治好这些病。（本书中一个简单的测试，可以让你判断自己是低血糖，还是高血糖。本书中的方法不适合高血糖。）

所以，写这本书需要勇气——需要一个法学家、健康研究者执着的精神，他相信“营养不当”给数百万人带来了痛苦；而合适的“健脑营养食品”，通常可以把一个人的精神状态，生活效率，以及身体健康提升到一个全新的层面，而这些用金钱是买不到的。

现在，我们邀请你零风险阅读...

并尝试《通过改变营养结构一个月，获得心理健康》！

成本仅需 5.98 美元，通过它，你可能节省该成本的数千倍！不论出于何种原因，如果你想退书，我们会全额立即为你退款。

立即订购。寄出下面优惠券，即可零风险获取！书中内容要比我们上面说的多得多。立即订购！

立即邮寄零风险优惠券

信息公司 FW-7 部门

曼迪森街道 2000，纽约 10016

先生：请立即为我寄一份法官汤姆·R·布莱恩书《通过营养改变，获取心理健康》。我明白这本书只需要 5.98 美元。此外还明白，我可以零风险试用这本书整整 30 天。如果在这段时间里，我不满意，我将会把书寄还给你，退回我的每一分钱。

☐ 内附我的费用 ☐ 我要通过信用卡支付

签名 _____

☐ 美国运通卡 ☐ 美洲银行信用卡 ☐ 大来信用卡

卡号 _____

姓名 _____ (请打印)

地址 _____

城市 _____ 州 _____ 邮编 _____

©信息公司, 1970

这可能将是你读到的最有争议的一本书

因为在书中, 这位具有改革精神的法官, 为疾病——尤其是精神方面的疾病——的治愈, 带来了新的希望, 从根本上动摇了人们对药物的传统看法。

1920 年法官汤姆·R·布莱恩还是一位执业律师。自 1942 年以来, 他一直在俄克拉何马州当法官。那时候, 他就开始怀疑很多“疯癫的”人, 少年犯, 以及罪犯, 都遭遇着一些困扰, 因为他们患有低血糖; 也就是说, 他们的大脑没有得到足够的食物。

通过和医生, 以及实验室的研究人员共同研究, 他证明了自己的理论, 并进行了进一步的深入探讨。事实是, 几乎任何人, 任何年龄, 只要缺乏活力, 身体不是特别健康, 精神萎靡, 都可能是低血糖的受害者。让血液中血糖含量恢复正常, 最好、最安全、最简单的方法是食品 and 食品补充剂——正如法官布莱恩在这本具有开创性的书中说的那样!

马上零风险去尝试吧!

5 分钟就能改变你的生活

收到法官布莱恩通俗易懂的书后，请翻到 37—38 页。用 5 分钟，甚至更短的时间阅读“大脑营养”食物列表！肉！海鲜！蔬菜！奶制品！甜点！饮料！这个列表一定会让你感到欣喜——这些食物美味，丰盛…而且餐间，以及睡觉前还有小零食！

而且在这本重要的书中：食物的秘密能让你的关节炎康复，能让你实现逆龄——特殊的食物秘密，能让你青春永驻——能保护你的眼睛，牙齿和牙龈，让你的皮肤紧致，年轻——强化你的肾上腺系统——这么多重要的食物秘密（这么容易操作！），能让你的意志更坚强，精神更好，不管你之前遭受精神疾病困扰有多久！

你没有任何风险，马上尝试吧！

信息公司

FW-7 部门

曼迪森街道 2000，纽约 10016

1314

笔记

特致本刊读者的一封信

立刻缓解你的膝盖疼痛

科技的进步，给广大受众带来了一个
缓解膝盖疼痛的最佳设备

不用再服用危险的药物，让你的膝盖疼痛立即得到缓解

来自: S. Hulford, 媒体服务

现在，用于缓解膝盖疼痛的最好的科技设备，终于面向广大受众了。

这款设备叫做膝利得膝盖疼痛缓解带，这款设备在同类设备中还是第一次出现。

这款神奇的新型疼痛缓解带，由世界著名的整形外科医生，兼运动医学专家，唐纳德·法里德医学博士设计而成。

作为著名运动员的长期顾问，戴维斯杯以及其他专业运动队的成员，法里德博士根据 20 年的临床观察，以及重复性压力伤害治疗经验，成功设计出了膝利得。

现在，法里德博士推出了这款即将风靡全球的疼痛缓解带，将有许许多多的人需要它，将它用于腿上最纤弱的部位，膝盖。

膝利得膝盖疼痛缓解带是一个具有创新性，且设计独特的科学设备，用于协助缓解由于关节炎，肌腱炎，以及髌骨软化症等带来的膝盖疼痛。

它通过舒缓膝盖受到的压力，为膝盖前面的软组织提供支撑力，并保暖，为缓解膝盖疼痛带来了突破性进展。

它革命性的技术获得了国家专利，是一款高级的膝盖疼痛缓解设备。它是形状与膝盖弯曲度十分吻合的独特氯丁橡胶加衬垫，戴上以后，膝盖不会有被束紧的感觉。

膝利得膝盖疼痛缓解带是疼痛缓解带，而不是压缩止血带。

这款产品是唯一一款根据人体解剖学独特设计的科学设备。它能够减缓膝盖疼痛，却不会阻断血液循环，引起行动不便，或不舒服的肿胀。

膝利得通过在膝盖需要的部位，膝盖内侧和外侧的软组织有选择性地加压，使你的膝盖自然活动时，轻松自如。

其他膝盖绑带会造成止血带似的效果，使膝盖肿胀不适，膝利得膝盖疼痛缓解带使腿部血液能够正常流动，用起来非常方便。

它以全新，完全不同的方式来缓解疼痛，效果非常高。

想了解更多信息，请看下面我对他的产品研发人员的采访。

问：市面上有各种各样的护膝带，膝利得膝盖疼痛缓解带和它们有什么不同？

答：膝利得膝盖疼痛缓解带有几个重要的特征和好处，使得它和市面上其他的护膝带有所不同。

第一，膝利得膝盖疼痛缓解带，是国际知名临床整形医生及运动医学专家，根据 27 年重复性压力伤害治疗经验研发的。所以，膝利得是根据真实的案例研究，而不是在实验室人造膝盖或塑料膝盖模型上制造的，它是患有膝盖问题的真实临床研究成果。

第二，膝利得膝盖疼痛缓解带和人体的交互感很好，缓震效果非常好，不像其他护膝带和止血带似的，让膝盖感觉肿胀，血液不通。

膝利得的设计十分精确，戴上活动时，会让你的肌肉得到真正

的放松，而不会造成束缚。它减少了腿部肌肉和肌腱压力，进而缓解了你的疼痛，避免了进一步损伤。

第三，膝利得膝盖疼痛缓解带男女左右膝盖都能佩戴。它里面的成分经久耐用，而且反应灵敏，它由美国制造。使用数小时后，依旧能保持原形，而且身体感觉依旧很舒服。

第四，膝利得膝盖疼痛缓解带，不仅为缓解膝盖疼痛而设计，更能防止膝盖损伤。

问：它为何适用于不同的人？

答：膝利得根据人的膝盖活动而设计。当你活动时，它会轻柔地在膝盖关节，以及髌骨相应的位置给予支撑，从而缓解你的膝盖疼痛，酸痛，僵硬，以及炎症。通过稳固你髌骨的内部支撑力，膝利得同样可以提高髌骨的活动能力。

问：膝利得我能佩戴多久？

答：膝利得膝盖疼痛缓解带，能让你的肌肉得到放松；减少肌腱和肌肉压力。所以，你可以长期佩戴，依旧不会感到不适。

问：我怎么知道膝利得是否适合我？

答：膝利得膝盖疼痛缓解带独特的设计，使得它在左右两个膝盖上均可佩戴，它完美契合髌骨以及髌骨肌腱的弯曲度……一个型号就能适用于大部分人。

问：膝利得是不是和其他护膝一样，看起来非常臃肿，不管你怎么隐藏，人们都能看出来你佩戴了护膝？

答：不会的。膝利得膝盖疼痛缓解带设计独特，你能获得最大的舒缓，但是除非你告诉别人，否则没人能看出来你戴了护膝。它非常纤薄、线条流畅，你外面穿任何衣服，别人都看不出来。

问: 以如此低的价格, 向首次下单的客户提供这么先进的护膝产品, 你们怎么做到的? 我之前看到那些笨重的护膝售价都在 450 美元。

答: 我们从事这个行业有 30 多年的经验……所以, 我们给能够提供你优秀的产品。因为口碑比世界上其他任何广告威力都大。

一旦你的读者发现佩戴膝利得之后, 身体的奇妙反应, 他肯定想买给朋友, 或家人, 还有他们认识的其他遭受膝盖疼痛折磨的人。

所以, 要立即摆脱膝盖疼痛…让你精力更加充沛…让膝盖疼痛得到缓解, 不用花费 400 美元定制护膝, 用 59 美元就能获得同样的好处。但是你今天就要立即行动…采访结束。

价格低到惊人, 数量有限, 赶紧行动吧!

美国制造。美国专利号 6077241, 5441058, 5642739, 5295951, 5152302, 5865782。国外专利申请中。

今天立即购买, 可获得 20 美元的折扣。下面是特别读者折扣券。

特别读者折扣券

这款缓解膝盖疲惫、疼痛的产品, 只要 79 美元, 外加 6.95 美元运费, 共计 85.95 美元。本刊读者将获得一张 20 美元的优惠券, 所以, 如果你 10 天内订购, 只要支付 59 美元, 并且免运费。折扣价内, 每人最多只能购买 3 个膝利得—没有例外。10 天后我们将有权接受或拒绝请求以折扣价购买的订单。

- 电话订购, 请拨打免费热线 1-800-585-0915 Ext. KNT201。请使用信用卡下单。接线员一周 7 天, 一天 24 小时值班。
- 通过邮件使用支票或信用卡订购, 请填写并邮寄这张优惠券。

本产品有绝对满意保证。如果你不是特别满意,我们都会为你全额退款。不问任何问题。

姓名_____

地址_____

城市_____州_____邮编_____

【】我在本刊发行日期后的 10 天内订购了,所以我享受 20 美元的折扣价,我只要支付 59 美元+免运费。

【】特别:以 39 美元的价格再多购买几个膝利得。又省了 20 美元+免运费。

你想要额外购买的数量:_____每个只要 39 美元(最高限购 2 个)

【】我是在本刊发行日期后 10 天之后才订购的,所以我需要支付全额费用 79 美元+6.95 美元运费。

内附_____美元的【】现金【】支票【】汇票

IHS 为受益人,或通过我下面的卡支付:

【】维萨卡【】万事达卡【】美国运通卡/运通奥普铁马卡【】发现卡/罗弗斯卡

卡号:_____有效期:____/____

签名_____

邮寄至:

国际家庭购物部门 KNT201 部门

惠普尔大道西北 7800 号

俄亥俄该州 4476

来自几位对膝利得十分满意的用户的证言……

“我说膝利得拯救了我的生命，你是不是觉得有点夸张？如果你知道了下面这个事实，你就不会这么觉得了。我的心脏病医生告诉我，对抗我的心脏病唯一的方法就是剧烈运动——而我之前的膝盖经常酸痛。膝利得让我做剧烈运动成为可能。是的，我的心脏病得到了缓解。膝利得真的非常有效。”

L.W.麦登 NV

“自从在亚利桑那州，菲尼克斯我的医生那里买来之后，我已经佩戴膝利得 3 个月了。我在一篇文章中看到了这个产品。当时我去看医生，因为我的膝盖经常响，治疗了 5 次也没有效果。医生让我尝试一下膝利得。我今年 76 岁了，在一家外企工作，所以，我每天 12-14 个小时中，都要来来回回坐车。我有关节炎，但是自从戴了膝利得之后，我再也不觉得疼痛了。它太棒了。所有的卡车司机，地毯工，运动员等，任何一位经常用腿，用胳膊的人，都应该佩戴它。”

由衷地感谢，B.V.,菲尼克斯，亚利桑那州

“一般我不会坐下来给什么产品写证言，但是这次，我一定要写一写。当收到膝利得之后，我立刻就戴在膝盖上了，我的妻子说，从我脸上看到了一种难以置信的表情，她立即问道‘怎么样？’我回答到‘玛丽，我简直不能相信这一切。’不用说，我膝盖的疼痛感立刻消失了，我感到非常惊讶。真心感谢你们。我今年 65 岁了，之前一直觉得没希望了。”

万分感谢，J.G.金曼，亚利桑那州

疼痛

一旦膝盖受伤，或压力过大，你就会感到 不舒服，肿胀，行动不便，血液循环不通等。

完全缓解

膝利得膝盖疼痛缓解带，是一款形状与膝盖弯曲度十分吻合的，独特氯丁橡胶加衬垫，戴上以后，膝盖不会有被束紧的感觉。它符合人体解剖学，能帮助患者缓解不舒服的肿胀，疼痛，而不会阻碍血液循环，不会影响行动，或引起不舒服的肿胀。膝利得膝盖疼痛缓解带会让血液流通正常，不会有任何不适的感觉。

笔记

4、很多人都是缺乏维生素的隐性饥饿受害者

Many people are victims of

Hollow Stomach?
Tired Out?
Feel Mean?

HIDDEN HUNGER FOR VITAMINS

*It can make a tremendous difference
in your health and how you feel*

HIDDEN hunger for vitamins takes a variety of forms.

It can give you a general "let down" feeling day after day. It can affect your vision, your eyes, your hair, your skin. It can take the keen edge off your zest for life.

On the other hand, when you satisfy this hidden hunger these adverse results disappear and you feel wonderful and full of drive.

The best way to get the vitamins you need is in the foods you eat: fruits, vegetables, meats, cereals, dairy products.

In fruits, for example, you get a big start on your day's vitamins when you enjoy a dish of SUNSWEET Prunes for breakfast.

Prunes outrank a long list of pop-

ular fruits in Vitamin A; and contain more Vitamin B₂ (Riboflavin) than any other fruit, rank first in Niacin and important food minerals.

SUNSWEEP Prunes are rich in natural fruit sugar as well, an unsurpassed source of quick energy.

A remarkable fruit indeed! And fortunately one of the most economical, for SUNSWEEP Prunes are processed by dehydration; a single pound represents three full pounds of the fresh fruit.

These fine prunes are packed in California by the growers themselves, "Tenderized" for quick-cooking and better eating out-of-hand, and sealed in foil-wrapped boxes to protect the delicate flavor.



*Whether you prefer pack-
age prunes to cook your
meal, or to eat as is, or
prunes or prune juice, be
sure to get SUNSWEEP,
there's nothing finer.*

#58001

公众微信: LBC333

很多人都是缺乏维生素的 隐性饥饿受害者

感到饥饿?

感到疲惫?

感到身体不适?

缺乏维生素的隐性饥饿，会对你的健康，你的身体感觉造成很大影响！

缺乏维生素的隐性饥饿，有很多种表现形式。

它会让你整天感觉到“生活无望”。它会影响你的视力，你的眼睛，你的头发，你的皮肤。它可以极大地消磨你对生活的激情。

相反，如果你满足了这种隐性饥饿，这些不好的结果就会消失，你会感到精神抖擞，充满动力。

获取身体所需维生素的最佳方式是你的饮食：水果，蔬菜，肉，谷物，奶制品。

比如，水果。早餐吃一盘阳光牌西梅干，你就可以获得一天中身体所需的大量维生素。

西梅干的维生素 A 含量，远高于其他许多常见水果，维生素 B₂（核黄素）的含量，远超其他任何水果。烟碱酸和重要矿物质含量，居水果榜首。

阳光牌西梅干还富含天然果糖，是身体快速获取能量的重要来源。

西梅干真是了不起的水果！幸运的是，阳光牌西梅干是最经济实惠的，因为经过脱水处理后，它 1 磅的营养价值相当于整整 3 磅新鲜水果的营养价值。

这些优质的西梅，由加利福尼亚州种植者亲自采摘，包装，“经过捶打果肉”以便获得最佳口感。然后，用锡纸包装盒密封包装，保留它最原始的味道。

不管你是喜欢天然西梅干，自己烹饪，还是喜欢速食西梅干，亦或是西梅汁，你都一定要购买阳光牌，因为没有比它更好的了。

269

笔记

5、西尔斯如何用漂亮的复活节童装迎接美丽的春天

How Sears hails Spring with these charming children's clothes for Easter

Sears, Roebuck and Co. has never offered more enchanting children's fashions—flower-fresh clothes for the Easter parade and dress-up summer parties. Sears gives you a tremendous choice of well-designed, well-made children's clothes at prices that will amaze you.

Here is the simple, inexpensive way to make your children all fresh and new for Easter.

Buy them pretty, new clothes from Sears—charming dresses bedecked with buttons and bows, in colors as gay and varied as Spring flowers.

Notice the attractive styling of the Sears clothes in the picture. Besides selling all kinds of everyday children's wear, Sears is now recognized as a leader in children's fashions.

This reputation with mothers wasn't won by chance. Today, Sears has a special Design Group which devotes its full time to infants' and children's clothes.

Sears also has a fashion coordinator who makes it easy for you to buy complete children's outfits—in which all the colors match perfectly. Blouses tone with skirts. Gloves match socks. Bonnets are color-keyed to coats and dresses. Sears plans such happy combinations in advance.

And Sears never forgets that youngsters are hard on what they wear. That's why the fabrics and workmanship in these children's clothes are just as good as in the top-priced fashions Sears has for adults.

Visit a Sears store soon. You will love the children's fashions. And remember, at Sears you can charge them.

← Here are just a few of the hundreds of charming children's fashions you'll find at Sears stores and in the Sears catalog. The pink dress in the foreground retails at only \$6.98. All others: about \$6.00.

公众微信: LBC333

#62001

西尔斯如何用漂亮的复活节童装 迎接美丽的春天

西尔斯, 罗巴克公司, 为你提供最时尚的童装——从用漂亮的鲜花装饰的复活节游行童装, 到夏季派对上的时尚童装。西尔斯, 为你提供各种各样精心设计、做工精良的童装, 而且价格也一定会让你感到惊喜。

这是让孩子在复活节能身着盛装的一个简单且经济的方式。

从西尔斯给他们购买漂亮的新衣服吧——这里有用漂亮的纽扣和蝴蝶结装饰的迷人礼服, 它们五颜六色, 就像春天的花朵。

请注意图片中西尔斯服饰漂亮的款式。除了出售各种日常童装, 西尔斯现在还是公认的儿童时尚领导者。

西尔斯赢得这样的声誉, 绝不是偶然。如今, 西尔斯拥有专门的设计师团队, 他们把全部时间和精力, 都投入到了婴儿和儿童服饰的设计上。

西尔斯还有时尚搭配师, 可以帮你选购整套儿童服饰——颜色、款式搭配都会非常棒。和上衣搭配的裙子, 和手套匹配的袜子。和外套和裙子颜色配套的帽子。西尔斯都会提前为你设计好这些服饰搭配。

西尔斯从来不会忘记孩子在衣着选择上有多么挑剔。这就是为什么这些童装的面料和工艺, 都和西尔斯顶级时尚成人服饰的一样。

赶快去西尔斯商店逛逛吧。你一定会喜欢这些时尚的童装。记住, 在西尔斯商店里, 这些衣服, 你都可以买到。

← 这里是西尔斯几百款时尚童装中的一些配图, 这些服饰你在西尔斯商店, 还有西尔斯目录册上都能找到。最前面这款粉色的裙子零售价是 6.98 美元。其他的大概是 6 美元左右。

274

笔记

6、眼睛里进东西后，我们该怎么做



Among life's minor misfortunes, few are more acutely distressing than getting something in your eye. Usually the discomfort is brief and the consequences not serious, but the danger of injury or infection must not be overlooked. Here, from the makers of Murine, are simple, medically approved methods for quick and safe removal of these irksome particles.

What to do when something gets in your eye

BECAUSE your eyes must be exposed in order to see, nature has provided them with special protection. Eyebrows (unless you have replaced them with pencil) and lashes help screen dirt from surrounding air. At the sudden approach of an object, your eyelids snap shut involuntarily—much faster than your thought-directed wink.

But now and then a wind-driven particle is even quicker, and gets in. Instantly, sensitive nerves of the eye signal for action. Tears gush, lids flutter in effort to flush away the intruder. Meanwhile, the intense discomfort makes all your other problems fade in comparison to the urgency of getting the accursed thing out.

Chances are your built-in, automatic systems will soon do the job; but should they fail, you may save yourself a lot of misery by following these few simple suggestions:

1. *Don't rub your eye!* Rubbing can cause the object in your eye to scratch, or become embedded in the lid or surface of the eye. Embedded particles which may seem to "go away" can result in serious later infection.

2. Try to locate the object with a mirror, rolling the eye up, down and to each side.



3. Twist a corner of a clean handkerchief to a small point. Often the offending particle can be lifted away with just a touch of this simple device. Do not attempt to use tweezers or any other sharp or hard instrument.

A particle may be hard to find because it clings to the under side of the upper lid. Grasp the lashes of the upper lid, lift it down over the lower lid and release it so that the lower lid's lashes brush beneath the upper lid. This ready-made whiskbroom is surprisingly effective.

4. If, after trying these simple methods, you still feel that something is in your eye, get to an eye doctor as soon as you can.

A few drops of Murine will help wash away minute particles like powder or ashes. Always use Murine in both eyes after you have removed anything from either eye. Murine is isotonic in respect to tears, which means that it blends perfectly with the natural fluids of your eyes. You'll find its gentle, soothing effect comforting and refreshing.

Keep Murine handy at home, office, in the glove compartment of your car. Use it regularly to relieve that "tired-eye" feeling. Murine comes in a handy new squeeze bottle as well as the familiar glass bottle with separate dropper.

The Murine Co., Inc., Chicago, U.S.A.
© Trademarks Reg. U.S. Pat. Off.

公众微信: LBC333

#62001



生活中有各种小不幸，但很少有比眼睛里进入异物更令人痛苦的了。这种不适通常都很短暂，后果也不严重。但是，一定不要忽视眼睛损伤或感染的危险。妙莲滴眼液给我们提供了一些简单且经过医学认可的方法，帮我们快速而安全地去除这些令人讨厌的异物。

眼睛里进东西后，我们该怎么做

因为你要看东西，你的眼睛必须露在外面。所以，我们的眼睛天生带有一些自我保护功能。眉毛（除非你把眉毛替了，画了个假眉毛），以及睫毛能阻挡周围空气中的灰尘进入眼睛。对一些突然飞过来的异物，你的眼睑会不自觉地突然闭上——要比你下意识的反应快很多。

但是，时不时地总有一些被风吹过来的异物，速度更快，直接进入了你的眼睛。眼睛的敏感神经瞬间开始反应。眼泪流了出来，眼睑眨动，试图冲去异物。然而，剧烈的不适，让你根本顾不上去弄出这些异物。

你的眼睛系统可能很快会自动清除这些异物，但如果它们失败了，采用下面的一些建议，你会免去很多痛苦：

1. **不要揉眼睛！**揉眼睛会导致异物摩擦你的眼睛，或粘在眼睑，或眼睛表面。此时，你可能会感觉它们似乎“消失”了，但随后，它们可能会引发严重的感染。

2. 通过镜子，努力查看异物的准确位置，上下左右转动眼球。

3. 把干净的手帕的角拧成一个小点。通常，用手帕上的这个角点，轻轻接触，就能轻松粘出异物。不要试图用镊子或其他锋利的东西去取异物。

有的时候，进入眼睛的异物很难找到，因为它可能附在上眼睑

下面。拽住上眼睑的睫毛，把上眼睑拽到下眼睑的部位，然后松开，下眼睑的睫毛就能刷掉上眼睑上的异物。这个现成的小扫帚，有惊人的效果。

4.如果，这些简单的方法都试过了，你还是觉得眼睛里有异物，请尽快去看医生。

滴几滴妙莲滴眼液，能帮助你冲掉眼睛里的小颗粒，如粉末，或灰尘。每次清理了眼睛里的异物时，请在*两只眼睛*上滴几滴妙莲滴眼液。妙莲滴眼液和眼泪的浓度一样，也就是说它能和你眼睛里面的液体自然融合。妙莲滴眼液温和，舒适，能给你的眼睛带来清凉舒缓的效果。

家里，办公室，汽车杂物箱里都请常备妙莲滴眼液。经常使用，能舒缓眼睛疲劳。妙莲滴眼液现推出了新型塑料挤压瓶装，以及带有单独滴管的玻璃瓶装。

妙莲滴眼液公司 芝加哥 美国
商标注册 美国

笔记

7、是不是一夜比一夜糟糕？

Is it getting worse *night after night*?

IN THE stillness of the night you lie there. You've been asleep for hours—yet you haven't.

You can't exactly say *why* you can't relax. You keep telling yourself that nothing is wrong.

You've had many restless nights like this before. *Too many.*

As you lie there, all tense and rigid, you try not to fret about problems. And when morning comes, you wish you didn't have to get up.

Some of your days are just as trying, and perhaps when you're alone, you find yourself brooding—or even sobbing quietly.

Certainly it is NOT normal to feel this way day after day . . . night after night.

If you've been feeling low—restless, nervous—it just may be possible that you've been the victim of a *seemingly innocent habit of relying on the caffeine in coffee or tea for a quick pick-up.*

Now, it's silly to say that there's enough caffeine in an occasional cup of coffee or tea to cause anxiety and tenseness—but cup after cup, all day long, week after week, year after year??

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

The use of this strong stimulant day after day may make you nervous,



irritable, hard to live with. However, if you are addicted to this habit, here's what you can do.

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

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

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

You owe it to yourself and your family to try either delicious, caffeine-free drink for 30 days. After all, you can't free yourself from a habit of years in 2 or 3 days.

So start the 30-day Instant Postum test today. See if you don't feel better! Act better! Look better!

Postum is a registered trademark of General Foods Corporation.



公众微信: LBC333

#56001

是不是一夜比一夜糟糕？

在寂静的夜里，你躺在床上好几个小时了，却无法入睡。

你不能判断自己为什么不能放松下来。你不断告诉自己，一切都会好的。

你之前也有过很多像这样失眠的夜晚。太多了。

躺在那里，所有的紧张和不安侵袭而来，你努力不去担心任何问题。天亮了，你希望自己不用起床。

很多夜晚，你都尝试入睡，可当你一个人的时候，你发现自己在沉思，甚至悄悄哭泣。

是的，每天每夜都是这样，确实不正常……

如果你一直情绪低落——焦虑，紧张——很可能是一个看似正常的习惯的受害者，那就是对能让人快速提升精神的咖啡或茶中的咖啡因的依赖。

如果说偶尔喝一杯咖啡或茶，里面的咖啡因就会让你感到焦虑，紧张；这很不现实——但是，如果你一杯又一杯地喝，一天又一天，一周又一周，一年又一年地喝呢？？？

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

日复一日地饮用这种让人兴奋的饮料，可能会使你紧张，易怒，烦躁不安。但是，如果你无法改变这种习惯，该怎么办呢？

你应该把咖啡因含量高的饮品，换成这种让人爱不释手的热饮——速溶马黛茶。

它不会让你紧张，失眠，或头痛，因为它里面不含一丁点咖啡

因。

现在马黛茶有两种口味供你选择——有新出的*咖啡风味*的速溶马黛茶（红色标签），或*原味*速溶马黛茶（蓝色标签），都别具特色。

一定要让自己，以及家人尝一下这种不含咖啡因的饮料美味。要坚持饮用 30 天，毕竟人无法两三天就能改掉多年来的习惯。

所以，今天就去尝试速溶马黛茶吧。看看你有没有感觉好一点！有没有更精神了！看起来更漂亮了！

马黛茶是通用食品公司注册的商标。

292

笔记

8、奇怪，我们并没有善待自己！

Strange, how we sin against ourselves!

SOME of us can be, at times, our own worst enemies.

We're so busy taking care of our husbands, our children, our homes—that we neglect our own good health.

"Oh, I take care of myself," you say. "I eat fairly sensibly. I watch my weight from time to time. Of course, I don't sleep as well as I should . . . sometimes feel sort of dragged out in the morning, but let's face it. I'm really not as young as I was."

The insidious thing about this kind of "female logic" is that it's so unfair to your family and yourself.

Like so many women, when you're irritable, moody, are you inclined to fall back on the excuse that it's "the weather" . . . or a dozen other things?

There *may* be an explanation—but not when you feel "sitting" day after day.

Maybe you're the victim of a habit that's grown on you . . . the habit of depending on caffeine in coffee (or tea) for quick, artificial "steading" . . .

Your doctor would tell you that—for some women—one of the worst offenders against the delicate nervous system is caffeine.

The use of this strong stimulant day after day may make you nervous, irritable, hard to live with.

However, if you are addicted to this habit, *there's hope.*

You simply switch from caffeine-



heavy drinks to a new, wonderful hot beverage—*Imitation Coffee Flavor Instant Postum*, now available for the first time.

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

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

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

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

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

公众微信: LBC333

#55001

奇怪，我们并没有善待自己！

有时我们自己是自己的最大敌人。我们忙于照顾丈夫、孩子，家——于是，*我们忽略了自己的健康。*

“哦，我挺会照顾自己的，”你可能会说。“我在吃上相当讲究。我合理地控制着体重。当然，有的时候，我会失眠……早晨起来很疲惫。但这可能是事实吧，也许我真的老了，不像年轻时睡眠那么好了。”

这种隐藏着危害的“女性逻辑”对你的家人和你自己来说都是不公平的。

当你烦、喜怒无常的时候，你和很多女人一样，会找借口说是“天气”…或其他原因呢？

有时候，*可能真的是这样——但是，如果你一天天都感到“难受”，那就不是这些原因了。*

有可能你是自己养成的一个习惯的受害者……对能让人快速恢复“状态”的咖啡（或茶）中的咖啡因的依赖……

你的医生可能会告诉你——对某些女人来说——给她们敏感的神经系统带来最严重的影响的一种东西，就是咖啡因。

日复一日地饮用这种能提升精神的饮料，会让你变得紧张，易怒，烦躁不安。

然而，如果你无法改变这种习惯，*你还希望不受它的影响：*

你只要把咖啡因含量高的饮品，换成这种让人爱不释手的热饮——*速溶马黛茶，以前根本没有这种产品。*

它不会让你紧张，失眠，或头痛，因为它里面不含一丁点咖啡因。

一定要让自己, 以及家人尝一下这种不含咖啡因的饮料的美味, 不要喝一次就完事, 要坚持饮用 30 天。

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

不要再犹豫了, 今天就立即开始尝试 30 天这种让人爱不释手的无咖啡因速溶马黛茶吧。

看看你有没有感觉好一点! 有没有更精神了! 看起来更漂亮了!

马黛茶是通用食品公司的又一款优质产品, 注册商标是马黛茶。

293

笔记

9、跑，跑，跑...但是往哪儿跑？

*Run, run, run ...
but where?*



A YOUNG woman told us she felt like a water boy for her husband, a fellow who does nothing but run, run, run after success. The word "relax" isn't in his dictionary.

Now, we'd be the last to look down our noses at ambition, yet his wife says he's often as skittish as a colt in a thunderstorm. Yells at the children. Tosses half the night. Yet, in the morning can hardly drag himself from bed. Gulps cup after cup of coffee to keep up the pace.

There are millions of men who behave like this, but more pointedly, might not the man described above be YOU at times? Yes, YOU!

Do you find that as the days, months and years go by, you're becoming more jumpy, nervous, irritable, hard to live with?

You see, it just doesn't occur to the average person that anything as simple as the *caffeine* habit may have a marked effect on the way he feels, but...

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

It is a strong stimulant which when used regularly, several times a day, year in and year out, may make you constantly nervous and irritable.

But, if this habit has a strong hold on you, here's hope:

You simply switch from *caffeine*-heavy drinks to a new and wonderful hot beverage—*Instant Coffee Flavor Instant Postum*, now available for the first time.

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

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

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

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

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

公众微信: LBC333

#55001

跑，跑，跑...但是往哪儿跑？

一位年轻女士告诉我们，她觉得自己好像一直跟在丈夫的身后转，她丈夫一直忙啊忙，忙着追求成功。他的字典里没有“放松”两个字。

我们很欣赏有野心的人，然而，他妻子告诉我们，说他经常很暴躁。对孩子大喊大叫。半夜睡不着觉。早晨又起不来床。为了跟上工作节奏，一杯接一杯地喝着咖啡。

很多很多人都是这样，你是不是有时也是这样？是吧！

你有没有发现，随着时间的推移，日复一日，月复一月，年复一年，你变得越来越紧张，易怒，烦躁不安。

你可能知道，咖啡里面的咖啡因并不会对每个习惯喝咖啡的人带来明显影响，但是……

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

正是这种能让人精神振奋的饮品，经常性的每天饮用好几次，年复一年，可能会让你变得紧张，易怒。

然而，如果你无法改变这种习惯，你还希望不受它的影响：

你只要把咖啡因含量高的饮品，换成这种让人爱不释手的热饮——速溶马黛茶，以前根本没有这种产品。

它不会让你紧张，失眠，或头痛，因为它里面不含一丁点咖啡因。

一定要让自己，以及家人尝一下这种不含咖啡因的饮料的美味，不要喝一次就作罢，要坚持饮用 30 天。

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

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

马黛茶是通用食品公司的又一款优质产品，注册商标是马黛茶。

297

笔记

10、当“燃烧的小宇宙”逐渐熄灭后

When the "ball of fire" starts cooling off

Maybe you're this fellow . . .
Maybe you can remember a time when you came to work ready to lick your weight in wildcats.

This job was your oyster, brother. The boss threw you the tough ones, because he figured you for a comer. You were a "ball of fire."

But, somewhere along the years, you began to get the uneasy feeling you were losing your stuff . . . like a pitcher gets when he feels the zip going out of his fast ball.

Yet you weren't old . . . you weren't sick. But oftener and oftener you'd have to drag yourself out of bed. Your job began to look like a mountain.

For a while you made excuses to yourself . . . but perhaps they're wearing thin. Maybe you're nervous, tired . . . almost every day. You wonder if others notice the change in you. Do any of them feel like you do? Are they "cooling off" too?

It may comfort you to know that many men have had the same trouble and have found the root in a commonplace, everyday habit . . .

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

The use of this strong stimulant



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

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

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

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

Try one of these delicious, caffeine-free drinks for 30 days. Then, if you don't feel better . . . we'll refund your money! Just send the label from the jar with your name and address to: Box 351, Battle Creek, Mich. Offer expires April 1, 1956. So hurry—make your 30-day trial now! Offer good in U. S. A. only.

Postum is a registered trademark of General Foods Corporation.



公众微信: LBC333

#55001

当“燃烧的小宇宙”逐渐熄灭后

你可能遇到过这种情况……可能你还记得，当你刚开始工作时，你可是办公室里的红人。

工作简直是小菜一碟。老板喜欢安排一些艰难的工作给你，因为他觉得你是有能力的人。你就像一直“燃烧的小宇宙”。

但是，几年来，你渐渐地感到不安，感到似乎在开始失去什么……就像一个投手，感觉自己的球失去了那种冲劲。

但是，医生却说你没有生病。而你却感到每天早晨起床时越来越疲惫。你感觉工作的压力开始变得像座山。

曾经有那么一段时间，你开始给自己找借口……但是这些借口太无力了。可能你几乎每天都感到紧张，疲惫……你不知道别人是否看出了你的变化。他们是不是也和你一样有相同的感受？他们的“小宇宙”是不是也在逐渐熄灭？

你可能了解到，很多人都和你一样有同样的烦恼，当你知道这些烦恼的根源，其实来源于日常习惯后，你会感觉好很多……

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

日复一日地饮用这种让人兴奋的饮料，可能会使你紧张，易怒，烦躁不安。但是，如果你真的无法改变这种习惯，该怎么办呢？

你应该把咖啡因含量高的饮料，换成这种让人爱不释手的热饮——速溶马黛茶。

它不会让你紧张，失眠，或头痛，因为它里面不含一丁点咖啡因。

现在马黛茶有两种口味供你选择——有新出的咖啡风味的速溶马黛茶（红色标签），或原味速溶马黛茶（蓝色标签），都别具特色。

请尝试这种无咖啡因的美味饮料 30 天。如果没有感觉好一点！没有更精神了！看起来没有更漂亮了！我们会退还你的钱！你只要寄出你的名字和地址到：密歇根州，巴特尔克里克 351 箱。有效期至 1956 年 4 月 1 日。所以，赶快选择——30 天试用吧。现在只有美国有售。

马黛茶是通用食品公司的注册商标。

309

笔记

11、辛辛那提的家庭主妇露出了真面目

Cincinnati Housewife Comes Out of Hiding

Overweight all her life, Frances Schuerman uncovers a beautiful figure and a new lease on life.

EVEN AS A CHILD, Frances Schuerman was plump. At age 13 she tipped the scales at 180!

After her marriage she tried one way after another to reduce, including starvation diets. She only emerged ravenously hungry to eat her way back to the original mark and past it. Strynuous exercises left her exhausted.

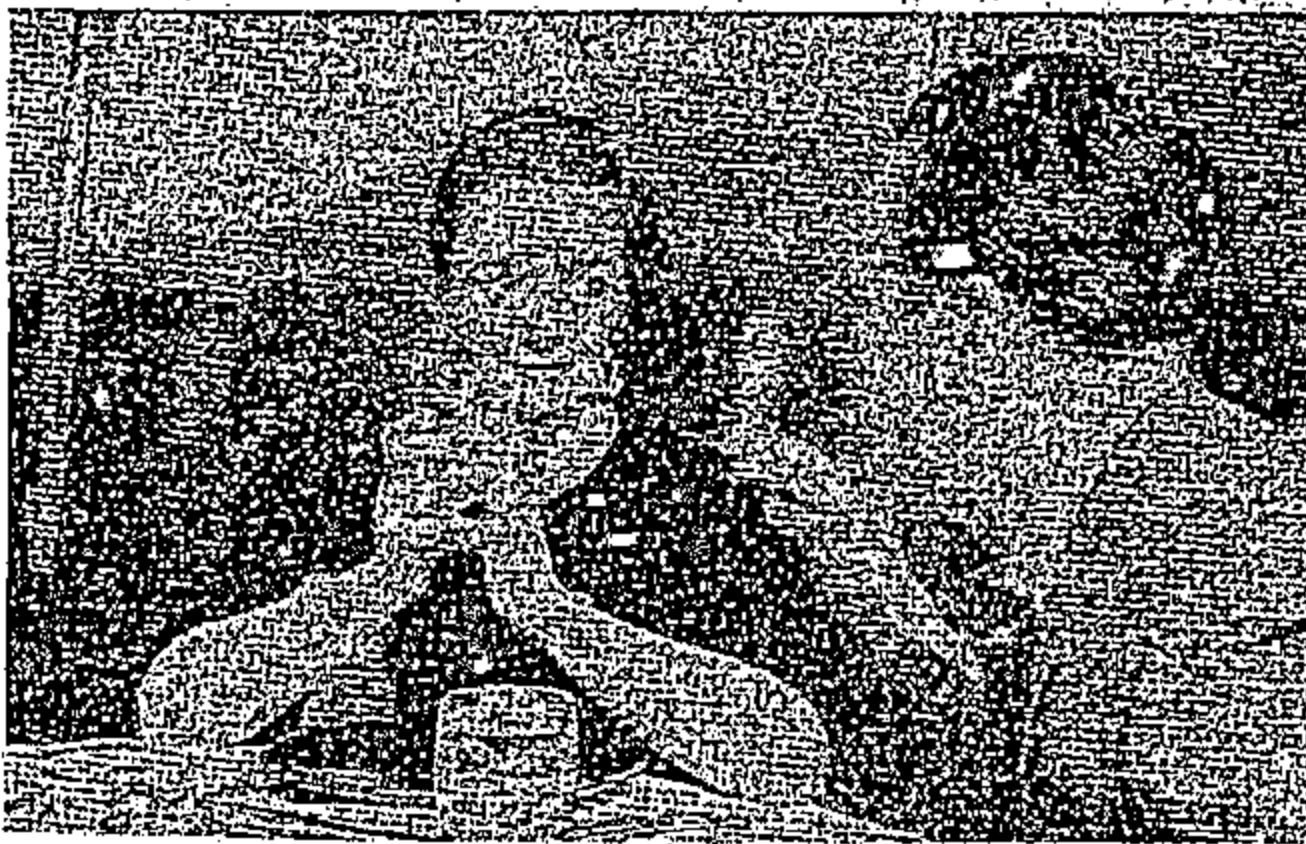
Frances had little energy for social activities in those days. Her naturally lively personality seemed

to be hiding in a fortress of pounds.

Then after years of reducing trials and failures she tried the Stauffer Home Reducing Plan.

In a matter of weeks the "real" Frances began to come out of hiding! As her figure grew more attractive, the world around her grew more exciting. She began to take greater part in social activities, to have more fun with her children.

Her proud husband, a successful auto dealer and real estate investor,



WITH THE CINCINNATI skyline in the background, Mel and Frances Schuerman celebrate her new figure and new lease on life by dining at the Terrace Hilton's Gourmet Room.

公众微信: LBC333

#58001

辛辛那提的家庭主妇 露出了真面目

从小一直肥胖的弗朗西斯·谢尔曼，脱变成了一位亭亭玉立的美女，过上了崭新的生活

在弗朗西斯·谢尔曼还是个孩子的时候，就有点肥胖。18岁时，她的体重已经达到了180磅！

结婚后，她曾试过很多减肥方法，包括节食。这些方法让她变得暴饮暴食，非常想吃东西，结果总是反弹，甚至比减肥之前还胖。大量的运动，让她感到很疲惫。

那些日子，弗朗西斯几乎没有精力参加社交活动。她本身活泼的性格，似乎被一身肥肉禁锢了。

在多年不断的减肥尝试和失败后，她又尝试了斯托弗家庭减肥计划。

短短几周内后，“真正的”弗朗西斯似乎慢慢地回来了！她的身材变得更加迷人，她周围的世界变得更加精彩了。她的社会活动多了起来，与她的孩子们也有了更多的乐趣。

她的丈夫，一位成功的汽车经销商，房地产投资人，感到非常骄傲。

（见原图）

图为梅尔和弗朗西斯·谢尔曼在希尔顿酒店的餐吧阳台享用美食，庆祝她的美丽身材，和全新的生活。

295

笔记

12、因为贪吃，觉得有“罪恶感”？

Feel "guilty" about your appetite?

Sugar can help you control it!

Your appetite is directly related
to your body's need for *energy*.

Sugar supplies energy
—*satisfies appetite* faster
than any other food

By helping to overcome hunger
that leads to overeating, sugar
can save you *more* calories
than artificial sweeteners



"Scientific Nibbles"—a new way to more effective weight control

Weight control is a lot *easier* and more likely
to be *permanent* when your diet includes sugar.

A teaspoonful of sugar supplies only 18
calories. But these *quick energy* calories may
make it much easier to stay *satisfied* on less
food.

The body's most basic need is for energy.
Energy to work, to play, to act... to keep
the heart beating. This energy comes from
sugar in the blood stream, which in turn,
comes from food.

This need for energy is so constant that
nature protects your brain and your body
against a shortage. Research at leading
universities has shown that when your
blood sugar level is low *you get hungry*.

The fastest way to raise your blood sugar
level, to supply quickly available energy
and to satisfy appetite, is to eat or drink
something that contains sugar.

That's why many of the newer diets often
include a sugar-containing snack or bever-
age between meals to keep hunger from
building up. A leading authority on nutri-
tion calls these "Scientific Nibbles."

By helping to curb a runaway appetite,
sugar makes it easier to turn down the
oversize portions and second helpings
that are the *real cause* of overweight.

Artificial sweeteners, in pills or any other
form, *supply no energy*. They only *stimulate*
the *need* for more without helping to *satisfy*
appetite.

The *satisfaction* you get from using sugar
is important in all your meals. It is espe-
cially important when you're planning a
reducing diet that you can *stick to*.

SUGAR INFORMATION, INC.
New York 5, New York

公众微信: LBC333

#56001

因为贪吃，觉得有“罪恶感”？

糖可以帮你控制食欲！

食欲和你身体对能量的需求有直接关系

糖能够提供能量——和其他食物相比，糖能更快速地满足食欲

从而帮助赶走饥饿，控制食量

和人工增甜剂相比，糖可以帮你减少卡路里的摄入

“科学贪吃”——一个能有效控制体重的新方法

在饮食中加入糖，可以让体重控制变得更容易，而且更可能长期坚持下去。

一茶匙糖，热量只有 18 卡路里。但这些快速功能的卡路里，可能会让你吃饭时吃得更少，更容易满足。

人体最基本的需求是能量。工作，玩耍，运动……维持心跳都需要能量。这些能量来源于血液里的糖，而糖又来源于食物。

这种能量需求持续不断，从而保护你的大脑和身体的能量供应不会短缺。国内外著名院校的研究都表明，当你的血糖水平很低的时候，你就会感到饿。

提升血糖水平最快的方法，就是吃或喝含糖的东西，从而快速供应人体可利用的能量，并满足食欲。

这就是为什么许多新兴的饮食配方，通常都建议在两餐之间，摄入一些含糖零食，或饮料，从而防止饥饿感的侵袭。某权威营养师称之为“科学的零食”。

糖类通过限制食欲失控，让你的食量大大减少，减少了过量饮食，它才是肥胖的真凶。

人造甜味剂、药丸或任何其他形式的甜点,无法提供能量。他们只能满足味觉,却无法满足食欲。

从饮食中的糖类获得的满足感非常重要。尤其是当你准备减肥,并长期坚持时,它显得尤为重要。

糖类信息公司
纽约 5 纽约

300

笔记

13、你的孩子——不同的心理

Your child—and the psychology of variety

ONE OF THE things that 50 years of making cereals has taught us is never to be amazed at the many good things that come from the good grains.

But we were caught a bit off guard recently when psychologists pointed out that one of our products is a character-maker.

They were referring to our Variety Pack. This, as you may know, is an assortment of ten individual boxes of our most popular cereals. We have come to look at it as a very convenient way for everyone in the family to get his choice. For it contains cereals that are flaked, puffed, popped and shredded—of corn, wheat, rice—ready-sweetened and not—all the variety anyone could ask for.

But our psychologist friends pointed out that there's something else in our Variety Pack. You can't see it, but it's good for you just the same. It is—"an opportunity for character-building freedom of expression in arriving at and making your own decisions."



*Man of tomorrow in
a moment of decision*

What does that mean?
(We asked, too!)

It simply means that being able to make up their own minds—even on little things—helps shape youngsters' characters. Gives 'em confidence, helps 'em make decisions. Helps 'em grow up mentally, while they're growing physically. Helps free 'em from frustrations of always being told what and what not to do.

We not only thought this made a lot of sense, but was interesting enough to pass along to you.

Not that we expect all youngsters who get to make their own decisions from Kellogg's Variety Pack will automatically grow up to be chairmen of boards of directors! But isn't it nice to know, that you are also serving up a little lesson in life when you put Kellogg's Variety Pack in front of your child at breakfast. Why—even that big boy at your house may find it tastes extra good to be a man of decision!

Kellogg's VARIETY PACK



公众微信: LBC333

#56001

你的孩子——不同的心理

从 50 年的谷物制作经验中，我们学到一点，那就是好的谷物会带给你许多意想不到的收获。

但是，我们最近真的被一件事情震惊了。心理学家指出，我们的一款产品能塑造性格。

他们说的是我们的家乐氏谷物套装。你可能知道，这款套装中包含了 10 种独立包装的最受欢迎的谷物。我们最初的想法，只是希望能给大家提供方便，让家中每个人都能享用到自己喜欢的谷物。因为，这里面包含了薄片型，膨化型，细片型的玉米，小麦，大米——有含糖的，有不含糖的——它的多样性能满足每个人的需求。

但是，我们的心理学家，也是我们的朋友，指出这种套装还有一种好处。你看不到，但是却真实存在的好处。那就是——“可以帮助塑造自由表达愿望，以及自己做决定的性格。”

为什么这么说呢？（这也是我们的疑问！）

也就是说，自己做决定——即使是在很小的事情上——都能塑造孩子的性格。给他们自信，帮助他们自己做决定，帮助他们身体茁壮成长的同时，心理上也健康成长。帮助他们摆脱总是要听别人告诉自己做什么，不做什么的受挫感。

我们不仅觉得这个很有意义，而且还想把这个消息也传达给你。

我们并不是说，所有从家乐氏谷物套装中，学会自主做决定的孩子，都能自动成长为董事会主席！但是，在给孩子提供早餐的同时，也给他上了人生中的一个小课程，这不是很好吗？甚至是你的丈夫，可能也会觉得自己做决定吃到的早餐格外香甜呢！

笔记

14、我不再因为我的假牙而不自在!



I stopped being self-conscious about my dental plates!

I used to be embarrassed to speak with my students. I was certain my dentures had an odor they noticed. Finally, I visited my dentist. He told me that as long as I kept brushing with toothpaste I'd have a special odor problem called denture breath. Here's his advice on proper denture care.

"Denture breath is an odor caused by food particles and bacteria that collect deep in the cracks and crevices of dentures. Brushing with toothpaste—though it seems best—actually does a poor cleaning job on dentures. That's because toothpaste only gets teeth 'surface' clean. It misses the odor-causing food particles and bacteria.

"The proper cleaning of dentures is really simple when you realize that teeth that can be removed are teeth that can be cleaned best, not by brushing them partly clean with toothpaste, but by *soaking* them completely clean with a specially

made denture cleanser.

"This special cleanser is called *Polident*. A recent survey showed 9 out of 10 dentists recommend *Polident* over any toothpaste because it cleans most efficiently, deodorizes more effectively, and it's so easy to use. Every day, simply slip your plate or partial bridge into water, then add *Polident* powder. Instantly, millions of invisible oxygen bubbles go to work. These bubbles along with other cleaning agents go deep into cracks and crevices to thoroughly soak away food particles, bacteria, even dissolve away tobacco stains and dulling film. Soon your plates will look immaculately clean, even embarrassing denture breath is gone—once and for all."

My dentist was right. Daily use of *Polident* does such a complete cleaning job, now my mouth feels fresh—my dentures look white—and I feel confident with my students.

公众微信: LBC333

#61001

我不再因为我的假牙而不自在!

我曾经都不好意思和我的学生说话。我假牙上的气味，他们肯定能闻到。最后，我去看了牙医。他告诉我，只要我用牙膏牙刷刷牙，我的假牙就会有不好的气味。下面是他给出的假牙护理建议。

“假牙的气味，是假牙缝隙中的食物残渣和细菌引起的。用牙膏刷牙——看来也许是最好的办法——但是，却很难真正地清洁假牙。因为牙膏只能清洁牙齿‘表面’。而无法清洁导致假牙异味的食物残渣和细菌。”

“如果你知道清洁能拆下来的假牙，最好的方式不是用牙刷一个个刷，而是直接完全浸泡到特制的假牙清洁剂中时，你就明白清洁假牙有多么简单了。”

“这种特殊的假牙清洁剂，叫做保丽净。最近的一项调查显示，90%的牙医都推荐保丽净，而不是牙膏，因为它对假牙的清洁效果更好，更能有效地防止异味，而且使用方便。每天只要把你的假牙浸入水中，然后加入保丽净粉。立刻就会产生无数无形的氧气泡，去清洁你的牙齿。这些泡沫以及其他清洁成分，能够彻底地深入牙齿缝隙，除去食物残渣、细菌，甚至溶解烟草污渍和泛黄的牙渍。很快你的假牙就会变得非常清洁，甚至那些令人尴尬的假牙异味也会立刻消失。”

我的牙医说的没错。每天使用保丽净清洁牙齿，我的牙齿真的感觉非常清新——看起来洁白亮泽——在学生面前，我自信多了。

笔记

15、如今的女性了解自己多少

*The modern woman's
search for self-knowledge...*



What Today's Woman Knows about Herself

Out of the dark of ignorance—out of the shadows of fear and embarrassments—has finally emerged the woman of modern civilization. At last she has reached the “noonday” of knowledge, knowledge about herself—as a woman!

Today's woman is learning what governs her emotional make-up, her limits and her potentials. What her forebears didn't know, what her Victorian counterpart would have avoided, she now deals with frankly. She is unraveling the mysteries of womanhood, wifehood and motherhood. She wants to *know*! And through self-knowledge she has finally gained a new psychological freedom.

Her “emancipation” from old ideas and false notions has brought her a brand new kind of life. Today she is active in so many aspects of the modern world! No wonder she chooses the kind of sanitary protec-

tion that reflects this wonderful sense of independence and freedom—Tampax!

Today's woman looks to Tampax® internal sanitary protection for that perfect balance of modesty and practicality. She depends upon Tampax for the kind of protection that is so important to her busy life. For Tampax brings her comfort and confidence, a sense of freedom that helps her forget the difference in the days!

Good sense, too, has made her choose Tampax. She knows doctor-invented Tampax was developed for *all women*—married or single, active or not. So, she's assured it's the right protection for her—as it is for the millions of smart moderns all over the world who use Tampax. Available in 3 absorbencies (Regular, Super, Junior) wherever drug products are sold.

Tampax Incorporated, Palmer, Mass.

公众微信: LBC333

#50001

时尚女性开始追寻自我认知.....

如今的女性了解自己多少

走出无知的黑暗,走出恐惧和尴尬的阴影——终于迎来了现代女性文明。最终,女性终于能够从女人的角度“完全”认识自己,了解自己!

如今的女性,开始认识到控制她的情绪的因素,以及她的局限性和潜力。她的祖先不知道的,维多利亚时期的女性可以避免的,她现在都能坦率地处理。她正在解开女性、妻子和母亲的奥秘。她想知道!并通过自我认识,她的心灵又获得了一种新的自由。

从旧思想以及错误的观念中得以“解放”,让她拥有了一种全新的生活。今天的女性,活跃在现代社会的各个方面!难怪她选择了能给她带来完美的独立,和自由感的卫生保护棉条——丹碧斯月经棉条!

今天的女性,选择了丹碧斯月经棉条®内部卫生保护,因为它质朴却又非常实用。她依赖丹碧斯月经棉条在她忙碌的生活中,带给她的那种重要保护。丹碧斯月经棉条,给她安慰和信心,给她一种自由的感觉,帮助她忘记那几天的不舒适!

舒适感,也是她选择丹碧斯月经棉条的原因之一。她知道这款由医生发明的丹碧斯月经棉条,是为所有女性设计的——已婚或单身,活跃或安静。所以,她确信这款卫生棉条能给她带来正确的保护——同时也为全球使用它的百万聪明的女性带去正确的保护。丹碧丝卫生棉条有3种吸收性(常规、量大,以及量少),任何药店都可以买到。

丹碧斯卫生棉条公司 马萨诸塞州

笔记

16、黛而雅香皂为什么比普通香皂更能保护家人的健康

How Dial does more #6 1001
to protect the health of your family
than ordinary soaps

IF YOU USE DIAL you are well acquainted with the main reasons for using it. Dial is mild. It has a pleasant fragrance. And, above all, Dial is a very good deodorant soap. Its exclusive deodorant ingredient, AT-7, is the reason for that. But, deodorant protection is only one part of the Dial story.

This is because Dial's AT-7 not only destroys the skin bacteria that cause perspiration odor, but also fights certain skin bacteria that cause infections. Dial does more to protect your family from infections than ordinary soaps can.

It's a good idea, for instance, to keep Dial on the sink where children clean up after school or outdoor play.

And when a child scratches a knee or gets a minor cut, a washing with Dial Soap and water is the first step in good first aid. And Dial does this more effectively than ordinary soaps.

Dial can work for you in the kitchen, too. Washing hands with Dial helps keep germs in check in that important area where food is prepared.

Perhaps Dial's most outstanding contribution to home hygiene is that it helps prevent the spread of infectious bacteria. Dial's antibacterial ingredient, AT-7, is exceptionally effective, for example,

against the notorious "staph" germ—even those strains that have developed resistance to antibiotics.

Dial is, of course, and always will be, primarily a deodorant soap. But, how good it is to know that this extraordinary soap is the best choice for so many other important reasons, too!

If you've never bought Dial for your family, why don't you try it soon?



黛而雅香皂为什么比普通香皂 更能保护家人的健康

如果你在使用黛而雅香皂,你肯定非常清楚选择这款香皂的主要原因。黛而雅非常温和。它有着芳香的气味。最重要的是,黛而雅是一款非常好的除臭肥皂。它内部独特的除臭因子,AT-7,使得它具有了非常好的除臭效果。但是,除臭效果只是人们选择它的原因之一。

这是因为黛而雅的 AT-7 成分,不仅能杀死引起汗臭味的皮肤表层细菌,而且还能够杀死一些引起皮肤感染的细菌。黛而雅比普通香皂更能保护您的家人免受感染。

比如,在孩子放学回来,或户外玩耍回来洗脸,洗手的地方常备一块黛而雅,就是一个非常棒的主意。

当孩子抓伤膝盖,或有小的伤口,用黛而雅香皂清洗,是做好急救的第一步。在这方面黛而雅比普通香皂更有效。

黛而雅还可以用于厨房。在厨房,我们准备食物的重要地方,用黛而雅洗手,有助于抑制细菌。

也许黛而雅对家庭卫生最杰出的贡献是,它有助于防止传染性细菌的传播。黛而雅的抗菌成分 AT-7,杀菌效果非常显著。例如,它能杀死臭名昭著的“葡萄球菌”——甚至那些对抗生素已经产生耐药性的菌株。

黛而雅,当然主要功能是除臭。但是,除此之外,这款非凡的香皂还有那么多好处,多么令人惊喜!

如果你从来没有为家人买过黛而雅,为什么不赶紧试一试呢?

笔记

17、关于冰茶，美国人教会了我什么

Famous English stage star
and tea fancier encounters a
wonderful new instant tea.



What Americans taught me about iced tea

by Gracie Fields



"Look here, Love," I said to my hostess. "I know you Americans have a national passion for doing things fast. But aren't you carrying it a bit too far?"

"I took it in stride when your husband snapped my picture . . . and *showed* it to me seconds later. I kept calm when you poured some powder from a packet and turned it into chocolate pudding on the spot.

"But *now* you say you're going to make *instant* iced tea. And for a real British tea drinker like me! I'll hold out for good old-fashioned tea leaves, thank you."

"Good old-fashioned *puissance*,"

said my friend firmly. And before I could say "orange pekoe," she hustled me to the kitchen and put a spoonful of Instant Tender Leaf in a tall glass.

"Now watch," she crowed. And, Dears, she turned on the *cold water tap*. Lots of ice and that was it! She waited while I sipped.

Well, you could have knocked me over with an ice cube! "It tastes like real tea," I told her.

"It is real tea, silly. Instant Tender Leaf Brand is 100% pure tea . . . none of those carbohydrate fillers to dilute the flavor."

Dears, when we English are wrong we admit it . . . I sailed for home with a jar of Instant Tender Leaf tucked in my suitcase!

INSTANT TENDER LEAF PRODUCT OF STANDARD BRANDS INCORPORATED

公众微信: LBC333

#60001

著名的英国舞台明星和茶爱好者遇到了一种很棒的新速溶茶！

关于冰茶，美国人教会了我什么

来自：格雷西·菲尔兹

“请看这里，亲爱的，”我对女主人说道。“我知道你们美国人都充满激情，生活节奏很快。但是，你是不是说的有点过于夸张了？”

“当你的丈夫给我拍照，几秒后，就能把相片递到我手里时，我还能保持镇定。当你从一个小包里舀出几勺粉末，几秒钟就做成了巧克力布丁，我也还能保持镇定。”

“但是，现在你告诉我，你要做速溶冰茶。作为资深饮茶爱好者的英国人，我想，我还是喝茶叶泡的茶吧，谢谢。”

“英国人传统的固执，”我朋友坚定地说。在我说“要上等红茶”之前，她把我拉到了厨房，把因斯坦速溶茶叶的勺子取出来，伸进了一个高大的玻璃瓶里。

“看好了，”她得意地说道。天哪，她直接打开了水龙头的冷水阀。出现了大量的冰！我品茶的时候，她充满期待地看着我。

好吧，这让我感到惊讶！“它尝起来和真正的茶一样，”我告诉她。

“傻瓜，它就是真正的茶。因斯坦速溶茶是 100% 的纯茶...没有任何糖类添加剂，口味绝对纯正。”

天哪，我们英国人在犯错时，就会勇于承认...当我坐船回家时，我又带了几罐因斯坦速溶茶！

Standard Brands 公司的又一款优质产品

笔记

18、写了 53 本美食书籍后，我被因斯坦速溶茶征服了

America's famous
cooking expert and
food columnist tells
how she was won over
by the only "Instant"
that's all pure tea



53 Cookbooks later I switched to Instant Tea

By Ida Bailey Allen,
Author of "Gastronomique"

I GUESS IT'S ONLY human when
you've just finished your fifty-
third cookbook to think you know al-
most all there is to know about food.

That's why I was so surprised this
summer to learn something really
new—and from a young bride, too.
She served me the best iced tea I
ever tasted. Then she amazed me
by saying it was *instant* tea.

"Oh, come now," I replied. "I
tried them all when they first came
out—*instant* tea just can't taste
this good."

Well, I was wrong. It seems
there's a new kind of *instant* tea.
It's called *Instant Tender Leaf* and

it's the only one that's 100% pure
tea. There are no fillers or carbo-
hydrates to dilute the flavor, so it
tastes just the way tea should.

And *easy*? All my young friend
did was dissolve a spoonful of the
pure tea crystals in a little boiling
water, stir, then fill up the glass
with ice and tap water. There's no
brewing to wait for and no drippy
tea bags to get rid of.

Ever since cookbook number one,
it's been a habit of mine to break
up long writing hours with time out
for tea. And from now on it's going
to be *Instant Tender Leaf* for de-
licious iced tea with no fuss.

公众微信: LBC333

#58001

美国著名烹饪专家、美食专栏作家，诉说了她是如何被一款“因斯坦”纯茶叶征服的

写了 53 本美食书籍后 我被因斯坦速溶茶征服了

来自：艾达·贝利·艾伦 《美食博览》作者

我想，在写完 53 本美食书籍后，觉得自己知晓了几乎世间一切美食，应该是人之常情吧。

这就是为什么今年夏天，当我从一位年轻的主妇那里得知一种我从未听说过的食物后，感到格外惊讶。她给我斟上了一款冰茶，这是我喝到的最好的冰茶。然后，她说这是一款速溶茶，让我感到格外惊讶。

“哦，不是吧，”我回复到。“每款新速溶茶出来后，我都会去品尝一下——速溶茶不可能这么好喝。”

事实证明，我错了。好像真的有一款全新的速溶茶，叫做因斯坦速溶茶，是唯一一款 100% 纯茶。没有任何添加剂；口味绝对纯正。

做起来简单吗？我这位年轻的朋友，只是把一勺纯茶晶体加到了一小杯开水中，搅拌一下，然后在水杯里加上冰和自来水，就搞定了。不用等待，也不用去除滴水的茶包。

从写第一本美食书以来，我就养成了在写作之余，出去喝杯茶的习惯。从现在开始，我就可以不用出门，就能喝到因斯坦速溶美味冰茶了。

笔记

19、一块神奇的布，如何为你节省家务时间

How an amazing new kind of cloth saves you housework time

Sciences has lightened many household tasks, but most women still use old rags for dusting and housecleaning. Yet the *kind* of cloth used makes a big difference in work and time.

Cloth made for other purposes may have so much lint it actually *makes* work. Or the texture may be wrong so the rag doesn't *pick up* dust and grime.

Now over a million dollars spent in research by Chilcopec Manufacturing Corporation has perfected two amazing versions of a new kind of cloth especially for these jobs. They are *not* wires — instead, fine man-made fibers are bonded together by a process that controls texture and *ends* lint.

The cloth used for dusting is *DOTTIE* dustcloth. It's silky soft and treated with just the right amount of *silicone* to polish and protect as you dust. For reasons now being studied—possibly the "static" that made nylon slips cling—this remarkable dustcloth picks up dust like a magnet! In a survey of housewives testing it, many



DOTTIE dustcloth (left) is soft, lustrous. New *MIRACLOTH* (right) has Magic Mesh to speed wet cleaning. Both are lint-free.

reported they *dust half as often*—less dust settles on surfaces polished with a *DOTTIE* dustcloth!

The cloth used for all-purpose wet cleaning is *MIRACLOTH*—for washing dishes, windows, kitchens, bathrooms and paint—with a mesh-like texture for extra adsorption and gentle scrubbing action that picks up and removes dirt easily. Yet soil rinses right out and most stains wash out, too. And it's durable—can be used over and over. Use coupon to try them. See how much time they save you! You'll spot them by the big dots on the packages at stores everywhere.

FREE	Mail coupon with empty bags from a 20¢ package of <i>DOTTIE</i> dustcloths and a 39¢ package of New All-Purpose <i>MIRACLOTH</i> for full refund to:
DOTTIE Dustcloths (2 in a package) and the new all-purpose MIRACLOTH (4 in a package) YOU CAN SAVE 78¢	<div data-bbox="737 2065 997 2270"> </div> <div data-bbox="1010 2065 1535 2297"> FAMOUS BRANDS DIVISION Crest & Clark Sales Corp. P.O. Box 333, Metuchen, N. J. Name #5.90.0.1.. Address 公众微信: LBC333 City Zone State <small>Offer expires July 1, 1957</small> </div>

BUY BOTH, CUT OUT AND MAIL COUPON FOR FULL REFUND ON BOTH!

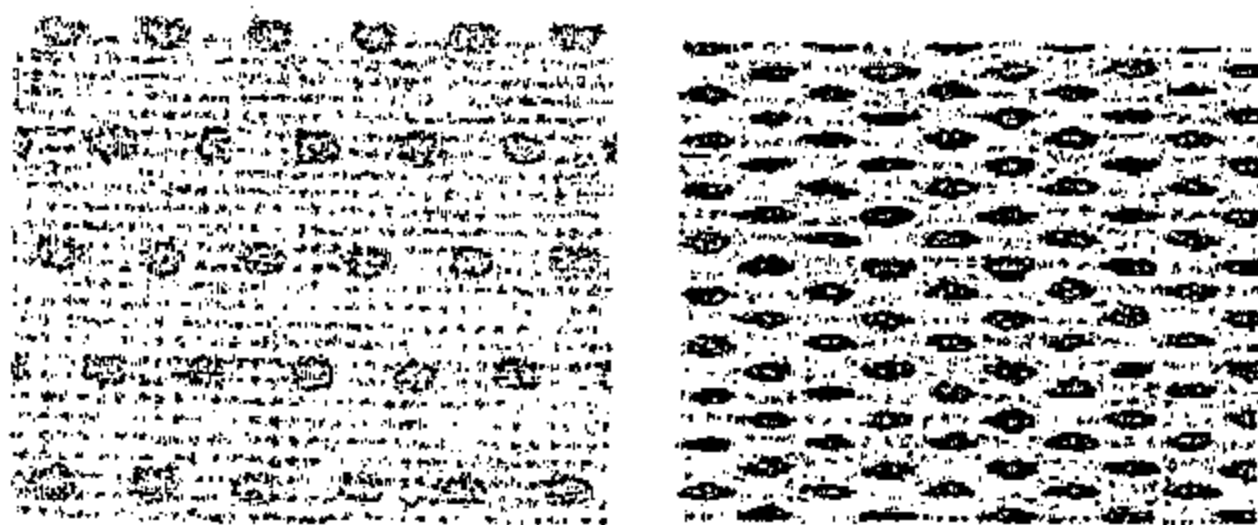
一块神奇的布，如何为你节省家务时间

科学的发展已经帮许多主妇减轻了大量家务工作，但大多数主妇仍然使用旧抹布除尘，清扫房屋。殊不知，你使用的抹布，会给你的家务量，以及做家务的时间带来很大差异。

其他用途的布上有很多线头，其实增加了工作量。或者那样的布和专门的清洁布结构不同，不能吸附灰尘和污垢。

如今，奇科皮制造公司投入了 100 多万美元，终于研发出了两种神奇的清洁布。这种布料并非编织——而是采用优质人造纤维，通过纹理和线头控制技术，粘合而成。

这种除尘布就是多蒂防尘布。它如丝般柔软，里面添加了适量的硅胶，在你清洁灰尘时，能够起到抛光和保护作用。研究表明——可能是“静电”使尼龙具有了吸附作用——这种神奇的除尘布，能像磁铁一样吸附灰尘！通过家庭主妇们的测试调查，许多人都反馈，她们打扫灰尘的频率是之前的一半，用了多蒂除尘布后，家具表面附着的尘埃变少了！



多蒂除尘布(左)柔软，有光泽。新神奇布(右)

有快速吸水的魔术网。均不起毛。

万能清洗布，我们称之为神奇布——用于擦洗盘子，窗户，厨房，卫生间——它的网状结构，使其拥有超强的吸附力，柔软不伤器具，而且能够轻松除尘。而且能够清洗掉大部分污渍，并且能够反复使用。赶快用优惠券去试用它吧。看看它能为你节省多少时间！在任何地方的大商店里，你都能找到它们。

免费

邮寄优惠券，以及 39 美分多蒂除尘布的空袋子，还有 39 美分万能神奇布的空袋子，就能获得全额退款。
地址是：

多蒂除尘布
(2 块装)

知名品牌部
外套&克拉克销售公司

新型万能神奇布
(4 块装)

邮政信箱 333；梅塔钦 新泽西州

你能节省 78 美分

姓名

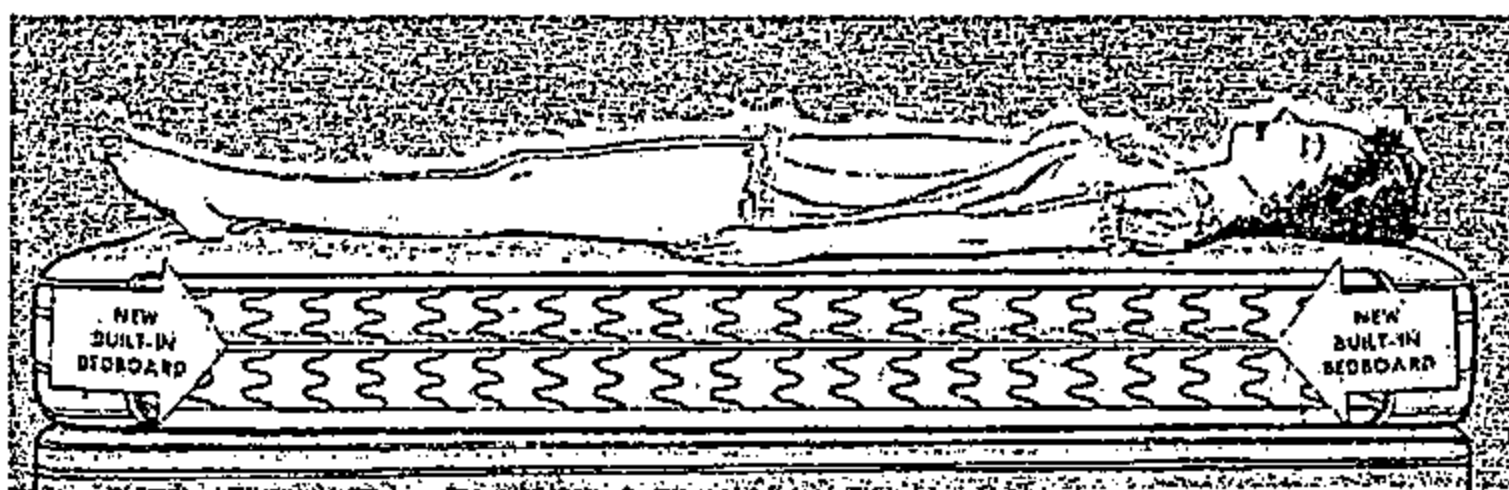
地址

城市 区..... 州.....

买两种，取下后，把空袋子和优惠券寄回来，就能获得全额退款！

笔记

20、松垂的弹簧引发背痛



#59001

Sagging springs cause backache

*New Back Care® Mattress with built-in bedboard
holds spine straight as no other mattress can!*



MEDICAL RESEARCH shows that 1 out of 3 people today has a "problem" back. Some require special medical care, but in many cases a mattress is the cause of their problem.

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

Many "posture mattresses" have routine construction and still sag. They fail to give support where it's needed most.

And simply sliding a bedboard underneath will not prevent center sag because it's placed outside and too far from the top of the mattress.

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

New Back Care helps prevent backaches. A look at the diagram shows how Back Care is made. The upper layer of 312 coils adjusts to body contours for

comfort. The built-in bedboard is in the center up close to your back where support is needed. The bottom layer of 312 springs equalizes weight and prevents sag.



Result: firm but gentle corrective action all night.

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

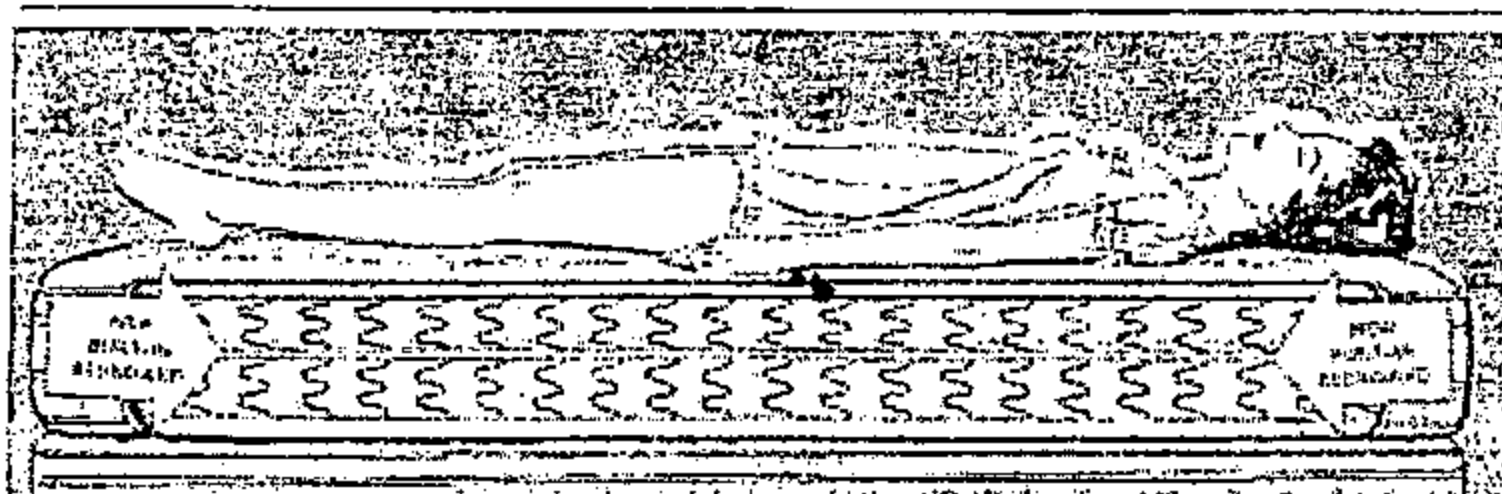
If you suffer from backache, see the Back Care at your favorite store selling Simmons. Insist on the Back Care.

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



PAT. PENDING © 1957 BY SIMMONS CO., 1000 N. MEAT, CHICAGO, ILL.

公众微信: LBC333



松垂的弹簧引发背痛

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。

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

医生也认为最常见的背痛，或者所谓的“腰背综合征”，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。

仅在下面简单地加一块床板，无法阻止中心凹陷，因为它和床垫顶部隔得太远。

全新护背床垫——第一款，也是目前唯一一款在床垫里加了床板的床垫。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，看看西蒙斯护背床垫吧。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，西蒙斯公司

护背床垫

专利©1959 西蒙斯公司 商品市场 芝加哥

354

笔记

21、在冬季买润滑油,你应该注意什么?

What should you look for in a winter oil?

CHECK THESE FIVE IMPORTANT POINTS

IF YOU WANT COMPLETE PROTECTION.

YOUR FALL CHANGE-OVER SHOULD BE TO A
WINTER OIL THAT CHECKS OUT ON ALL POINTS!

Temperature range — For complete protection, an oil should hold its effectiveness over a wide temperature range. That's why Quaker State is 'Dual-Graded,' by combining 2 grades in one oil (SAE 70W-20). Quaker State assures full protection under all winter driving conditions.

Quick, sure starts — Full-time lubrication is important for instant cold-morning starts. (Quaker State is solutized to flow freely and lubricate every moving part, even when engines stand idle at sub-zero temperatures!)

Endurance — Only the toughest winter oils will stand up under sustained long-range driving in cold weather. (Quaker State has proved in performance that it lasts longer, even under the roughest winter conditions, than any other oil!)

Economy — A good oil can save you money in the long run! (By preventing

sludge and other harmful deposits, Quaker State helps increase gas mileage. And Quaker State is fortified to last longer, assuring increased oil mileage, too!)

Freedom from wear and breakdown — A good motor oil can keep your car on the road and out of the repair shop! (Quaker State gives all-weather protection against sludge, damaging deposits and acid action—the major causes of wear and breakdown in today's high compression engines.)

This month is the best time to make your Fall Change-over to Quaker State... the best winter motor oil money can buy!



QUAKER STATE OIL REFINING CORP.
Oil City, Pennsylvania

#59001

公众微信: LBC333

在冬季买润滑油，你应该注意什么？

如果你想要完美的保护性能

一定要检查这五个要点

更换冬天的润滑油，应该满足下面全部要点！

温度范围——完美保护性能的润滑油，应该是那种在较大的温度范围内，仍保持着有效性的机油。这就是为什么快克润滑油是‘双级’机油。它把两种机油级别融为一种(SAE 10W-20)确保在冬天任何驾驶条件下，都能提供完美的保护性能。

快速、准确启动——全时润滑，对寒冷早晨的汽车发动至关重要。(快克润滑油凝点低，低温下仍能自由流动，为汽车每个活动部件提供应有的润滑，即使引擎是在低于零度的未启动状态！)

持久性——只有经过最严寒的冬季考验的润滑油，才能经得住汽车在冬季持久地长途行驶（快克润滑油已经证明了它的持久性，即使是在最寒冷的冬季，润滑性能都比其他润滑油好！）

经济性——从长远来看，一款好的润滑油能帮你省钱！（快克润滑油能通过防止污泥，以及其他有害污垢，从而帮你增加每加仑汽油的行驶里程。快克润滑油持久耐用，这一点能帮你节省了润滑油的使用量！）

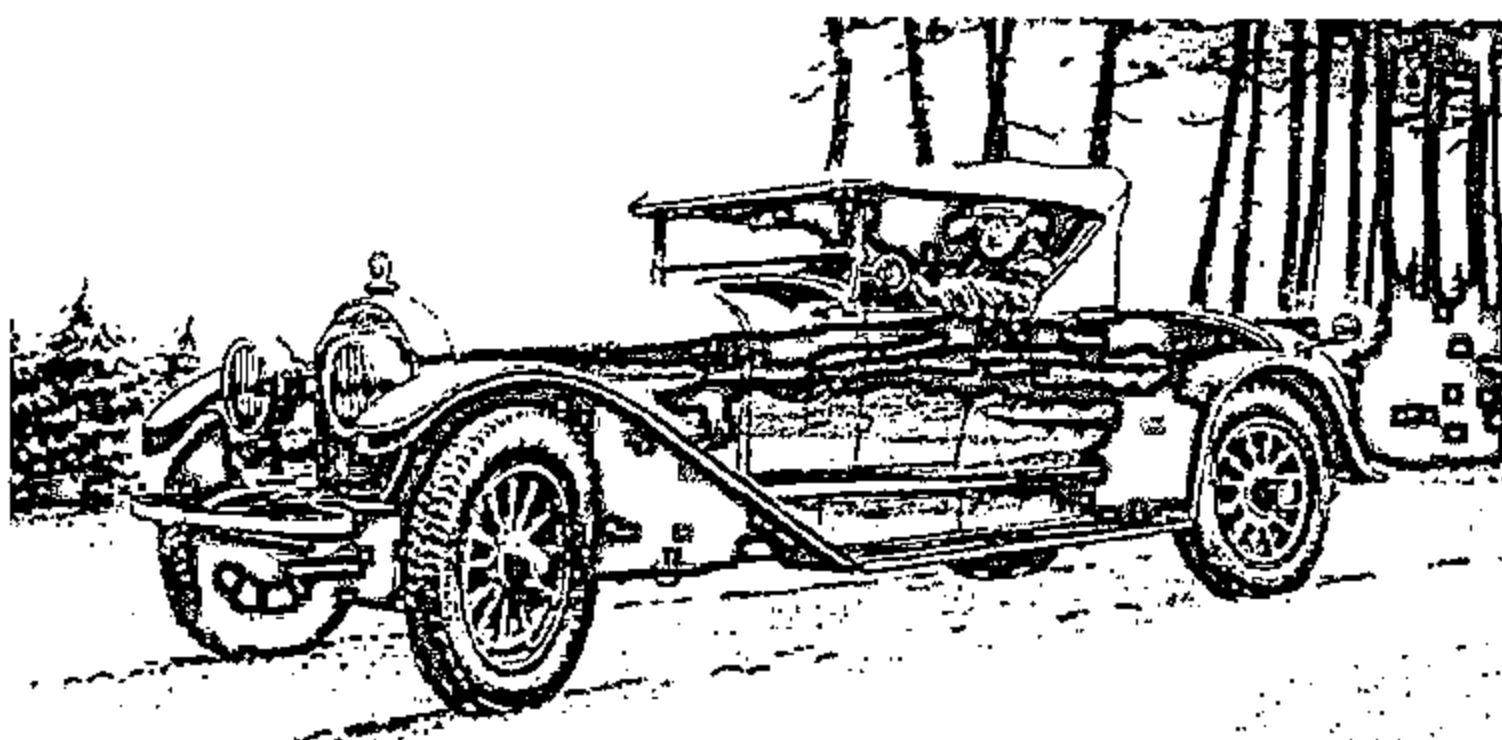
让你的车免于磨损和抛锚——好的润滑可以确保你的汽车不会抛锚，远离维修店！（快克润滑油在各种天气状况下，都能保护你的汽车不染污泥，污垢，免受酸性物质的腐蚀——如今汽车磨损和抛锚的主要原因，就是高压发动机。）

这个月是你更换快克润滑油...冬季你能买到的最好的润滑油...的最佳时机。

快克润滑油炼油公司 石油城市，宾夕法尼亚州 362

笔记

22、在我购买第一辆经典 Locomobile 那年，大街上还都是马拉消防车！



“The year my classic Locomobile was new,
one city still had horse-drawn fire engines!”

The year was 1925, and the city was Washington, D. C. But that was their last year. In 1925, you could buy a lot in Florida (100 ft. by 50 ft.) for \$75,000. A better buy was a Locomobile like the one now owned by Dudley H. Waters of Grand Rapids, Michigan. Only two are now known to exist.

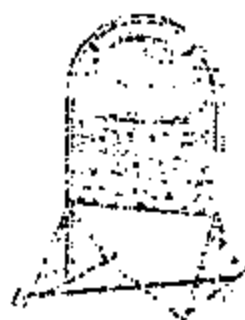
“This fine old car still runs perfectly,” says Mr. Waters, “and one of the reasons is Quaker State. I keep my engine in tiptop shape. And of course I use Quaker State in my new car, too!”

For more than half a century, wise motorists have made Quaker State their favorite motor oil. One reason is its Pennsylvania origin: every drop is refined from 100% pure, tar-free Pennsylvania Crude Crude Oil. A second reason is the technical skill with which this costly crude is refined.

Quaker State gives your car long-lasting lubrication and complete protection. It saves you money by helping give better gas and oil mileage. It keeps your engine clean, quiet, smooth-running, trouble-free. Yes, whether your car is new or old, big, compact or small — there is a Quaker State Motor Oil exactly right for you!

Quaker State is sold from coast to coast. Look for the famous sign. Ask for it by name. It's the finest motor oil money can buy.

For the name of your nearest dealer, call Western Union by number and ask for Operator 23.



Member Penna. Grade Crude Oil Assn.
QUAKER STATE OIL REFINING CORP., OIL CITY, PA.

#50001

“在我购买第一辆经典 Locomobile 那年，大街上还都是马拉消防车！”

我买车的那年是 1925 年，在华盛顿特区。当时，大街上还都是马拉消防车的现象，那年之后，汽车如雨后春笋般地涌现了出来。1925 年，在佛罗里达州，75000 美元就能买到自己喜欢的车。不过，购买密歇根州大溪地，达德利·H·沃特世买的那种 Locomobile 汽车，则是更划算的选择。这款车现在仅存 2 辆。

“这款老式车现在车况还特别棒，”沃特世说道：“其中一个原因就是，使用了快克润滑油。我一直非常注意保养引擎。当然，我在新买的车上，用的还是快克润滑油！”

半个多世纪以来，聪明的车主最喜欢的润滑油都是快克。其中一个原因就是，它来自宾夕法尼亚：它的每一滴油，都是 100% 提纯的宾夕法尼亚高级原油，没有添加任何焦油。第二个原因是，这种昂贵的润滑油独特的提炼技术。

快克润滑油能给你的爱车提供持久润滑、完整的保护。它能帮你增加每加仑汽油的行驶里程，从而节省你的汽油费用。它能让你的引擎保持清洁、安静，无故障地平稳运行。是的，不管你的车是新车，还是旧车，大车还是小车，快克润滑油都是你的最佳选择！

快克润滑油现在全国各地都有销售。快去寻找并购买它吧。它是你能购买到的最好的润滑油。

打电话到西联汇款公司，找运营商 25，就能查询到离你最近的经销商的名字。

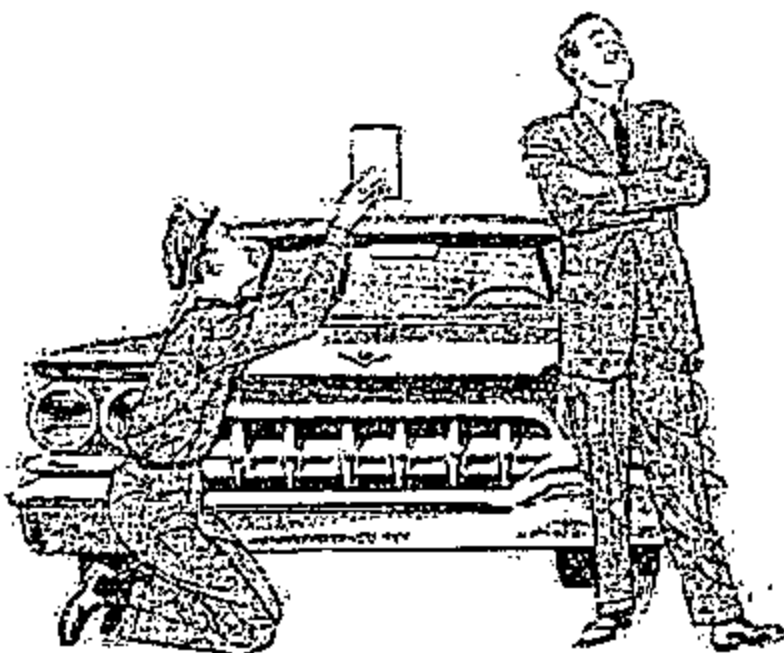
宾夕法尼亚快克高级润滑油
快克润滑油炼油公司
石油城市，宾夕法尼亚州

377

笔记

23、何时何地汽车司机应该“坏脾气”

*When and where
a car driver
should be
AN OUTRIGHT
“CRANK”*



MOST people like “nice people.” And most people like to be thought of as “nice people.” But there comes a time to draw the line—especially if you drive a car.

Take a thing like motor oil. There comes a time for you to be an outright crank, if you really care how your car behaves and how economically it runs.

For instance, if you drive in and ask for Pennzoil motor oil—and the man asks, “Why don’t you take something else?”—you’re both smart and still nice, even if you don’t agree. There really isn’t any reason to take what *he* suggests instead of what *you* want when you are putting up the money.

Thousands are stubborn, too

Thousands of people will have nothing else in their engines but Pennzoil, because Pennzoil is the oil that protects your motor for the *whole life* of the oil change. Mechanics themselves call Pennzoil an “oilier oil” . . . that’s its nature. This is a 100% Pennsylvania oil, coming from the oldest producing oil pools in the world, and refined by Pennzoil’s ultramodern methods. To this is added Z-7, the additive that lasts for the life of an oil change.

This special, long-lasting Z-7 keeps

moving parts clean, so Pennzoil can work at top efficiency. Less satisfactory oils break down. “Gunk” is formed—cutting down, not adding to, the ease with which your cylinders fire.

The oil makes the difference

Pennzoil has a “Miracle Molecule” as part of its *natural* basic structure. You get a better oil to begin with—and a better oil to end with. People in the trade refer to Pennzoil as The Tough-Film[®] motor oil—and this is why it keeps your engine smoother, more powerful and cleaner. Actually adds not only to the *performance* but to the *car’s life*.

The story is told here so that if you want to be a crank about motor oil, it’s only smart to be one. After all, who—but you—is ever going to buy a new car for you?

And the station attendant won’t be a bit surprised if you’re stubborn. He knows Pennzoil is the kind of oil people get mad about—if they don’t get it! Do yourself a favor—ask for Pennzoil—*by name*.



#59001

公众微信: LBC333

何时何地汽车司机应该“坏脾气”

很多人喜欢“友善的人。”大多数人也希望别人认为自己“友善”。但是，有的时候，你必须学会拒绝——尤其是你开车的时候。

比如说润滑油。如果你真的想让自己的汽车驾驶起来经济，而且动力十足，那么在换油时，你就应该“坏脾气”。

比如，如果你开进加油站，想换彭斯润滑油——加油的人问你：“为什么不试试别的牌子呢？”——你很聪明，虽然你不想换别的品牌，但还是很友善地拒绝了。真的没有任何理由去放弃你想要的，而去花钱尝试他建议的品牌。

还有千千万万的人，也和你一样固执

千千万万的广大车主，只为自己的爱车选择彭斯润滑油，因为彭斯润滑油能终生保护您的爱车。车主们称彭斯润滑油为“更油的油”……这确实是彭斯润滑油的属性。它是100%纯正的彭斯润滑油，来自世界上最古老的石油生产基地，通过彭斯超现代提炼方法提炼而成。这款润滑油添加了Z-7，一种增加润滑油生命力的添加剂。

这个特殊、持久的Z-7成分，能保持汽车各部件的清洁，所以彭斯润滑油能让你的车高效行驶。“泥状物质”形成后——该润滑油会把它清除，而不会增加，让汽车发动更快速。

彭斯润滑油——让一切变得不同

彭斯润滑油的基本天然结构中，有一种“神奇的”分子。它将是您得到的一款更好的润滑油，用了它，您不会再想换别的润滑油。商人们把彭斯润滑油称为坚硬漆膜®汽车润滑油——这就是为什么它能使您的引擎更平稳、更强大和更清洁。它不仅让您的爱车性能更

好，而且能让它的寿命更长。

故事就讲到这里，如果你想换一款汽车润滑油，那彭斯就是你的不二之选。毕竟，想再买一辆新车，也不是件容易的事。

即使你固执地坚持自己的选择，车站服务员也不会感到一点惊讶。因为他知道彭斯润滑油是大家痴迷的一款润滑油——如果他们得不到它，会急的发疯！为了自己，请选择彭斯润滑油。

495

笔记

24、6-8 岁儿童的神奇世界

The Wonderful World ... of your 6 to 8-year-old child

It's a busy, wonderful world for children aged 6 to 8... and it will become more so as they "graduate" from home and begin to live on their own as primary graders.

The wider world which the young child enters isn't always a smooth one... and the guidance, sympathy and reassurance of "moms" and "dads" can be as vital as when your child was only a toddler.

Those early years at school, for instance, are often difficult. A child may become shy, timid, or worried. Such behavior is a signal for reassurance... rather than pushing or prodding. With the right support at home and school, youngsters usually make a good adjustment and gain in courage and confidence.

It's most important for parents to show enthusiastic interest in a youngster's school work. Take time to listen, to praise and to encourage—children thrive on it.



Even though your youngster may be the picture of health, don't neglect regular medical and dental check-ups. Be sure to ask your child's physician about any "booster" shots that may be needed to renew protection against polio, tetanus, diphtheria and other diseases.

Since your youngster will be away from you more and more, re-emphasize the importance of safety. Be sure to show your child where he should cross the street, and emphasize crossing only with the green light.

Should your youngster have special difficulties with school work, an examination should be made of the eyes and ears. Defects which can be corrected are often the cause of low grades and ultimate dislike of school.



PASTE COUPON ON POSTCARD

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

Please send me the free booklet
"6 to 8—Years of Discovery,"
10-59-H

Name

PLEASE PRINT

#59001

Street

公众微信: LBC333

City & Zone

State

6-8 岁儿童的神奇世界

这是 6-8 岁儿童的神奇世界，一切都那么忙碌、那么美好。当 they 们从家“毕业”，开始上学，独立生活后尤其如此。

你的孩子进入这个更广阔的世界，并不总是一帆风顺。“妈妈”和“爸爸”的指导，支持和安慰，和孩子蹒跚学步时一样重要。

例如，孩子上学早期通常都非常困难。孩子可能会变得害羞，胆小，或焦虑。这种行为告诉我们，孩子需要的是肯定，我们要给他信心，让他安心……而不是对他施加压力或刺激。在家庭和学校正确的支持下，孩子通常会有一个好的调整，获得勇气和信心。

父母对孩子在校的功课，表现出浓厚的兴趣和热情，对孩子来说是最重要的。你要花时间去倾听，表扬孩子的进步，鼓励孩子不断成长。

即使你的孩子看上去很健康，也不要忽视常规的医疗和牙科检查。一定要问孩子的医生，孩子可能需要的任何“辅助药剂”，帮助孩子预防小儿麻痹症，破伤风、白喉和其他疾病。

因为孩子离开你的时间越来越长，一定要反复强调安全的重要性。告诉孩子什么时候能过马路，强调只有在绿灯时才能安全通过。

如果你的孩子学校功课做的比较吃力，那么要经常给孩子做一些测试。可以纠正的错误，通常是导致孩子成绩不好，最终不喜欢学校的原因。

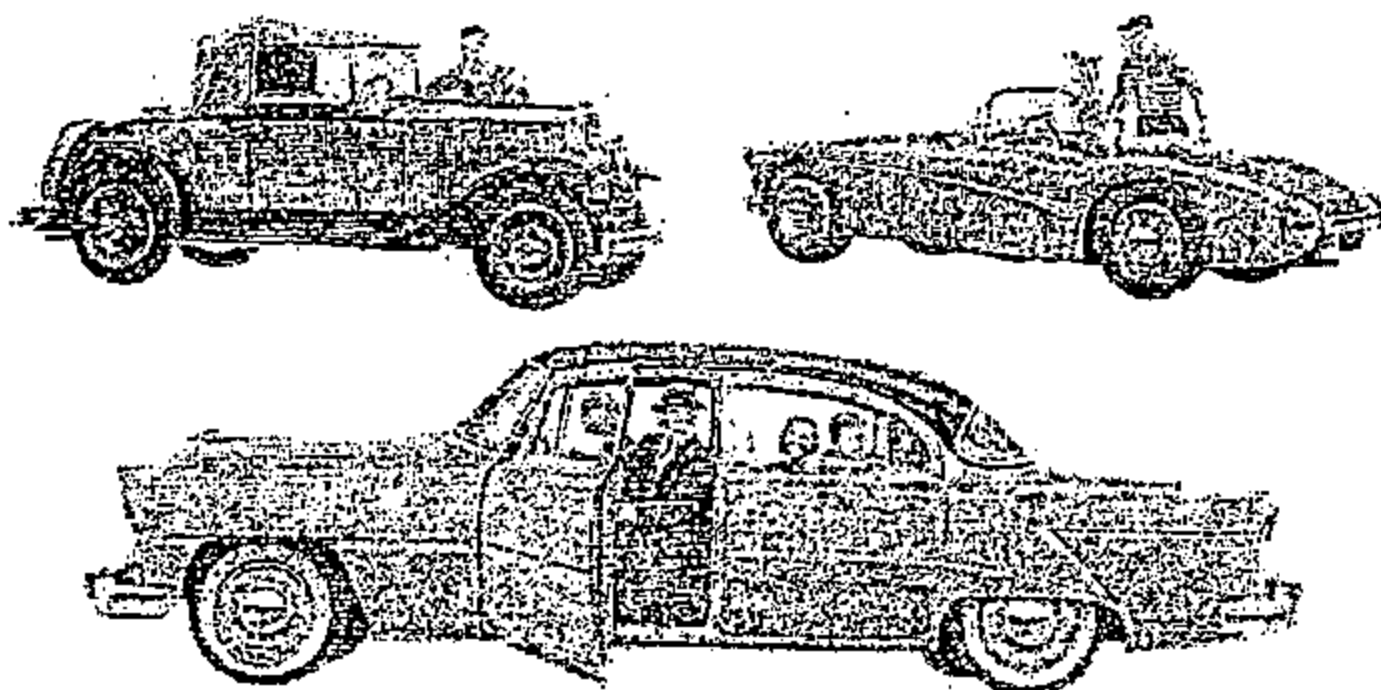
请把这张优惠券粘贴在明信片上

<p>永不熄灭的灯光</p> <p>大都会人寿</p> <p>保险公司</p> <p>一个互助公司</p> <p>©</p>	<p>都市生活 (A 部门)</p> <p>曼迪森街道 1 号 纽约市 10 纽约</p> <p>请给我免费邮寄一本《6-8 岁儿童的发现》10-59-H</p> <p>姓名_____</p> <p>(请打印)</p> <p>街道 _____</p> <p>城市_____州_____</p>
---	--

363

笔记

25、不管你开的什么车,这里的方法都能让你更加安全地驾驶!



Whatever you drive, here's how to drive it more *safely*!

Every time you take to the road you have a great responsibility. Only when you drive with care, caution and courtesy, at all times, can our roads become safer for all. Here are some safety suggestions:

✓ **Check your speed**—About 3 out of 10 drivers involved in fatal accidents each year are guilty of violating speed laws. Always slow down at night and when road, traffic and weather conditions are hazardous.

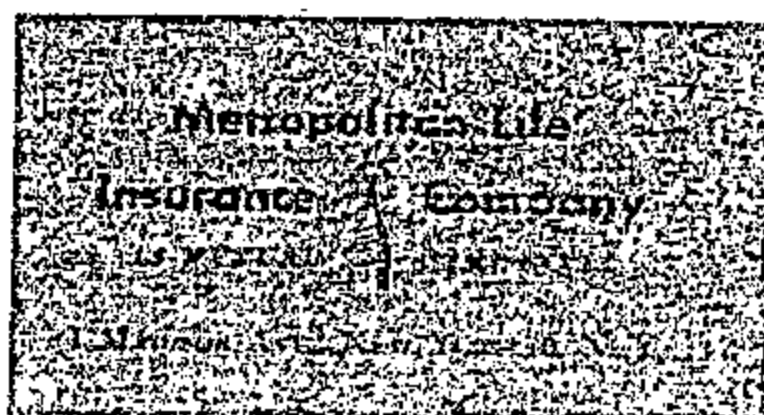
✓ **Check yourself**—About 1 out of 14 drivers involved in fatal accidents has a physical or mental condition—such as worry, fatigue and sleepiness—that is a contributing factor in the accident. Never drive when upset or tired.

✓ **Check your car**—Keeping your car in safe operating condition is *your* responsibility—not

your mechanic's. You can judge for yourself whether brakes, tires, steering wheel, lights and windshield wipers are in proper working order. If you notice any defects, have them corrected immediately. Don't wait until your next semiannual car check to have even the most minor trouble corrected.

✓ **Check your driving habits**—Now and then, the most skillful drivers tend to become a bit careless. They may become less considerate of other drivers and of pedestrians—or take chances on violating this or that traffic law. Remember, all rules of the road are made to help you, not to hinder you. When you violate a law, you are asking for an accident.

So, always drive as if your life depended on it. It does!



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

Please mail me a free copy of
How's Your Driving?, 656-14.



Name _____
Street _____ #56001
City _____ State _____
公众微信: LBC333

不管你开的什么车, 这里的方法都能让你更加安全地驾驶!

每次驾驶出行,你都有很大的责任。只有你小心、谨慎、礼貌地驾驶,我们的道路才会更安全。这里有一些安全驾驶的建议:

检查你的速度—每年大约 3/10 的致命交通事故,都是因为司机超速行驶。夜间,以及交通、天气状况不是很好时,请减速驾驶。

检查你自己—大约 1/14 的致命交通事故,都是因为司机身体不适,或精神状况不佳——比如,忧虑、疲劳、犯困——这些都会导致交通事故。永远不要在心烦意乱或疲劳时开车。

检查你的车—保证你的车况良好是你的责任——而不是你的车的责任。你可以自己判断刹车、轮胎、方向盘、灯光和挡风玻璃、雨刷等是否正常。如果你发现任何问题,请立即维护。不要等到下半年一次的汽车检查,才去维修甚至是一些微乎其微的小问题。

检查你的驾驶习惯—即使最熟练的司机,偶尔也会有点粗心。他们可能变得对其他司机,以及行人不再那么有耐心——偶尔也会违反交通规则。记住,所有的规则都是用来帮助你,而不是妨碍你的。当你违反了交通规则,你就可能遇到交通意外。

所以,请把每次驾驶都当做生命一样重要! 它确实很重要!

<p>永不熄灭的灯</p> <p>大都会人寿</p> <p>保险公司</p> <p>一个互助公司</p> <p>©</p>	<p>都市生活 (A 部门)</p> <p>曼迪森街道 1 号 纽约市 10 纽约</p> <p>请给我免费寄一本《你的驾驶安全性如何》656 H</p> <p>姓名_____</p> <p>(请打印)</p> <p>街道 _____</p> <p>城市 _____ 州_____</p>
--	--

笔记

26、你做好应付这些紧急情况的准备了吗?



Are you ready for emergencies like these?

Now is the time to check your first-aid cabinet... for more accidents occur in the summer months than in any other season.

In fact, during the summer there is a daily average of 280 accidental deaths, to say nothing of the almost endless number of burns, cuts, bruises and other injuries.

So, it is important to know *what to do* and *what not to do* in situations ranging from minor cuts to more serious injuries.

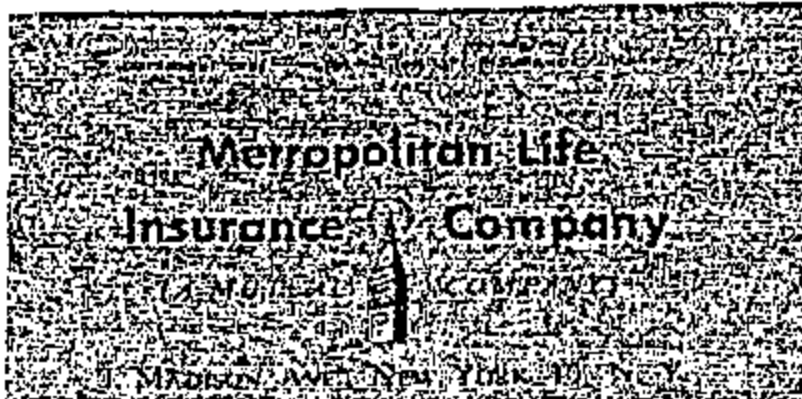
To treat minor cuts: most cuts heal quickly if cared for promptly, but can become serious if infection develops. The first thing to do is to wash the cut under warm running water. Then apply a mild antiseptic and sterile compress.

If iodine is used, remember that it becomes stronger with age and old solutions should not be applied.

To treat more serious injuries: falls can cause serious injuries. If you suspect a fall has caused a broken bone, do not move the victim unless absolutely necessary. Keep the patient warm and comfortable and get medical care promptly.

If an accident occurs and you cannot determine its extent or seriousness, call a doctor. Describe the injury, tell him where the victim is, what you have done and the victim's apparent condition. The doctor can then offer suggestions, decide how urgently he is needed and find out what equipment he should bring.

To help you give the right cure at the right time, Metropolitan offers its new first-aid chart. It tells what to do for many common emergencies. It also features, with illustrations, the *new method of life-saving to apply when someone is nearly drowned.*



Metropolitan Life Insurance Co.
1 Madison Ave., N. Y. 10, N. Y.
Please mail me a free copy
of your "First-Aid Chart,"
8-57-44.

Name #57001
Street 公众微信: LBC333
City _____ State _____

你做好应付这些紧急情况的准备了吗?

现在是时候检查你的急救箱了...因为,夏天的事故发生率高于其他任何季节。

事实上,在夏天平均每天意外死亡人数高达 280 例,更不用说无数的烧伤,割伤,擦伤等。

所以,当遇到小伤,甚至更严重的伤害时,知道该做什么,不该做什么,非常重要。

治疗小伤:如果及时处理,大多数小伤都能迅速愈合,但如果感染了,伤势就会变得严重。处理伤口的第一步,就是用流动的温水清洗伤口。然后,用敷上温和的消毒药,用无菌纱布包扎伤口。

如果你用的碘是已经开封的,记住,开封的时间越长,它的药效会越强,就不能再用原来的方法消毒了。

治疗严重点的伤口:摔倒可能会导致严重的伤害。如果你怀疑摔得骨折了,不要移动伤者,除非必须这么做。要让伤者保持保暖、舒适,及时获得适当的医治。

如果发生了事故,你不能确定它的严重程度,要立刻打电话给医生,告诉他伤势如何,你做了什么,以及伤者目前的状况。医生这个时候会给你提供一些建议,告诉你你迫切需要采取什么措施。

为了帮助你在正确的时间给予伤者正确的护理,大都会人寿保险为你准备了一份新的急救图。它会告诉你许多常见的突发伤害该怎么处理。它里面还配有插图,还有说明,以及人溺水后的急救方法。

<p>版权 1957—大都会人寿保险公司</p> <p>大都会人寿</p> <p>保险公司</p> <p>(一个互助公司)</p> <p>曼迪森街道 1 号 纽约市 10 纽约</p>	<p>大都会生活 (A 部门)</p> <p>曼迪森街道 1 号 纽约市 10 纽约</p> <p>请给我免费邮寄一份《急救图》8-57-H</p> <p>姓名 _____</p> <p>街道 _____</p> <p>城市 _____ 州 _____</p>
--	--

395

笔记

27、如何赢得“减肥大战”的胜利

How to win
“the battle of
the bulge”



EXTRA INCHES and pounds are health hazards... and they are signals to start reducing now. Remember, in 98 percent of the cases, *overweight* is due to *overeating*.

Before you start dieting, *consult your doctor*... especially about the *protective foods* that supply proteins, vitamins and minerals.

Many combinations of foods provide these nutrients. Here is a list to follow every day while dieting and daily thereafter:

Milk... at least a pint daily—preferably skimmed or buttermilk—including that used in cooking, or in milk products like cheese.

Meat, fish, poultry, eggs or cheese... two to three servings daily. Have meats roasted, broiled or boiled. Use lean meats or cut off the fat.

Potatoes... one medium baked or boiled.

Cereal and bread... one slice of whole-grain or enriched bread at each meal.

Vegetables... eat at least three vegetables every day including one leafy green or yellow. Eat all the vegetable salad you want, but use only lemon juice or vinegar dressing.

Fruits... two servings daily, including citrus or other sources of vitamin C, such as tomatoes. Skip the syrup that comes in canned fruit.

Butter or margarine... three small pats daily, including that used in cooking.

If you plan your diet around these foods and avoid rich desserts, fried foods, gravies, sauces, cocktail snacks and second helpings, those extra inches and pounds will vanish.

Your new eating habits may keep your weight down *permanently* and increase your chances for better health and a long, active life.



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

Please send me the free booklet, "Overweight and Underweight," S-57-H

Name #57001

Street _____

City _____ State _____

公众微信: LBC333

如何赢得“减肥大战”的胜利

肥胖是健康杀手...它们是你必须立刻减肥的一个标志。记住, 98%的肥胖都是因为吃的太多造成的。

在开始节食前, 请咨询你的医生...尤其是为你提供蛋白质, 维生素以及矿物质, 保护你身体健康的食物。

许多食物都能提供这些营养。下面是你每天可以借鉴参考的一些饮食:

牛奶...每天至少需要一品脱——最好是脱脂牛奶——包括平常烹饪用的牛奶,或牛奶制品,如奶酪。

肉、鱼、家禽、鸡蛋和奶酪...每天食用两到三次。肉可以烤或煮。多食用瘦肉。

土豆...中等大小, 烤或煮。

麦片和面包...每餐一片全麦面包, 或营养面包。

蔬菜...每天至少吃 3 种蔬菜,包括绿叶菜或黄色蔬菜。吃任何你想吃的蔬菜沙拉, 但只能用柠檬汁或醋酱拌。

水果...每天吃 2 个,包括柑橘,或其他含维生素 C 的水果,如西红柿。不要选择水果罐头。

黄油或人造黄油.....每天 3 小块, 包括烹饪时使用的量。

如果你把饮食调整为这些食物, 避免高热量的甜点, 油炸食品、肉汁、酱汁、餐前小零食, 或吃得过饱, 你多余的体重就会慢慢消失。

你的新饮食习惯, 能够让你的体重持续下降, 让你更健康, 更长寿。

<p>版权 1957—大都会人寿保险公司</p> <p>大都会人寿</p> <p>保险公司</p> <p>(一个互助公司)</p> <p>曼迪森街道 1 号 纽约市 10 纽约</p>	<p>大都会生活 (A 部门)</p> <p>曼迪森街道 1 号 纽约市 10 纽约</p> <p>请给我免费邮寄一份《超重和体重过低》手册 5-57-H</p> <p>姓名 _____</p> <p>街道 _____</p> <p>城市 _____ 州 _____</p>
--	---

笔记

28、洗衣再也不用使劲敲打了...洗衣新方式!

Here's why thousands of women are turning to 3-ring pump agitator washing machines for safety care of today's fabrics!



Bathing without beating... a better way to wash clothes!

Women have always sought thorough washing action. Now, for the endless array of new fabrics like orlon knits, wash-and-wear sheers, plasticized play clothes, synthetic blends in men's suits, women seek safe all-around care.

Alert homemakers in many cities and towns have found the new Frigidaire 3-ring pump agitator washer equal to their ideal. For this machine washes the wide variety of today's fabrics safely. Hear of the new gentle-care washing is a patented agitator that pumps up and down *without blades*, to bathe deep dirt out without beating.

With no blades to push or pull at fabric construction, all fabrics receive "clothes bath" care. Knits wash without stretching. Sheers wash without tangling or snagging. Shape stays in clothes.

Most recent striking proof of performance comes with news from the Frigidaire Home Economics Department that even fragile Fiberglas curtains can be washed without breakage. Curtains of glass were test-washed many times in 1960 Frigidaire Washers.

Other advances in the full line of 1960 Frigidaire Washers include automatic underwater bleaching and dyeing, automatic lint removal without filters to clean, and a true wash and wear cycle.

In controlled laboratory tests of 6 leading automatic washers by U. S. Testing Co., the Frigidaire Washer was rated No. 1 for all-around performance. (Report No. 57743, dated May 21, 1959.)

Frigidaire automatic washers and matching dryers are typical of Frigidaire *advanced* appliances designed with you in mind!

公众微信: LBC333

#59001

为什么许许多多的家庭主妇都开始选择3环液压泵洗衣机,来安全地清洗如今的衣物呢?

洗衣再也不用使劲敲打了... 洗衣新方式!

家庭主妇们一直追求清洁彻底的洗衣方法。现在,很多新面料,像晴纶针织衫、免烫床单、增塑便装,男装中的合成纤维等,都需要安全的全面护理。

现在,许多城市和乡镇上细心的家庭主妇们都发现,新型3环液压泵洗衣机,几乎就是他们理想中的样子。它可以安全地清洗如今的各种面料。这款全新温柔的洗涤呵护机器内部,采用了一款独有的搅拌设备,上下泵没有叶片,不用对面料产生拍打,就能洗涤出深层污垢。

没有叶片推动或拉扯织物,使得所有的衣服获得了“洗浴般”的护理。不用拉扯,织物就能被清洗干净。床单在被清洗过程中,再也不用被缠绕,拉扯。衣物清洗后,不会变形。

这款新型洗衣机最近引人注目的表现,来自电冰箱家政部门的一则新闻,新闻上表明,这款洗衣机即使是脆弱的玻璃纤维窗帘也可以清洗,不会带来任何损坏。没有破损。1960型号的北极牌洗衣机,曾做过多次玻璃纤维窗帘的清洗测试。

1960型号的北极牌洗衣机它的升级之处还包括,自动水下漂白和染色,自动清除线头。并且,真正做到了免烫。

美国测试公司,在实验室中对6种知名自动洗衣机进行了测试,北极牌洗衣机在各方面的性能都排行第一。(57761号报告 日期1959年5月21日。)

北极牌自动洗衣机,以及烘干机,是北极牌高级家电的典型代表,全心全意为你而设计!

364

笔记

29、浸泡还是刷?4800 万佩戴假牙人士的大疑问

SOAK or BRUSH? The Big Question For 48 Million Denture Wearers

Remember how you cleaned your teeth as a child? You used a brush, of course. Brushing has always been the accepted way — the only sure way to get all tooth surfaces, including the spaces between, clean and free of food particles.

Your dentures are exact copies of those natural teeth, professionally duplicated from the original shape, spacing, color. Since brushing cleans natural teeth best, doesn't it make sense that their replacements be cleaned the same effective way?

Because dentists recommend brushing for all teeth, science, with the help of important research, has long sought a dentifrice that works with your brush to get dentures really clean, antiseptically clean. The result is now BON-DENT Denture Cleaner Cream . . . the most effective denture cleaner ever developed by modern research.



BON-DENT's exclusive formula (aluminosilicates-hexachlorophene) combats oral bacteria — often the source of mouth irritation and denture odor. It attacks film and tartar . . . helps remove odor-causing food particles. Safe for all dentures, BON-DENT contains a special abrasive

that removes stains, keeps dentures sparkling. And BON-DENT is pleasant-tasting, easy to use.

Hospital tests have proved the effectiveness of BON-DENT. Thousands of old and new denture wearers are enjoying its advantages. Discover how it can help you. Take advantage of this special money-saving introductory offer: redeem the 10¢-off coupon for your first tube of BON-DENT. Once you've tried it, we know you'll agree, nothing cleans dentures better than a brush — and now BON-DENT!

This ad sponsored by the Drug Division of the Bon Ami Co., Inc., New York 22, N. Y. Members of the dental profession are invited to write for professional samples of BON-DENT.

10¢
THIS COUPON WORTH 10¢
10¢

SAVE 10¢

ON NEW

bon-dent

DENTURE CLEANER CREAM

Offer limited to one Coupon per tube

To dealer: This coupon redeemable for 10¢ plus 2¢ handling if you received it on your sale of Bon-Dent Denture Cleaner Cream. For payment mail to Bon Ami Co., P.O. Box 1755, Clinton, Iowa. Coupon not assignable or transferable by you. Invoices proving purchase of sufficient stock to cover coupon redemptions must be shown on request. Customer must pay any sales tax. Void where prohibited, taxed or restricted by law. Good only in U.S.A. Cash value 1/20¢. Bon Ami Co., Inc.

100 B

10¢

10¢

#62001 公众微信: LBC333

浸泡还是刷?

4800 万佩戴假牙人士的大疑问

还记得小时候你是怎么清洁牙齿的吗?你肯定是用牙刷刷牙。用牙刷刷牙,也一直是被公认的清洁牙齿表面,包括牙齿缝隙的食物残渣的唯一可靠办法。

你的假牙就是真牙的专业复制品,不管是从形状,牙齿间的间距,还是颜色,都和真牙一样。因为刷牙是清洁真牙最好的方法,难道它不能成为清洁真牙替代品——假牙的有效方法吗?

因为牙医都推荐刷牙,科学家们经过长期重要的研究,一直在寻找一款用于牙刷上,能有效清洁假牙的牙齿清洁剂。终于,一款全新的美牙牙假牙清洁霜问世了...它是通过现代化的研究方法,研发的最有效的假牙清洁剂。

美牙牙假牙清洁霜是独家配方(铝硅酸盐-六氯酚),能杀死口腔细菌——这些细菌通常是假牙气味,以及口腔疾病的来源。

美牙牙假牙清洁霜,能清洁附着在牙齿上的薄膜和牙垢...有助于清除带来异味的食物残渣。对所有假牙都绝对安全。

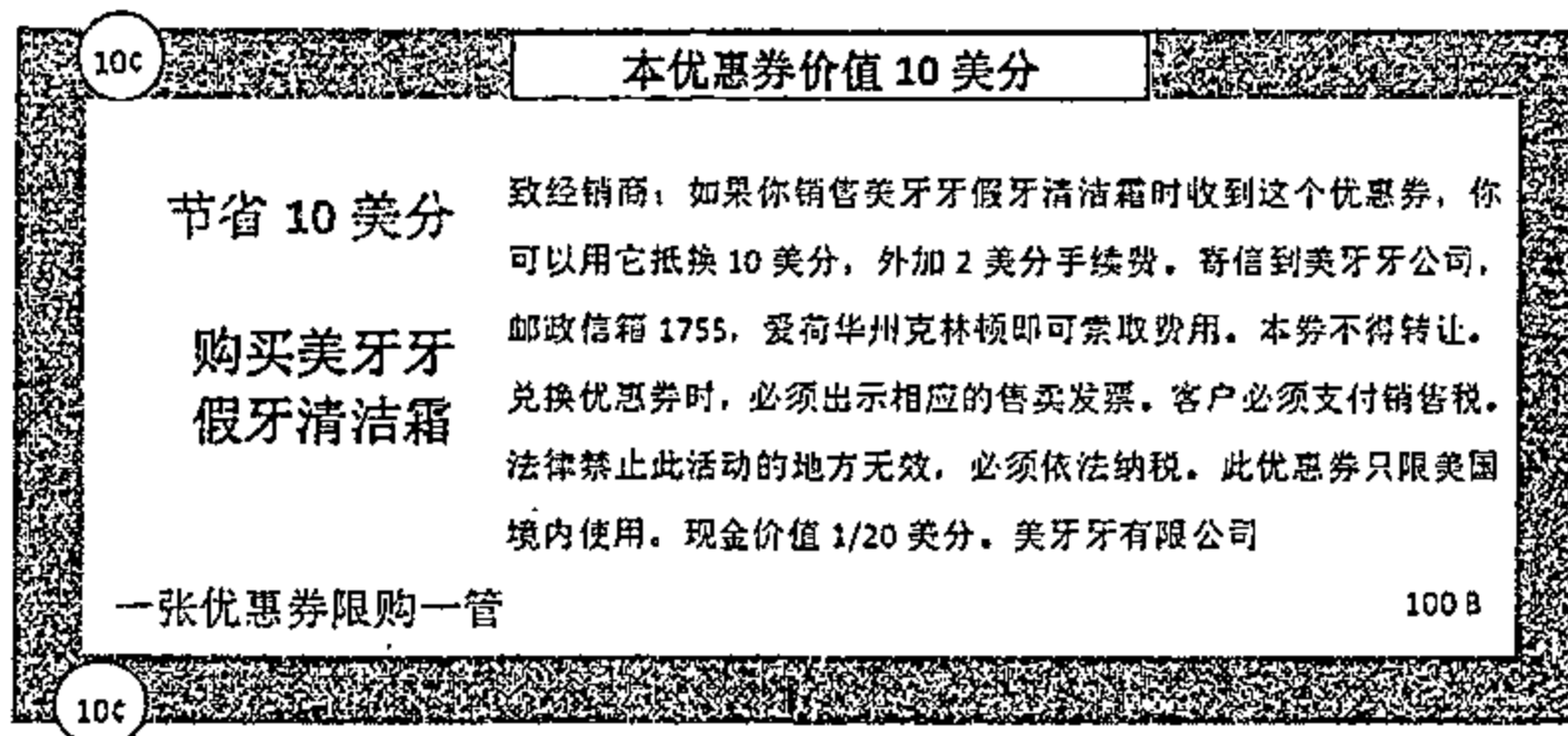
美牙牙假牙清洁霜包含一种特殊的磨料,可去除污渍,保持假牙光泽亮丽,不磨损假牙。而且,它的味道非常好,使用起来非常方便。

医院测试证明美牙牙假牙清洁霜的效果非常好。许许多多的假牙佩戴者都享受着它带来的优势。快去看看它是否能帮到你吧。

你可以利用下面这个特殊的提议帮你省钱:用美牙牙假牙清洁霜优惠券,购买第一管,可以节省 10 美分。

我们相信，一旦你试过，你肯定也会同意，没有任何假牙清洁剂，比用美牙牙假牙清洁霜刷牙的清洁效果更好！

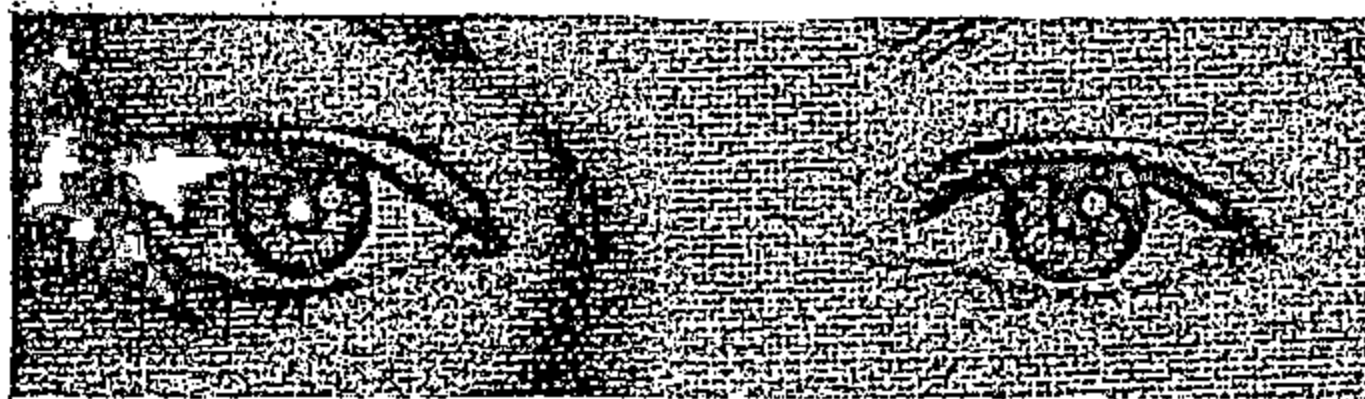
这则广告由好朋友公司药物部，纽约 22，赞助。特邀请牙科专业人士撰写美牙牙广告宣传稿样稿。



笔记

30、每个人只有两只

Only two to a customer.



Ever think about the old saying: "An eye for an eye"? It comes from a code of justice developed over 5,000 years ago. A time when the value of an eye was equal to the value of life itself.

Are our eyes any less precious today? We still depend on them, as on no other senses, every waking moment of our lives. We still employ them as the basis for our entire system of teaching and learning.

Yet there is a difference between then and now. A tremendous difference. Now we ask our eyes to work as they were never intended to.

Once we used our eyes to sight game at a distance. Or to spot an enemy in time to welcome him properly. Now we spend hours in reading, watching TV, sewing, operating machinery. All close-up viewing.

Once we drove horses and buggies. And this activity called for normal distance viewing. Now we drive cars. At high speeds. Speeds demanding lightning-fast adjustments in eye-focusing. Imposing enormous tension, strain, energy output.

Once we used our eyes almost entirely for long-range daylight seeing. Now we use (and abuse) them for long

periods in close-up work under artificial light.

All this, mind you, we require of our one pair of eyes. What's really incredible is that our eyes perform the wonders they do as long as they do.

Fortunately, help is available when we require it. Modern ophthalmic science and techniques now provide an amazing range of visual aids. We can get lenses that are anti-reflection coated. Lenses that are impact resistant. Tri-focals. Prescription sunglasses. Lenses and glasses custom-designed for the special ways we now work, study and play.

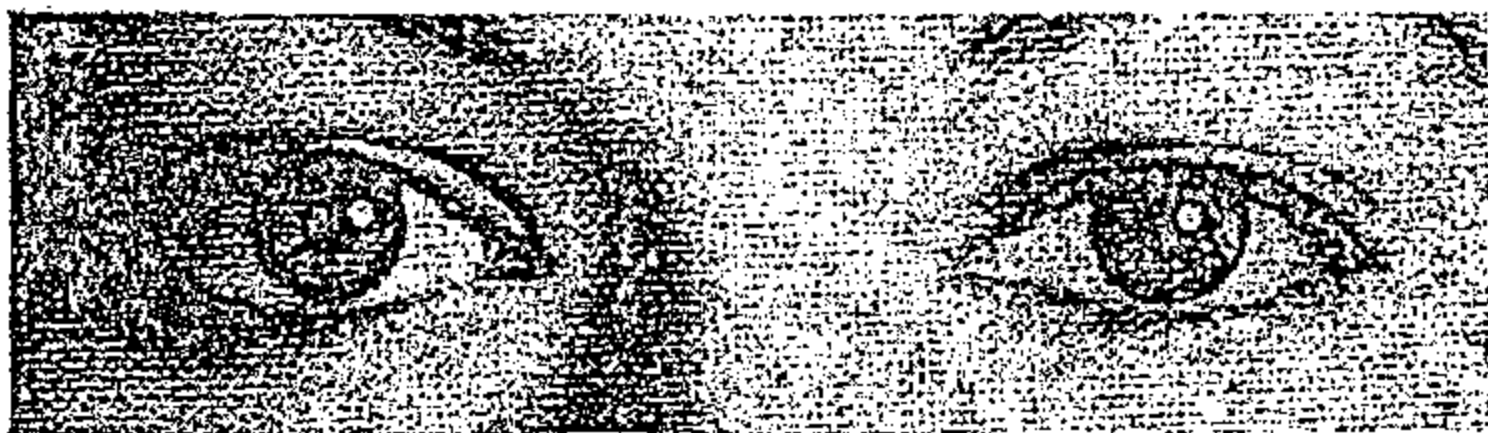
Whether you wear glasses or not, don't forget a very important thing. Your eyes are changing. Gradually, perhaps imperceptibly. So that you can actually be unaware of the fact that you're not seeing as well as you did. Or as you *might*.

How do you find out what the change, if any, is? Simply by having your eyes examined regularly, once a year, by a *qualified* eye-care practitioner. Makes sense, doesn't it?

And above all, remember this: only two to a customer. Treat them accordingly. Better Vision Institute.

公众微信: LBC333 #62001

每个人只有两只



你有没有认真想过一句古话，“以眼还眼”？这是 5000 多年前，一只眼睛和生命有着同等价值的时代，某法典里的一句话。

难道今天，我们的眼睛没有以前珍贵了吗？不是的，现在我们对眼睛的依赖程度，依然大于其他感官，醒着的每一刻，我们都要依赖它。我们仍然把它当做我们整个教学和学习系统的基础。

然而，现在和以前不太一样。实际上有很大的不同。现在，我们对眼睛的要求，远高于以前。

以前，我们用眼睛观看远处的游戏。或观测远处的敌人，一旦发现敌情，快速应对。而现在，我们花数小时阅读、看电视、缝纫、操作机械。都是近距离观看。

以前，我们驾驶马车，骑马。这种是正常距离的观看。而现在，我们开车。高速行驶。驾驶速度，要求我们的眼睛以闪电般的速度调整。我们的眼睛高度紧张，接受着巨大的压力。

以前，我们几乎只在白天的正常光线下用眼。而现在，我们长时间在灯光下近距离用眼。

这一切，请注意，都说明我们需要我们的双眼。真正令人难以置信的是，我们的眼睛一直创造着奇迹。

幸运的是，现在只要我们的双眼需要，我们就能获得相应的帮

助。现代护眼的科学和技术，给我们提供了一系列了不起的视觉设备。有抗辐射眼镜，抗撞击眼镜，多焦点眼镜。还有针对我们现在的生活，学习，玩耍时不同需求而研发的眼镜。

不管你是否佩戴眼镜，都不要忘记一件重要的事实。你的眼睛在变化。渐渐地，也许根本不会察觉。所以，你的视觉没有以前那么好了，你可能也察觉不到。

那么，如果你的眼睛起了变化，你怎么才能察觉呢？只有定期去专业的眼科检查眼睛，一年一次吧。这很重要，不是吗？

总之，记住：一个人只有两只眼睛。请珍惜。视更佳研究所。

372

笔记

31、我们能够让心脏不过快衰老吗？

*Can we keep our hearts
from wearing out too soon?*

One day we'll know.

For, little by little, medical science unlocks the secrets of rheumatic heart disease, angina pectoris and other heart diseases.

In America's medical centers and in the research laboratories of our drug companies, scientists are joined in common cause: to find the answers that will curb the toll in human lives exacted every year by heart disease—the nation's number one killer.

From this work promising discoveries and advances have come. New drugs and treatments that can slow a racing heart, reduce the formation of deadly

clots in the bloodstream, or step up the life-giving supply of blood to the heart muscle.

In the skilled hands of your doctor, such weapons today do much to preserve the gift of life. The thiazide drugs, for example, that bring down dangerously high blood pressure.

Great as these accomplishments have been, the research future is even brighter. Thus the time is hastened when doctors will often be able to stay the hand of early death.

This is the value of modern drugs—protecting health and reducing the costs of illness.

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

* Company names are requested through this medium.

公众微信 LBC333

6 2 0 0 1

我们能够让心脏不过快衰老吗？

有一天，我们将会知道。

因为，医学将一点点地解开风湿性心脏病、心绞痛和其他心脏疾病的秘密。

在美国医疗中心和制药公司的研究实验室，科学家们开始着手研究一些常见的原因：来寻找方法；控制每年因心脏病——国家头号杀手——死亡的人数。

通过一段时间的研究，科学家们找到了希望，并取得了一定进展。一些新的药物和治疗方法，可以减缓心跳过速，减少致命的血液凝块的形成，加强心脏肌肉的供血能力。

今天在医生手中，这些医学武器，为保护生命献上了重要的礼物。例如，噻嗪类药物，能够降低高血压的危险。

这些成就令人欣喜，我们相信经过研究，未来会有更大的进展。因此，我们相信医生能够拯救因心脏病早逝的病人的日子越来越近了。

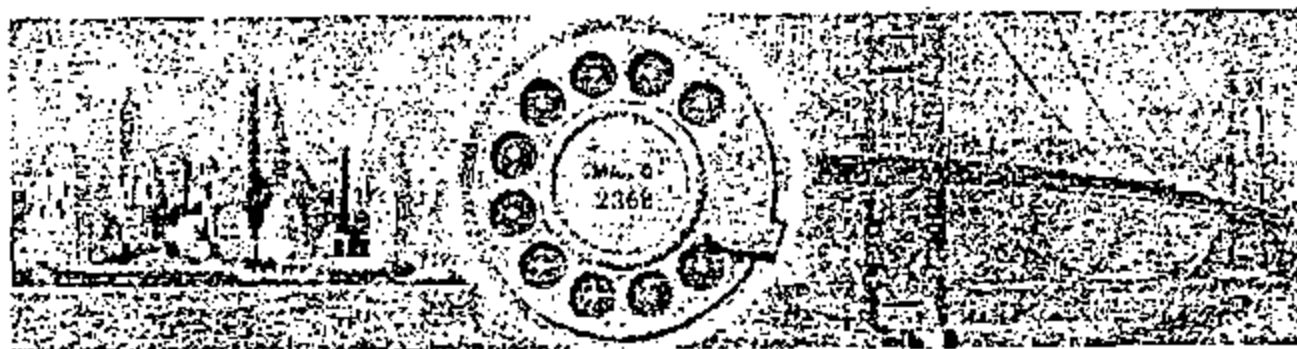
这就是现代药物的价值——保护健康，减少疾病带来的危害。

这则广告由数家处方药制造商，药品制造商协会成员共同赞助，其目的是通过研究，不断发现更好的药物。

如果想知道这些制造商的名字，可联系本杂志

笔记

32、“长途直拨”的神奇世界



The magic world of "DDD"

The late morning sun traced its bright yellow patterns on the kitchen floor as a young New York City housewife reached for the telephone to call her mother in San Francisco. As she flicked the dial an ingenious nationwide "machine" sprang into action. A few seconds later came her mother's cheery "hello."

Friendly voices like these are getting through faster today, thanks to a wonderful new system of long distance telephony: Direct Distance Dialing, or DDD. This remarkable system lets you call a telephone in a far-off city without an operator's help as easily as you can call a neighbor across the street. Today, over 5 million telephone users in some 400 communities can dial directly 35 million distant telephones.

Behind this remarkable system is a maze of intricate telephone equipment—including some of the most complex devices ever built by man. And all of this equipment is made by Western Electric, manufacturing and supply unit of the Bell System.

Our job today is to produce large quantities of this complex telephone equipment. Like the lightning fast switching units and the electronic devices that determine the routing of each call as it goes through... making sure a call will choose the most direct path available as it threads its way through automatic switching centers across the country. Or the

mechanical bookkeeping system that automatically produces a complete record of the call on perforated tape... permanently recording who made the call, who was called, how long it lasted.

When will we all enjoy DDD? By the end of next year more than two-thirds of all Bell System telephones from coast to coast will be within dialing distance of the nearly 8 million subscribers served by DDD. And by 1965 it is expected that every dial telephone in the Bell System will be linked to the DDD network. Meanwhile, Western Electric will be engineering, manufacturing and installing new equipment in dial switching centers... to help put all of America at your fingertips.

A big job? Yes, and it's a result of the way we work with the Bell Telephone Laboratories who design the equipment and the people of your local Bell telephone company who operate it—working together to bring you the latest advances in telephone science. That's how we at Western Electric help give you continually improving, ever more convenient telephone service.



MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

#57001

公众微信: LBC333

“长途直拨”的神奇世界

上午时分，金色的阳光洒满了厨房的地板，一位年轻的纽约家庭主妇，拿起电话给远在旧金山的妈妈打了过去。随着她拨号完毕，一个设计精巧的全国通“机器”开始运转了。几秒钟后，她便听到了母亲开心的问候“你好。”

如今，由于长途电话系统:直接拨号系统,越来越高级，电话那端友好的声音传播速度也越来越快。这个出色的电话系统，可以让你不用电话接线员的帮助，就能轻松地拨打长途电话，就如给街对面的邻居打电话一样。今天，大约 400 个社区,超过 500 万电话用户，都能直接拨打 3500 万个长途电话号码。

在这个出色的电话系统背后，是一个错综复杂、迷宫般的电话设备——包括人类迄今为止建造的一些最复杂的设备。所有这些设备都是西电公司，贝尔系统的制造和供应单位制造的。

今天，我们的工作就是，大量生产这些复杂的电话设备。这些电子设备能像闪电般快速交换单位，确保每个电话都能接通.....确保每个电话都像通过自动交换中心那样，以最直接的路径到达全国各地。机械电话簿系统能自动保留完整的通话记录。永久地为你记录通话记录，以及通话时长。

什么时候我们所有人都能用上“长途直拨系统”呢？明年年底，从东海岸到西海岸，超过三分之二的贝尔电话系统，都将覆盖长途直拨服务，近 800 万用户都将享受到这项服务。到 1965 年，预计所有贝尔电话系统，都将连上长途直拨网络。同时，西电公司将会在拨号交换中心制造、安装新设备.....让整个美国都尽在你的指尖上。

这是一项大工程，是吗？是的，这是我们和设计这项设备的贝尔电话实验室，以及你们当地贝尔电话公司工作人员共同努力的结

果——目的是为了带给你最新的电话科技。我们西电公司就是这样不断改进，为你提供更加方便的电话服务。

西电公司

贝尔系统的制造和供应单位

386

笔记

33、对年轻妈妈们的一次跟踪观察



A private eye's view of TODAY'S YOUNG MOTHER

The trail starts outside a large supermarket. The mother is young—perhaps not even 22 or 23. With her is her little boy (or is it a girl—in those overalls you can never tell!).

She looks more like a high-school baby sitter than a mother—in her raincoat and loafers.

But don't let her looks fool you.

She's as hep to the business of food enjoyment, of child feeding and bringing up, as would do credit to a woman twice her age. And why not! Much of her wisdom was absorbed from her mother, although they both might be surprised to hear it.

She knows all the kiss-the-cook dishes that are loved by her youngster. But she also knows her vitamin alphabet backwards and forwards and the importance of protein and minerals to her tooth-cutting and bone-growing son.

Watch her go quickly from section to section—selecting for best quality, nourishment and prices. Watch her stop at the soup section—and smartly pick a good variety of Campbell's Soups.

She takes Tomato and Vegetable because they are family top favorites and because of the vitamins and minerals they bring to meals. She picks cream soups—Chicken or Celery—because they taste so good, because they are so smooth. And she makes them with milk for the good food values that it adds.

And, of course, she makes sure she has at least one or two cans of Bean with Bacon, Beef, or Green Pea—for Bill and Bill, Jr., ask for seconds (and she knows these soups are body builders).

Today's young mother isn't so immature and uninformed as she looks.

Her market basket and her well-fed family tell the real story!

Once a day... every day... SOUP!

公众微信: LBC333

5 6 0 0 1

对年轻妈妈们的一次跟踪观察

这次跟踪观察，从一家大型超市门口开始的。这位妈妈很年轻——大概有 22 岁，或 23 岁。带着她的小男孩（也可能是一个女孩——通过服饰，你很难判断性别！）

她穿着雨衣和皮鞋——看起来更像一位高中生保姆，而不像一位母亲。但是，不要让她的外表欺骗了你。

她和年龄比她大一轮的妈妈们一样，熟知各类美食的制作过程，以及对孩子的喂养和抚养。这很奇怪吗？其实，她的大部分智慧来源于她的母亲，虽然她们可能都意识不到这一点。

她知道所有孩子喜欢吃的美味佳肴。她也熟知各类维生素、蛋白质以及矿物质对她那个正在换牙，长个的儿子的重要性。

看着她快速的从一个货架，到另一个货架——挑选着质量、营养和价格最佳的产品。最后，看到她停在了一个浓汤品牌前，聪明地拿了一系列金宝汤。

她选择了西红柿和蔬菜类，这是他们一家人最喜欢的，因为它们给家人带来了维生素和矿物质。她还选择了奶油浓汤——鸡肉味或芹菜味——因为它们的口感太嫩滑了。她用牛奶煲这些汤，进一步增加了食物的营养。

当然，她至少还会买一两罐培根豆，牛肉或青豌豆——因为比尔和小比尔对这些是百吃不厌（而且，她也知道这些汤对身体健康有好处）。

今天的年轻妈妈，并不像她们看起来那么无知，那么不成熟。

她的菜篮子，和身体健康的家人说明了一切！

每天.....一天一次.....鲜美汤品！

418

笔记

34、对抗“葡萄球菌”的一场战争



A timely warning about a vicious germ which invades homes and threatens life.

The war against "staph"

By Gene Wilburn,
Medical News Writer, Houston Chronicle

A virulent organism is rocking the medical world. Its name is *Staphylococcus aureus*, better known as "staph." It recently came to public attention when it killed 16 babies in a Texas nursery. Actually, its victims can be any age, male or female. Its carriers don't even have to be sick. Worse still, "staph" is alarmingly resistant to many antibiotics and other chemotherapeutic agents. "Staph" has developed into a nationwide community problem—a household problem. For it can be tracked into any home—the cleanest of homes. There need be no skin lesion for "staph" to enter the body. A crawling infant, a bather can pick it up from the cleanest looking floor, the whitest bathroom tiles.

That is why we should renew the old crusade for strict home disinfection. Since the bathroom can be a critical area for spread of disease germs, the bathroom cleanser should have the power to kill "staph" and other disease-bearing germs that may lurk in the bathroom. Published laboratory tests show that neither soap suds nor usual pine oil solu-

tions have the power to kill "staph"—that so-called "sanitizers" are not true germicides—that is, they may not kill all disease germs they touch.

One household product has proved to be an efficient germicide. Lysol Brand Disinfectant kills disease germs on contact—even "staph" and many deadly viruses. And, in laboratory tests, its anti-germ action was found to last 7 full days. Lysol disinfects from one cleaning to the next as nothing else can. Now in pine scent as well as regular, a bottle costs as little as 29¢.

SPECIAL NOTE:

Whenever there's sickness in your house, use Lysol. Use it to clean your sickroom, bathroom, kitchen. To disinfect dishes and eating utensils. Lysol can help protect your family from infection by contact. Be sure you have it on hand. Check your medicine chest for other sickroom needs. Your druggist is featuring them now. NOTE: If anyone in the family has a boil (a direct source of "staph" contamination) — disinfect bathtub, basin, bowl, seat with Lysol after every use.

公众微信: LBC333

#60001

对恶性细菌入侵家庭，危害生命的一个及时警告

对抗“葡萄球菌”的一场战争

来自：吉恩·威尔伯恩
休斯顿纪事报医药新闻作家

一种致命的微生物正挑战着医学界。它的名字就是“金黄色葡萄球菌”，又称“葡萄球菌”。

最近，这种微生物在德克萨斯州托儿所夺走了16名婴儿的生命，引起了公众的关注。实际上，任何年龄，不论男女，都可能感染这种细菌。甚至没有生病的人也可能携带这种病菌。

更糟的是，“葡萄球菌”对很多种抗生素，以及其他化疗药物都有耐药性。“葡萄球菌”已经发展成为一个全国性的社区问题——家庭的问题。

因为，它可以进入任何家庭——即使是最干净的家里也可能沾染这种细菌。皮肤即使没破损，也可能感染“葡萄球菌”。爬行的婴儿，游泳的人，都可能在看起来最干净的地板上染上这种细菌。

这就是为什么我们要改变我们之前的消毒方法。由于浴室是病菌传播的关键区域，所以浴室清洁剂，应该有杀死“葡萄球菌”，以及可能潜伏在浴室的其他可能致病细菌。

发表在权威刊物上的实验室测试表明，肥皂或者一般的松树油，都没有办法杀死“葡萄球菌”——我们所谓的“消毒液”也不是真正的杀菌剂——它无法杀死它接触到的所有病菌。

有一款家用产品，已经被证明是一种有效的杀菌剂。那就是来苏尔消毒剂。它能杀死所接触到的病菌——甚至包括“葡萄球菌”，以及许多致命病毒。

实验测试显示, 使用它杀菌后, 杀菌效果可以持续整整 7 天。来苏尔消毒剂的效果可以从一个清洁日, 持续到下一个清洁日。现在, 来苏儿新增了松木香型。原味或松木香型来苏尔, 都仅售 29 美分。

481

笔记

35、持久度增加 50% 的家用涂料

New House Paint *That Lasts 50% Longer!*

New Du Pont "Lucite" Acrylic House Paint is the greatest paint discovery since Du Pont quick-drying auto finishes. It's so durable it lasts 50% longer than ordinary paints!

A product of years of Du Pont research, this acrylic emulsion is an entirely new kind of exterior paint. It is recommended for use only over Du Pont Blister Resistant Wood Primer on new wood or on old surfaces from which the finish has been completely removed.

Solves Blistering Problem - For a long time blistering has been home owners' most serious paint problem. Until now, it has been an almost insolvable, recurring predicament.

Blistering is caused by moisture which often is generated in surprisingly large quantities every day inside the average modern home (by appliances, showers, cooking, etc.). Paint blistering results when such moisture vapor tries to escape through the walls and gets trapped by old-style paint films which cannot "breathe." (The better you've insulated and weather-stripped your house, the harder it is for this moisture to get out any other way.) The combination of the new Du Pont Primer and "Lucite" House Paint can give you protection against blistering because it is chemically engineered to allow moisture vapor to pass through while shutting out water penetration from the outside.

Easiest Paint to Apply - "Lucite"

公众微信: LBC333

Acrylic House Paint flows on more smoothly and evenly than any paint you ever used. It dries in 30 minutes and is ready for a second coat in one hour! Thus you save a lot of money by reducing the amount of time necessary to complete the job.

Another unique advantage is that it can be applied over damp surfaces. This means you don't have to wait for the house to dry after heavy morning dew or sudden showers.

Plus that, it does not "run down" or discolor dark walls or masonry the way many house paints do. Its long-lasting velvety sheen minimizes dirt collection, and helps hide surface imperfections. One coat covers, two give maximum protection and durability. Water is all you need for thinning. And it's easy to clean up... fresh paint spots wipe off with a damp cloth. Soap and water clean your brushes.

Comes in many colors - "Lucite" House Paint is available in white and 16 beautiful, color-fast colors. This amazing new paint and primer are now ready for immediate delivery at your Du Pont Paint Dealer's. You'll find his name in the Yellow Pages of your phone book. Buy the paint that's worth the work, the beauty *lasts*.



Better Things for Better Living
... through Chemistry

#59001

持久度增加 50% 的家用涂漆

新杜邦“卢塞特树脂”丙烯酸涂料，是继杜邦汽车快干清漆以来，又一个最伟大的涂漆发明。它的耐用度，比普通油漆延长了 50%！

这款丙烯酸涂料是杜邦经过多年研发，推出的一款全新外用油漆。我们建议在新木材，或已经完全刮去旧漆的旧木材上，使用杜邦无气泡木用底漆。

解决气泡问题——很长时间以来，油漆气泡一直是最让业主们烦恼的问题。直到现在，这还都是一个几乎无法解决，反复出现的窘况。

油漆气泡，是水汽引起的。现代家庭中，每天都会产生大量水汽（如电器、淋浴、烹饪等都会制造大量水汽）。当这些水蒸气试图通过墙壁逃出的时候，因为老式油漆层无法“呼吸”，这时候油漆就会产生气泡。（你的房间墙壁密封性越好，水分就越难以通过其他方式蒸发）。新杜邦底漆和“卢塞特树脂”丙烯酸涂料的结合，可以保护你的墙漆不起泡，因为它的化学作用，可以让内部水分自由蒸发，同时又防止外部水分渗入。

用起来最简单的油漆——“卢塞特树脂”丙烯酸家用涂漆，比你之前使用过的任何涂漆流动更顺畅、涂抹更均匀。它在 30 分钟内就能变得干爽，一个小时内就可以涂抹第二层！通过减少大量不必要的时间浪费，可以帮助你节省一大笔钱。

它另一个独特的优势是，可以应用在潮湿的表面。这意味着，雾水浓重的早晨，或突降阵雨后，你不必等房子变干，就能直接涂漆。

此外，它不会和许多普通油漆一样，慢慢“脱落”或变得暗沉。其持久柔和的光泽，能减少灰尘的堆积，能帮助遮盖墙体表面的瑕疵。一般涂抹一层即可，涂抹两层，则可以让油漆的保护力度，以

及持久性最大化。它非常容易清理，油漆上有斑点，用湿布擦拭即可。油漆刷用肥皂和水清洗即可。

多种颜色——“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。在杜邦油漆经销商处，你可以立即买到这种神奇的新涂料。在电话黄页上，你就可以找到经销商的名字和电话。购买超值的油漆，拥有永恒的美丽。

杜邦

化学.....让你拥有更好的东西，更好的生活！

496

笔记

36、麦德斯消音器维修工，和我们难忘的垂钓之旅

The Midas Muffler Man And Our Unforgettable Fishing Trip

"He is just another repairman," we thought. But he wasn't. He was something very different and he treated us in service we'll never forget.



By Tex McCrary and Jinx (Falkenburgh) McCrary
TV and Radio's Famous "Mr. & Mrs." Team

A rising sun! Jinx, the boys and I were on our way at last. The car was purring like a kitten and as we drew closer to our favorite spot we could almost feel the tug of a fish on our line.

Then it happened. Our muffler blew out and our car began to roar. What is a muffler after all? It doesn't make the car go and it doesn't make it stop, but when you need one you usually need it bad. The noise was unbearable.

"There goes today's fishing," the boys moaned. "Oh, no," I bravely said but secretly I feared they were right. We saw ourselves laid up for hours in a strange place and at the mercy of an unknown repairman.

On the outskirts of the next town we saw his sign. We had heard of Midas Muffler Shops before so we gave it a try.

Kevin was eyeing his brand new fishing tackle glumly when the Midas man walked over. "Relax, folks," he said. "It will only take 15 minutes."

And so it did.

Jinx settled in the comfortable waiting room while the boys and I, always

looking for a chance to peek under our car, went to watch the Midas "team" at work. It felt good to see that rusted, smoking old muffler come off and a bright new one take its place. We followed the Midas man's advice. We began to relax.

"I was sure there would be a delay," I confessed. "How are you able to work so fast?"

"Oh, that's easy," said the Midas man. "We do nothing else day in and day out. To us speed is part of the fun and precision is its own reward."

"But how can you possibly specialize in just one thing like mufflers?"

"That's a question we often get," he smiled. "More people need mufflers than you think and then they usually don't know where to go. We meet this need in a better way. That's why we have been able to give specialized service like this all across the country."

And so we were ready to roll again, this time with a quiet car.

But another pleasant surprise was in store for us when I got my bill . . .

公众微信: LBC333

#58001

麦德斯消音器维修工 和我们难忘的垂钓之旅

“他只是一个普通的维修工，”我们想。但是我们错了。他和别的维修工不同，他的服务，让我们终生难忘。

来自：泰克斯·麦凯瑞、金克斯(法肯伯格)·麦凯瑞
著名电视台及电台主持人“先生&太太”组合

垂钓之旅！我带着太太金克斯，还有孩子们，终于出发了。汽车像只小猫一样，呼噜噜作响，当我们离最喜欢的地方越来越近时，我们几乎可以感受到鱼儿向我们招手。

然后，问题出现了。我们的消音器烧断了，汽车开始轰鸣。消音器是什么？它不能给汽车提供行驶的动力，也不能让汽车停止。但是，一旦它出现了问题，你却会迫切地需要它。没有它，汽车发出的噪音让人难以忍受。

“今天钓鱼泡汤了，”孩子们抱怨道。“哦，不会的，”我强颜欢笑地说道，但我心里却担心他们是对的。我们仿佛看到自己躺在一个陌生的地方几个小时，看着某个陌生的修理工修理我们的消音器。

在汽车行驶到下一个小镇的郊外时，我们远远地看到了麦德斯消音器店。之前我们听说过这个店，所以我们决定试一试。

当麦德斯维修工走过我们身边时，凯文郁闷的盯着他的崭新的渔具。“放松，伙计们，”他说。“15分钟就可以搞定了。”

果然，整个过程只用了15分钟。

金克斯舒适的坐在等候室，而我和孩子们则不停地张望，悄悄地看着我们的车，看着忙碌中的麦得斯“团队”。当看到我们之前那个生锈的，冒着烟的老消音器，被一个崭新的取代时，我们内心真的很高兴。最后，我们终于听从了麦得斯维修工的建议，放松了下来。

“我认为你们 15 分钟肯定修不好，”我坦诚地说道。“没想到你们的速度这么快？”

“哦，这很简单，”麦德斯维修工说道。“我们每天的工作就是做这个。对于我们来说，速度是工作的乐趣之一，我们一直追求精益求精。”

“但是，你们怎么只专注于消音器呢？”

“很多人都问过我们这个问题，”他笑道。“其实，需要消音器却不知道去哪里找的人，比你想象的多得多。我们以更好的方式满足车主的这个需求。这就是为什么我们能够在全国范围内提供这种专业服务。”

我们又要出发了。汽车不再嗡嗡作响了。

但是，当我看到账单时，我又得到了一个惊喜.....

笔记

37、女孩儿变成女人要面临的问题

*Any teen-ager
will tell you...
it isn't easy.*



Problems a Girl Faces on Becoming a Woman

Growing up *and liking it* are often two things apart for the adolescent girl. Many strange things are happening. Many new emotions are welling up. Many questions are piling up—and being left unasked, or worse still, unanswered.

Why did I turn out to be a girl? What makes me blue every so often? Do I have to feel ill on certain days? Will a boy know when those days come around? Do I have to put up with problem days for the rest of my life?

Educational writers and psychologists are now in common agreement. If a girl can know and understand the changes she is undergoing as she grows up — then she stands a better chance of developing into a healthy, happy and confident young woman. That is why increasing emphasis is being placed today on the study of personal hygiene — from the upper elementary grades through college.

公众微信: LBC333

The makers of Tampax have always backed this trend in education. The very product reflects the modern girl's healthy acceptance of a normal, natural part of her life.

Indeed, Tampax® internal sanitary protection was created to help take the problems out of problem days, to help young women feel more confident, more poised on those days. Because it is invisible, unfelt, when in place — it helps them forget their monthly problems. Without cumbersome reminders, chafing and irritation—they can go about their days actively with complete comfort.

Many mothers have been using Tampax for years. They understand it... they recommend it... they help their daughters learn to use it. Countless letters from users attest to the valuable contribution Tampax is making to healthy womanhood. Little wonder it is the choice of millions.

Tampax Incorporated, Palmer, Mass.

5 9 0 0 1

任何女孩都会告诉你.....它其实一点都不简单。

女孩儿变成女人要面临的问题

长大和喜欢它对处于青春期的女孩来说，通常是两件事。因为此时，会有很多奇怪的事情发生。许多新的情感涌现。许多新问题出现——没有人过问，更糟糕的是，甚至找不到答案。

我为什么是女生？为什么每隔一段时间，我心情会不好？每个月那几天，我一定会感觉像生病了一样吗？特殊日子到来时，男生知道吗？接下来的生活中，我要一直这么忍受那难熬的几天吗？

教育作家和心理学家都同意一个说法。那就是，如果一个女孩知道并理解伴随着她的成长，发生的一些改变——她就更有机会成长，成为一个健康、快乐、自信的年轻女性。这就是为什么从小学高年级到大学——都越来越重视学生个人卫生的学习。

丹碧斯月经棉条制造商一直支持教育这一趋势。丹碧丝反映了现代女孩子，对生命中这种正常、自然的生理反应的一种健康认识。

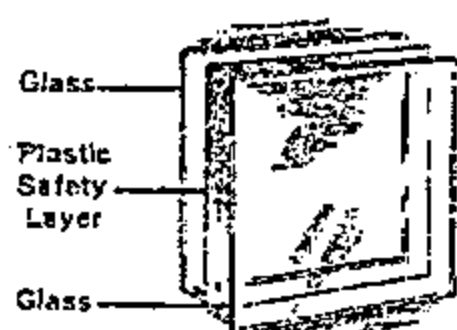
事实上，丹碧斯月经棉条®内部卫生保护，就是为了帮助女性解决特殊日子的烦恼，让年轻女性在这些天更自信，更舒适。因为，使用卫生棉条你看不到它，也感觉不到它——它可以让年轻女性忘记每月的这些烦恼。不会感觉到不舒服，擦伤和刺激——她们可以十分舒适、积极地度过这些天。

很多母亲多年来一直使用丹碧斯月经棉条。她们知道它的优点……她们强烈推荐它……她们鼓励自己的女儿使用它。无数用户的来信证明，丹碧斯月经棉条对女性健康作出的宝贵贡献。难怪它是数百万人的选择。

丹碧斯卫生棉条公司 马萨诸塞州

笔记

38、挡在你和危险之间的隐形塑料玻璃 三明治



The invisible
plastic-glass sandwich
that rides between
you and danger

by John Hayes

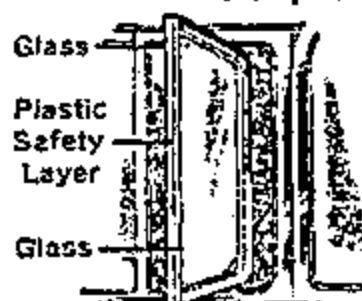
Incredible as it may seem in this automotive age, fewer than 1 in 20 car owners know whether or not there is a plastic safety layer in the windshield and side windows of their automobiles. Many may know only that their automobile has some kind of "safety glass"—but there is a lot more to the story.

The "Plastic-Glass Sandwich" is formed by placing a sheet of vinyl butyral, a tough adhesive plastic, between two layers of glass (see sketch above). Then all three are permanently laminated into one unit.

Thanks to this plastic safety layer, laminated safety glass reduces the hazard of shattering glass. And the optical qualities of this plastic-glass sandwich, when plate glass is used, are superior to any other type of automotive safety glass. In addition, laminated safety glass is easily cut to any size by glass installers.

Because it meets the optical and safety specifications set up by the American Standards Assoc., laminated safety glass with the plastic safety layer has for years been the only material used in windshields of all motor vehicles produced in the U.S.A. Most of them use laminated safety glass in side windows also.

Laminated safety glass is performing in many fields outside of transportation—for the plastic layer that provides safety can be printed in beautiful colors and designs. It can be a shatterproof shower stall, a table or dresser top, a beautiful room divider. As for the future—a visit to the Monsanto "House of the Future" in Disneyland will give you a hint of the many wonderful ways this "Plastic-Glass Sandwich" will contribute to your future living.



Laminated safety glass
How can you tell if you have the plastic layer of safety around you as you ride? You know it must be in the windshield—but what about the door windows? If you have laminated safety glass, you can readily see the edge of the plastic safety layer by examining the door vents, tops of door windows, or other exposed edges of the glass.

The Monsanto Chemical Company, Plastics Division, supplies plastic used by America's leading glass companies for the plastic safety layer in making laminated safety glass.

INDEX LBC333

#57001

挡在你和危险之间的 隐形塑料玻璃三明治

来自: 约翰·海斯

在汽车如此普及的时代, 知道自己的挡风玻璃, 或侧窗玻璃是否含有塑料安全层的车主, 人数尽然不到 10%。很多人可能只知道他们的汽车装有“安全玻璃”——但, 真相远远不止于此。

“塑料玻璃三明治”是在两层玻璃之间放置一层聚乙烯醇缩丁醛, 一种强力塑料胶(如上图)。然后, 这 3 层物质就会永久合为一体。

由于这层塑料安全层, 大大降低了碎玻璃带来的危害。当用于玻璃中时, 这种塑料玻璃三明治的光学作用, 能让你的安全玻璃, 比其他任何类型的汽车安全玻璃都好。此外, 这种夹层安全玻璃, 能够很轻松地裁剪成任何尺寸, 适用于各种尺寸的玻璃窗。

因为它符合美国标准协会制定的光学和安全规定, 这种夹层安全玻璃多年来, 一直是美国大部分汽车挡风玻璃使用的唯一材料。汽车生产商大多在侧窗使用这种夹层安全玻璃。

除了运输, 夹层安全玻璃还用于许多其他领域——因为这种能提供安全的塑料夹层上, 可以印刷各种美丽的颜色和图案。它用于淋浴室的防碎玻璃, 用于手表, 或抽屉上, 也可以用于房间隔板, 非常漂亮。未来——拜访迪士尼孟山都“未来之家”, 将给你如何把这种“塑料玻璃三明治”用到自己未来的生活中, 带来很多启示。

怎么判断你的安全玻璃中是否有这种塑料夹层呢? 你知道挡风玻璃上一定有, 但是玻璃门上呢? 如果你的玻璃门是夹层安全玻璃, 在通风口边缘, 门玻璃顶部, 或其他玻璃裸露在外面的部分, 你都能明显看到塑料安全层。

孟山都化学公司, 塑料部, 为美国各大玻璃公司供应夹层安全玻璃。572

笔记

39、一个适合发展的小镇

A good town to GROW in



Austin, Minnesota, is a typical Main Street town of 24,000 people, some of whom can still recall the day when George Hormel and his friend, George Peterson, opened a butcher shop in 1891. Today more than 4,500 Austin folks work in the big Hormel packing plant across the Cedar River, home of Spam, Dinty Moore and Mary Kitchen foods, Hormel Hams and Chili and 693 other nationally known meat products.

Like many industries that grew up in the warm and friendly climate of a true "Home Town," the Hormel Company's affection for Austin is genuine. Hormel men in Texas, Nebraska, California and Massachusetts think of Austin as home and take special pride in Austin's progress and achievements.

Geo. A. Hormel & Company believes that the unique flavor and character of Austin deserve to be brought to the attention of other industries and other manufacturers

looking for the ideal Midwest "Home Town" where they can put down roots and grow as Hormel has.

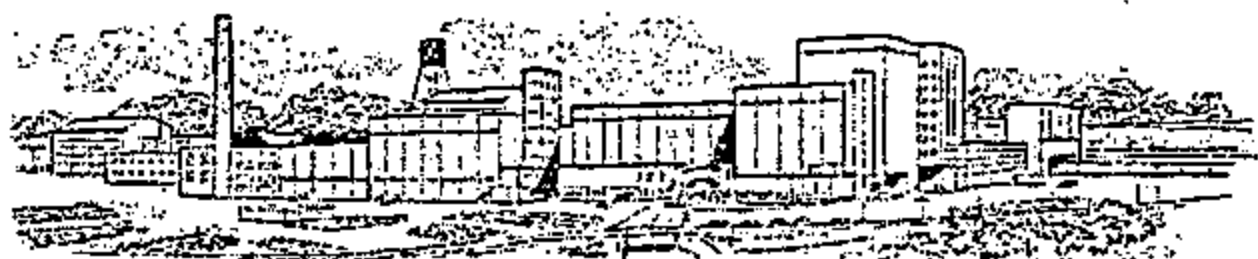
This, then, is Austin: High-quality people. Productive and understanding labor. Underlying spring water. Sewage facilities with surplus capacity for many years. On the new Inter-State Highway, coast-to-coast. Adequate rail transportation. One of the nation's best school systems, plus an area vocational school to direct training to any need. Moisture average, 29 inches a year. Farm prosperity is high, stable, diversified and independent.

If you want to know more about Austin, its people and its opportunities, please write to me or to the Austin Industrial Development Corporation. It's my home town, and I hope I can help to make it yours.

H. H. COREY,

Chairman of the Board

Geo. A. Hormel & Co., Austin, Minn.



公众微信: LBC333

#57001

一个适合发展的小镇

明尼苏达州南充市奥斯丁是一个典型的商业小镇，镇上一共有 24000 人口，他们中的一些人，仍然记得 1981 年乔治·荷美尔，还有他的朋友乔治·彼得森，在这里开了第一家肉店的那一天。奥斯丁如今有超过 4500 人，在这个雪松河边上，荷美尔包装工厂工作。这里是斯帕姆、丁提·摩尔、玛丽厨房、荷美尔火腿、小辣椒，还有其他 693 个全国知名肉类产品的发源地。

像许多在如“家乡”般亲切友好的环境中成长的企业一样，荷美尔公司对奥斯丁的感情是真实的。德克萨斯州、内布拉斯加、加利福尼亚州和马萨诸塞州的荷美尔人，都感觉奥斯丁就像自己的家，他们为奥斯丁的进步和成就而骄傲。

乔治·荷美尔&公司认为奥斯丁独特的风情和性格，引起那些寻找理想的中西部“家乡”，像荷美尔那样扎根，成长的行业和制造商的注意。

这就是奥斯丁：高素质的居民。勤劳，善解人意的劳动力。优质的地下泉水。大量的污水处理设施。便利的州际公路和铁路运输。拥有全国最好的学校之一，还有一个地区职业学校，能直接提供各种培训。它的降水平均每年 29 英寸。农场繁盛，产量稳定，品种多样。

如果你想进一步了解奥斯丁，它的居民，以及它能提供的机遇，请给我或奥斯丁工业发展公司来信。这是我的家乡，我希望我可以帮助你。

H. H. 科里

董事会主席

乔治·荷美尔&公司 奥斯丁，明尼苏达州 583

笔记

40、新奇迹洗衣液，让洗得发硬的面料再度恢复柔软

New Miracle Rinse Restores Softness to Wash Hardened Fabrics

ONCE AGAIN science has come to the rescue of the housewife with a surprising new discovery. This time it is an amazing laundry "rinse" that does away completely with wash-stiffening and wash-hardening of everything in the family wash—from bath towels to baby clothes and woollens, from sheets to shirts and corduroy.

This wonderful new discovery is called Sta-Puf[®] Miracle Rinse. The housewife simply pours a small amount of it into the final rinse water and all washables come soft and fluff almost beyond belief.

Stiff, "boardy" bath towels and chenilles fluff up like magic. Wash-hardened baby clothes and diapers lose their irritating scratchiness. And even inexpensive sweaters acquire a "cashmere" look and feeling.

In addition, Sta-Puf removes static electricity from slits and undies—keeps them from bunching and "riding up."



Clothes rinsed with Sta-Puf come off the clothesline almost wrinkle-free. In fact, much flat work dries so beautifully smooth that it requires no ironing at all.

Mothers of babies are especially delighted at the way Sta-Puf helps prevent diaper irritation. And thousands of women say they could never keep house without it.

Sta-Puf is ideal for use in tubs, automatics and regular washing machines. Available at all grocery stores. A. E. Staley Mfg. Co., Decatur, Ill.

#57001

新奇迹洗衣液

让洗得发硬的面料再度恢复柔软

科学再次用一个令人惊讶的新发现拯救了家庭主妇。这次,是一种了不起的衣服“清洗剂”,能让家中所有洗的发硬的面料再度恢复柔软——从浴巾到宝宝的衣服,再到毛织品,从床单到衬衫,再到灯芯绒面料,全部一洗搞定。

这种神奇的发现,被称作 Sta-Puf®奇迹洗衣液。只要在最后冲洗衣服的水里倒入少量的 Sta-Puf®奇迹洗衣液,所有的衣物,尿布都会变得几乎令人难以置信的柔软蓬松。

原本僵硬,粗糙的浴巾以及绳绒织物魔法般恢复了柔软。洗得发硬的婴儿衣服和尿布,不再让人觉得刺痒。甚至廉价的毛衣,从外观和手感上都变得和“山羊绒”一样了。

此外,Sta-Puf®奇迹洗衣液能去除内衣静电——让它们不再起褶、“飞扬”。

用 Sta-Puf®奇迹洗衣液洗过的衣服,从衣架上拿下来,几乎没有任何褶皱。并且,很多用它洗过的衣服,都变得漂亮,柔顺,几乎不需要熨烫。

有婴儿的主妇们尤其开心,因为 Sta-Puf®奇迹洗衣液能防止尿布过敏。许多主妇都说,没有 Sta-Puf®奇迹洗衣液,她们都无法超持家务。

Sta-Puf®奇迹洗衣液非常适合用于浴盆、自动洗衣机和普通洗衣机中。你可以在任何杂货店买到它。A.E. 斯坦利制造有限公司 位于美国伊利诺伊州 迪凯特。601

笔记

科技让洗得发硬的面料恢复柔软

从女人在溪边岩石上，用棒槌开始洗衣的第一天，女人们就一直寻找着让衣服洗得更干净的方法。

和许多其他领域一样，洗衣领域也有了很大的发展，如今的洗衣液清洗污渍的能力，可以说是已经发展到了极致。但依旧有一个问题。通常，洗的洁净如新的织物，同时也失去了它应有的柔软...它的纹理遭到了破坏...而且常常起球，这让人感到很失望。

甚至，其他现代的洗衣方法，如自动洗衣机和烘干机，甚至干燥晴朗微风的天气，在室外晾干，也无法克服我们用最好的方法清洗的织物变硬，失去光泽的结果。

不久前的一天，一个女人在杂货店的货架上找到一款神奇的产品。仅仅用了一次之后，她就把这个好消息告诉了她朋友，她的尿布不仅变得很干净，而且似乎变得比刚买来时更加柔软，蓬松。她的毛巾晾干后，几乎变厚一倍。她的普通羊毛衫，洗后感觉像羊绒一样。普通的棉布床单和枕套洗后，变得像昂贵的高级密织棉布一样。孩子的尿布、衬衫、毛毯不再会划伤和擦痛孩子的肌肤。

这位主妇在洗衣服时做了什么？秘密就在伊利诺斯州的迪凯特的洗衣粉以及其他产品研发实验室里。

当意识到洗衣日的乌托邦尚未来临后，A.E. 斯坦利制造有限公司的化学家发明了一种神奇的液体，叫做 Sta-Puf® 奇迹洗衣液。只要把它添加到最后的冲洗衣服的水里，Sta-Puf 就能给已经洗的发硬的织物带来新生。

毛巾布、绳绒线、灯芯绒会变得和以前一样柔软，舒适。大多数毛巾等织物晾干后，都不会变皱，很少或根本不需要熨烫。Sta-Puf®

奇迹洗衣液还能消除尼龙衣服，尴尬地贴到内衣上的烦恼。

自然，这位主妇的朋友也想尝试 Sta-Puf®奇迹洗衣液——希望她们洗的衣服也能变得蓬松,柔软。所以，今天你在任何一个杂货店都能买到 Sta-Puf®奇迹洗衣液，下次洗衣，你也能得到同样神奇的效果。

615

笔记

42、洗衣房的新革命

*A baby's cries, a mother's frustrations, started
a scientific search that ended in—*

Revolution in the laundry room



AT 7:01 a.m., a husband cheerfully stepped from his morning shower. "This will be a great day," he reflected. Then he picked up a towel and started to dry. "Janet!" he stormed at his wife. "what did you do—wash these towels in sand again?"

In another city, 2000 miles away, a young mother lifted her 8-month-old from his bath. Gingerly, tenderly—she diapered her young prince. Here truly, was peace and contentment. But only a few minutes had passed when the morning quiet was shattered by cries of anguish as the rough, harsh diaper irritated her baby's tender skin.

For years, scenes like these were typical. Who was to blame? Certainly not the housewives and mothers. For they had tried everything. Even drying outdoors in a vigorous spring breeze couldn't bring back the softness. With discouragement and frustration, homemakers stood helpless as they watched their new washables become progressively stiffer, scratchier, more matted-down with each ensuing wash.

To find the answer to this almost hopeless problem, scientists at A. E. Staley Mfg. Co., Decatur, Ill., started a search that ended with the discovery of a new product, Sta-Puf® Miracle Rinse.

And it *is* a miracle, the way Sta-Puf works wonders in your wash. Just a half cup of Sta-Puf in the last rinse water restores softness and fluffiness to all your washables. Towels fluff up to almost twice their size. Woolens, blankets, knitwear, diapers, corduroys, once again feel soft and luxurious.

Ordinary woolen sweaters, matted down by previous washings, feel like cashmere. What's more, most flannel dries almost wrinkle-free—requires little or no ironing. Embarrassing nylon cling is eliminated from undergarments.

To make washday still easier, leading manufacturers of washing machines such as Hotpoint, General Electric, Philco-Bendix, Sears' Lady Kenmore, have spent millions of dollars to develop new devices which permit the adding of Sta-Puf *automatically*. Whether housewives use Sta-Puf in automatics, regular machines, or in hand washes, they agree it's a great washday discovery.

The Sta-Puf story is summed up in a letter from a Chicago housewife:

"It is hard to imagine that only a few short years ago, we homemakers still faced the problem of rough, wash-hardened fabrics. But then, that was before Sta-Puf—the miracle rinse that started a revolution in the laundry room."

公众微信: LBC333

#58001

婴儿啼哭，母亲的受挫，引发了一场科学探索，导致了——

洗衣房的新革命

早上 7:01，丈夫高兴地从浴室出来，“今天将是美好的一天，”他说道。然后，他拿起一条毛巾，准备擦干身上。“珍妮特！”他冲着妻子吼道，“你怎么搞的，这些毛巾是在沙子里洗的吗？”

在 2000 英里外的另一个城市，一位年轻的妈妈，刚给她八个月大宝宝洗完澡。她小心翼翼地，温柔地给她年轻的王子换尿布。此时，是真正地平和，满足。但几分钟后，清晨的安静就被婴儿痛苦的哭声打破了，粗糙、僵硬的尿布刺激到了宝宝娇嫩的皮肤。

多年来，这样的场景寻常不过了。那谁是罪魁祸首呢？当然不是家庭主妇和妈妈。因为，他们尝试过所有办法。甚至，在室外和煦的春风中晾干，都不能让织物恢复柔软。看着她们的新毛巾，新织物变得越来越硬，越来越粗糙，而且每次洗后，都会变得起毛，结球，家庭主妇们倍感气馁和沮丧，也倍感无助。

为了找到这个看似几乎令人绝望的难题的解决方法，位于美国伊利诺伊州迪凯特的 A.E. 斯坦利制造有限公司的科学家们，开始了一项研究；最后发明了一款新产品。Sta-Puf® 奇迹洗衣液。Sta-Puf 奇迹洗衣液能给你的织物带来奇迹。只要在最后冲洗的水里，加入半杯 Sta-Puf 奇迹洗衣液，就能让你的织物、尿布恢复柔软，不再起毛。毛巾绒毛几乎会蓬松到之前的 2 倍大小。毛料衣服、毛毯、针织品、尿布、灯芯绒裤子，都会再一次变得柔软，华丽。

之前洗的结球的普通羊毛衫，用 Sta-Puf 奇迹洗衣液洗后，感觉像羊绒。更重要的是，大多数毛巾，床单等，洗完晾干后，几乎没有褶皱，很少或根本不需要熨烫。尼龙衣服，再也不会尴尬地贴到内衣上了。

为了让洗衣日变得更加轻松，现在一些知名洗衣机制造商，如 Hotpoint、通用电气、Philco-Bendix、西尔斯、肯夫人等花费了数百万美元，开发了能够自动添加 Sta-Puf 奇迹洗衣液的洗衣功能。不管家庭主妇是用自动洗衣机，还是普通洗衣机，亦或是手洗衣物，他们都认为 Sta-Puf 奇迹洗衣液是一个伟大的洗衣发明。

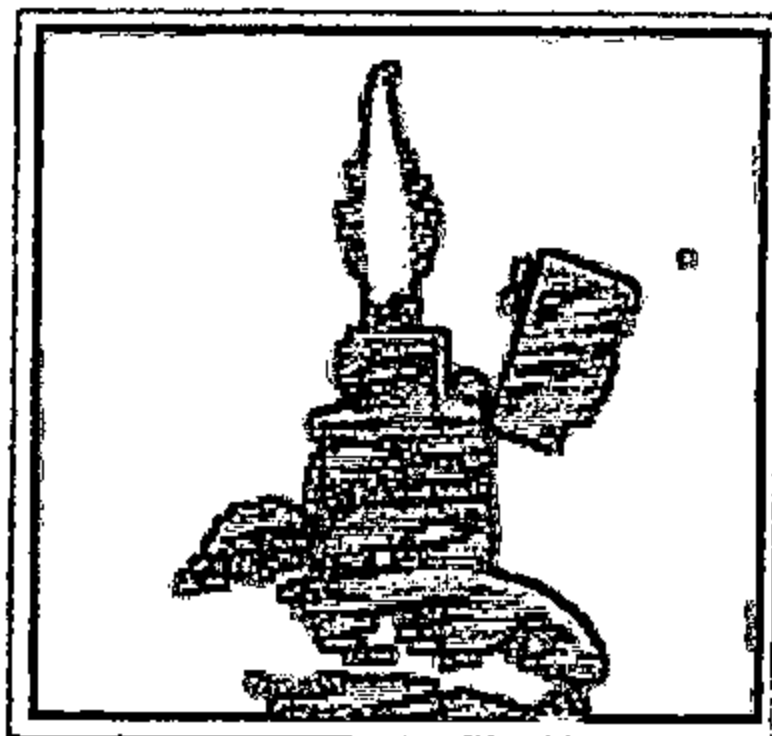
Sta-Puf 故事，在芝加哥的一位家庭主妇的信中，得到了很好的总结：

“很难想象，仅仅几年前，我们家庭主妇仍面临洗过的面料僵硬，枯燥的难题。不过，Sta-Puf 奇迹洗衣液出现后，一切都改变了，它是洗衣间的一场革命。”

618

笔记

43、令人难于置信的 Zippo 打火机的故事



The Incredible Story of the Zippo Lighter

—and a man who believes a lighter should work forever

THE 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.

公众微信: LBC333

#62001

令人难以置信的 Zippo 打火机的故事

——一个相信打火机应该永远不坏的人的故事

Zippo 打火机之父，现在仍然是 Zippo 公司的主要负责人，他在父亲宾夕法尼亚的机器店里学会了做生意。

他在那里学会了手艺。他熟练地掌握了机械制造。而且，他还学会了一件事。

他学会了热爱工艺本身。根据 19 世纪美国的传统，他顺理成章地成为了一名工匠——制作工艺用品的人。做了很长一段时间。

如今，他制作了一款打火机，Zippo。对每个 Zippo 的制作，他都非常仔细，能够提供美国商业史上所有产品给出的最好保证。

如果你的 Zippo 打火机不能用了——不管你是什么时候买的，现在用成什么样了——他都会免费帮你维修。

一些现代商人认为 Zippo 的产品过时了，所以，不是特别尊重 Zippo 人的商业理念。

但他做得很好。每天上床睡觉时，他都感觉特别好。这种感觉来自他制造出了实用的产品。一次又一次，一年又一年，一代又一代。一直很好——即使有点小问题，他也会免费修复。

Zippo 制造公司，布拉德福德。在加拿大：加拿大 Zippo 制造公司，安大略省，尼亚加拉瀑布。

627

笔记

44、一款送给所有女人的新型文胸

*Personal news of interest
and comfort to all women...*

New Bra Made For Real Live People

CHANCES are, you can't name even one woman who likes to think of herself as "average." Yet, being average sometimes has decided advantages. Take buying a bra, for instance. Until now, all bras were made to fit an "average" woman... turned out very much as if all women were identical,

and their figures never ever changed.

But the truth is, most women *aren't* average. In the first place, nature being fickle, their breasts aren't exactly the same size. Also, they have periodic weight changes—often accompanied by a bust change of a full size or more. So no wonder it's difficult to find a bra that really fits *all the time*.

That's why the news from Warner's® is so important, awaited and welcome. It's the new bra called 'Tomorrow'™. A more appropriate name is hard to imagine, for this significant step forward in the science (and art) of bra designing is far, far ahead of its day.

Each 'Tomorrow' cup is surrounded by seamless elastic (indicated by blue areas in illustration). It expands and contracts as your body expands and contracts. Result: a new kind of bra comfort, the like of which women have never known; a fit that's automatic, yet completely individual.

'Tomorrow' is wonderfully light and cool. Its line is high and youthful—very flattering. All these things together account for its news-making success, from Down East to Dallas and beyond.

Next time you shop, ask for 'Tomorrow' by Warner's. Try it on and actually feel how this unique new bra fits each side of you *individually*. Eleven styles, from a cotton short-line to a bewitching Merry Widow. From \$2.50. Slightly higher in Canada. **#60001**

公众微信: LBC333



给所有女人最舒适的关怀.....

一款送给所有女人的新型文胸

可能你找不到任何一个觉得自己“一般”的女人。但是，做一般的人，有时候也有一定的好处。比如，买文胸。直到现在，所有的文胸都是“平均尺寸”...就好像所有女人都一样，她们的身材永远不会改变一样。

但事实是，大多数女性都不一样。首先，天生就不一样，她们的胸部尺寸并不是完全相同的。而且，她们的体重也会有周期性变化——通常胸部尺寸也会改变一个罩杯，甚至更多。难怪很难找到一款真正合适的胸罩。

这就是为什么来自华纳®的消息如此重要，如此令人期待，如此备受欢迎。这是一款被称作“明天”™的新文胸。再也想不到一个比它更合适的名字了，因为这款文胸的设计，它采用的科技，已经远远领先于同期其他任何文胸。

每个“明天”文胸杯边缘都是无缝弹性橡胶（插图蓝色区域标示部分）。它能随着身体的扩张和收缩而变化。结果：一款新型舒适文胸，女人永远不知道自己会有多爱它：它能自动缩放，就像量身定制的一样。

“明天”非常轻，非常漂亮。它高端、时尚——非常衬人。所有这些，造就了这款文胸的成功——从新英格兰一带到达拉斯，再到全国各地都倍受欢迎。

下次购物时，请购买华纳“明天”文胸。试穿一下它，你一定会感觉到这个独特的新文胸是多么适合你。它一共有 11 个风格，从舒适的纯棉款，到时尚迷人的风韵款。价格低至 2.50 美元，加拿大售价略高。

649

笔记

45、咨询医生



Ask Your Doctor

about Schlitz beer. He knows the importance of purity.

Tell him that Schlitz beer is aged for months before it is marketed. He will say that it cannot cause biliousness.

Tell him that every bottle is Pasteurized after it is sealed. He will say that such beer must be germless.

Ask your doctor what these

virtues mean

to you.

*Ask for the Brewery Bottling.
See that the cork or crown is branded*

Schlitz

The Beer That Made Milwaukee Famous.

咨询医生

问你的医生喜力滋啤酒怎么样。他知道纯度的重要性。

告诉他，喜力滋啤酒在出售前，会放置数月。他会告诉你，这样的啤酒才不会引起身体的不适。

告诉他，每个喜力滋啤酒的酒瓶都会在密封后，进行巴氏消毒。他会告诉你，这样的啤酒一定不会有细菌。

问问你的医生，这些好处对你来说意味着什么。

[查看啤酒厂灌装过程](#)

[你能亲眼看到啤酒灌装密封贴标过程](#)

喜力滋啤酒

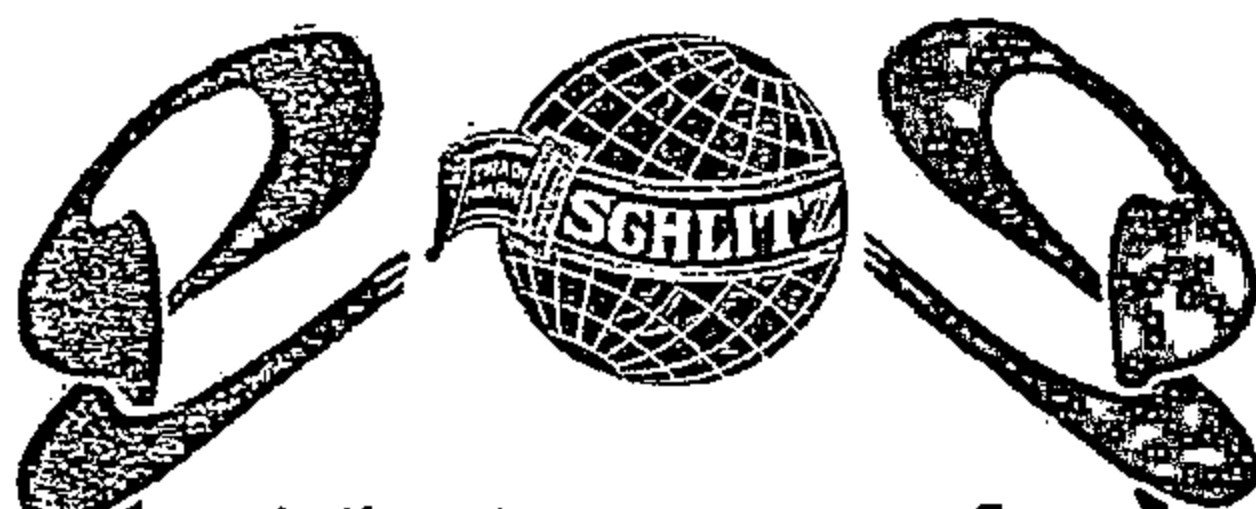
让密尔沃基因此而闻名的啤酒

1048

笔记

46、健康饮品

HARPER'S WEEKLY



The Beverage of Health

There is no beverage more healthful than the right kind of beer. Barley malt and hops—a food and a tonic. Only $3\frac{1}{2}$ per cent of alcohol—just enough to aid digestion.

Rhine wine is 12 per cent alcohol; champagne, 20 per cent; whiskey, 40 per cent.

There are no germs in pure beer, while the sweet drinks which you give children are full of them.

Pure beer is a tonic which all physicians favor. They prescribe it to the weak, the run-down, the convalescent. And they recommend it to well people who want to keep well.

But get the right beer, for some beer is not healthful. Schlitz is the pure beer, the clean beer, the filtered and sterilized beer. No bacilli in it—nothing but health.

And Schlitz is the aged beer that never causes biliousness.

Call for the brewery bottling
THE BEER THAT MADE MILWAUKEE FAMOUS

2004年11月13日

哈珀斯周报

喜力滋啤酒

健康饮品

世界上没有什么饮料能比正确种类的啤酒更加健康。大麦和啤酒花酿在一起——相当于食品和补药。只有 3.5% 的酒精——刚好可以帮助消化。

莱茵白葡萄酒中含有 12% 的酒精，而香槟酒一般是 20% 的酒精，威士忌是 40% 的酒精。

纯啤酒中不含任何细菌，而你给孩子们喝的甜饮料中却有细菌。

纯啤酒是所有医师们都喜爱的补药。对于虚弱的人和处于康复期的人，它便是一剂处方药。并且，对于想要保持健康的正常人，医生们也推荐他们饮用纯啤酒。

但是一定要饮用正确种类的啤酒，因为有些啤酒是不健康的。而喜立滋便是纯啤酒，是干净的、过滤过的、杀过菌的啤酒。其中不会有任何细菌滋生——饮用它们之后，人们得到的就只有健康。

并且，喜立滋是陈年的啤酒，不会导致身体不适。

检查啤酒厂的装瓶

让密尔沃基因此而闻名的啤酒

1049

笔记

47、纯度最高



The materials we use are the best we can buy. And a partner in our business selects them.

The goodness of Schlitz is due largely to them.

But the supremacy of Schlitz as a home beer has been gained by the fact of its absolute purity.

Purity is not so conspicuous as some qualities in beer, yet it is very expensive. That is why it is rare.

But what does it matter how good a beer is if it is not a pure beer? If its use is unhealthful? If its result is biliousness?

Schlitz beer is known as the pure beer the world over.

*Ask for the Brewery Bottling.
See that the cork or crown
is branded Schlitz.*

The Beer 公众微信 LBC333
That Made Milwaukee Famous.

纯度最高

我们使用的酿酒原料都是我们能够买到的最好的。我们公司的一位合伙人专门负责挑选它们。

喜立滋啤酒的优质很大程度上都要归功于这些原料。

但是，作为一种家庭饮用啤酒，喜立滋的最高地位是凭借它的绝高纯度而获得的。

纯度不像啤酒中的其它一些品质那样显而易见，然而它却非常昂贵。这也正是它稀有的原因。

但是，如果一款啤酒不是纯啤酒，那么它的好坏还有什么关系呢？如果饮用它，对身体不健康呢？如果它会造成身体不适呢？

喜立滋啤酒是全世界知名的纯啤酒。

喜立滋	检查啤酒厂的装瓶 确认瓶塞上印有喜立滋的商标
让密尔沃基闻名的啤酒	

1052

笔记

48、50 年的完美演绎

Harper's Weekly

Perfection of 50 Years

Back of each glass of Schlitz Beer there is an experience of fifty years.

In 1848, in a hut, Joseph Schlitz began brewing. Not beer like Schlitz beer of today; but it was honest. It was the best beer an American had ever brewed.

This great brewery today has new methods. A half century has taught us perfection. But our principles are 50 years old; our aims are unaltered. Schlitz beer is still brewed, without regard to expense, according to the best that we know.

We send experts to Bohemia to select for us the best hops in the world.

An owner of the business selects the barley, and buys only the best that grows.

A partner in our concern supervises every stage of the brewing.

Cleanliness is not carried to greater extremes in any kitchen than here.

Purity is made imperative. All beer is cooled in plate glass rooms, in filtered air. Then the beer is filtered. Then it is sterilized, after being bottled and sealed.

We age beer for months in refrigerating rooms before it goes out. Otherwise Schlitz beer would cause biliousness, as common beer does.

Ask for beer, and you get the beer that best suits your dealer. He may care more for his profit than your health.

Ask for Schlitz, and you get the best beer that the world ever knew.

Ask for the brewery bottling.



公众微信: LBC333

50 年的完美演绎

每一瓶喜立滋啤酒的背后，都蕴藏着 50 年的历史底蕴。

1848 年，在一个小屋子里，约瑟夫·喜立滋开始酿造啤酒。当时他酿造的啤酒并不如今日的喜立滋啤酒，然而事实却是如此。它是美国人有史以来所酿造的最好的啤酒。

这家伟大的啤酒厂如今拥有了新的酿造方法。半个世纪的沉淀，教会我们如何做到完美。但是，我们的理念却是 50 年始终如一的，我们的目标也从未改变。喜立滋啤酒始终根据我们所了解到的最好方式进行酿造，从不计较花费。

我们专门派专家到波西米亚为我们挑选世界上最好的啤酒花。

企业的一位股份持有者负责挑选大麦，并且只购买生长得最好的大麦。

我们公司的一位合伙人全程监督酿造的每一个阶段。

我们这里进行的清洁标准比任何厨房的标准都要高。

提纯是非常必要的。所有的啤酒都要放在平板玻璃房里，在滤过的空气中进行冷却。然后，在装瓶和测量之后，再进行消毒杀菌。

在将啤酒从冷冻室取出之前，我们要把它放在里面数月时间。否则的话，喜立滋啤酒就有可能造成身体的不适感，就像普通啤酒那样。

当你购买啤酒的时候，你得到的，往往是适合经销商的啤酒。他所关心的，更多的是他自己的利润，而不是你们消费者的健康。

因此，购买喜立滋啤酒，你得到的才是世界上迄今为止最好的啤酒。

喜立滋

检查啤酒厂的装瓶，确认瓶塞上印有喜立滋的商标

J. L. 斯达克

1054

笔记

49、家庭饮用啤酒

The Home Beer

Let your home beer be Schlitz because of its purity. Get the good without the harm.

In our brewery, cleanliness is carried to extremes. Even the air in our cooling rooms is filtered.

Every bottle of Schlitz beer is sterilized, to insure freedom from germs.

And all Schlitz beer is aged for months, so that it cannot cause biliousness.

Be as careful of your beer as you are of your food. Order Schlitz and be sure of it.

Schlitz

*Ask for the Brewery Bottling.
See that the cork or crown
is branded Schlitz.*

The Beer 公众微信: LBC333
That Made Milwaukee Famous.

家庭饮用啤酒

你们家里一定要选择喝喜立滋啤酒，因为它的纯度很高。在条件允许的情况下，要选择没有伤害的好啤酒。

在我们的啤酒厂里，对清洁的标准能到达一种极限程度。甚至我们冷却室里的空气都是经过过滤的。

喜立滋啤酒的每个瓶子都是经过杀菌消毒的，从而来确保不会受到细菌的污染。

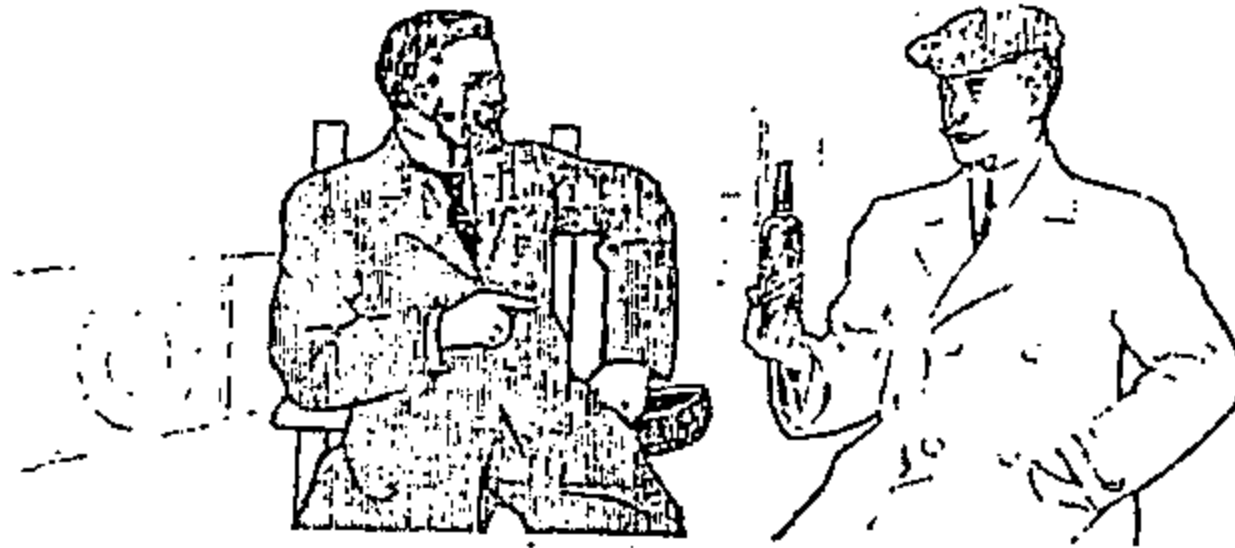
并且所有的喜立滋啤酒都是经过数月的时间来发酵，这样它才不会造成身体的不适。

对啤酒的态度一定要像你对食物的态度那样认真小心。订购我们的喜立滋啤酒吧，它是品质和口味的双重保证！

喜立滋	检查啤酒厂的装瓶 确认瓶塞上印有喜立滋的商标
让密尔沃基闻名的啤酒	

笔记

50、说到啤酒的好处，两个国家的医生都表示认同



Doctors of Two Nations Agree as to the Benefits of Beer

American Doctor: To what, Doctor, do you attribute the success of the German people?

German Doctor: To one thing, my dear Doctor, just to their temperance.

American: But Doctor, we think of your people as heavy drinkers.

German: Ah, but the drink is beer. While other intoxicants have their own, which are seldom containing large percentages of alcohol and very little food value, we stick to our beer with its nourishing barley and malted hops and only 3.5% alcohol.

American: You say only 3.5% alcohol as though that ingredient were not important.

German: I do not mean it in that sense. We find alcohol has a fast and stimulating value when the proportion is not too great. The danger is in overstimulation, impossible when the percentage is so small as in beer.

American: Perhaps the superiority of your people may be due to the superiority of your beer.

German: Don't mistake them. We are strong admirers of your Schlitz Beer. It evinces the care used in its brewing. Its full rich flavor brings to you the taste of the barley and the hops, so often lost in the different processes. It has the sparkle and life, too, due to a perfect yeast. The frothy foam proves slow careful fermentation. The fact that it does not cause intoxication proves its perfect brewing, or using as you say.

American: That is splendid, Doctor. I have been using Schlitz Beer in my practice, prescribing it where my patients needed an easily digested food which has some tonic value. It is really beneficial. I have found it, after surgical operations where the stomach refused to retain other food. Also in cases where the patient was not inclined to drink enough to build the system of his waste.

German: When you Americans generally appreciate these benefits of beer, soon may the Fatherland take heed of your country will outstrip us as we have our neighbors. But good good to you and the temperance mark of Schlitz. The Beer That Made Milwaukee Famous.

Schlitz

Ask for the key-mark bottle.
See that the cork or crown is branded Schlitz.

The Beer That Made Milwaukee Famous

说到啤酒的好处

两个国家的医生都表示认同

美国医生: 医生, 您觉得德国人的成功源于什么?

德国医生: 源于一点, 我亲爱的医生, 他们不喝酒。

美国医生: 但是, 医生, 我们觉得你们德国人喝酒很多啊。

德国医生: 啊, 但是, 我们喝的是啤酒。而其他民族喝本民族的葡萄酒、威士忌、伏特加等, 这些酒含有大量的酒精, 食物价值却很少。我们的宗旨是, 啤酒要含有营养丰富的大麦, 能强身健体, 而酒精度只含 3¼%。

美国医生: 你说酒精度只含 3¼%, 似乎是说这种成分对我们的健康无益。

德国医生: 我不是这个意思。我们发现, 少量的酒精, 对人健康有益, 而且可以让人精神振奋。但是, 如果酒精含量过高, 就危险了, 一般的酒中, 酒精含量不可能像啤酒这么少。

美国医生: 可能你们民族之所以这么优秀, 就是因为你们啤酒质量比别的国家好。

德国医生: 别误会。我们其实非常喜欢你们国家的喜力滋啤酒。它证明了自己 在酿制过程中, 每一步都非常谨慎。它口感浓厚, 独特的制作过程, 给人带来了大麦的浓香。它用活性很强的优质酵母酿制而成。它没有一点细菌, 说明了在酿制过程中, 对待杀菌的谨慎。它不会引起身体不适感, 证明它成熟性好。

美国医生: 简直太好了, 医生。我一直在我的临床上使用啤酒。当我的病人需要食用易消化、且有滋补价值的食物时, 我会给他们服用啤酒。而且, 我发现, 在外科手术后, 病人吃不下其他东西,

此时喝啤酒就特别有益。还有，在病人不想喝足够的水冲洗体内毒素时，喝点啤酒也非常有益。

德国医生：一旦你们美国人都意识到啤酒的这些好处，那么，我们国家对你们国家的关注，可能胜过邻邦对我们国家的关注。因为喜力滋啤酒的酿制工作做得真的很好。让密尔沃基著名的啤酒。

喜力滋	检查啤酒厂的装瓶 确认瓶塞上印有喜立滋的商标
让密尔沃基闻名的啤酒	

笔记

51、我受够了一年只有 8000 美元收入的日子

I Was Tired of Living on \$8,000 a Year

So I Started Reading The Wall Street Journal

By a Subscriber

I WORK in a large city. Over a period of time I noticed that men who read The Wall Street Journal are better dressed, drive better cars, have better homes and eat in better restaurants.

"I'm tired of living on \$8,000 a year," I said to myself. "I'm going to see if The Wall Street Journal can help ME."

Well, to make a long story short, I tried it and it DID. Since I started reading The Journal, my income has increased from \$8,000 to \$14,000 a year.

But that is only part of the story. The Journal not only tells me how to earn more money — it also tells me how to get more value for the money I spend.

For example, an automotive article in The Journal helped me trade in my old car at the right time. An article on building supplies gave me ideas on remodeling my home and showed me how to save \$900.

Articles on food and clothing point out the things to stock up on

in order to save money. Articles on taxes guide me on what to do to keep my taxes down.

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

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

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

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

☐ Check enclosed. ☐ Send bill.

Name _____

Address _____

City _____

State _____ R.D. 6NCL

公众微信: LBC333

6 3 0 0 1

我受够了

一年只有 8000 美元收入的日子

所以，我开始读华尔街日报

来自：一位订阅者

我在一个大城市工作。经过一段时间的观察，我注意到，读华尔街日报的人都穿得更好，吃得更好，开着更好的车，住着更好的房子。

“我受够了一年只有 8000 美元收入的日子，”我对自己说道。
“我要去看看华尔街日报是否能帮助我。”

长话短说。经过尝试，它确实帮到我了。因为自从开始读华尔街日报后，我的收入从每年 8000 美元，上升到了每年 14000 美元。

但这只是故事的一部分。华尔街日报不仅告诉我怎么赚钱——还告诉我怎么从我花的钱中，获得更多价值。

比如，日报中的一篇汽车文章，就教会了我在正确的时间里，去汽车交易市场购买二手车。一篇关于建筑用品的文章，给了我一些装修建议，让我节省了 900 美元。

关于食物的文章，教会了我如何在对的时间囤货省钱。关于税收的文章，教会了我怎么把税费降到最低。

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

《华尔街日报》是一本彻彻底底的商业日报。它拥有最多的商业和金融方面的作家。是唯一一家由三大媒体协会共同提供服务支

持的日报。它的年订阅费用为 24 美元，你也可以订阅 3 个月，只需 7 美元。你只要把下面的优惠券附加 7 美元寄给我们，或者告诉我们如何收取你的费用，即可完成订阅。

华尔街日报 百老汇街 44 号 纽约 4, 纽约

先生：请给我订阅一份华尔街日报 3 个月 7 美元。内附支票。

姓名_____

地址_____

城市_____

州_____ 街道_____ RD-6NE

313

笔记

52、舒适之奖

The prize catch in comfort

A revealing insight on clothes by a man whose
leisure hours lead him to the great outdoors:
C. R. Smith, President of American Airlines



"I take my annual holiday on the Great Watshishu River in Quebec, Canada, fishing for Atlantic salmon. I have learned from long experience that wool clothing is needed to make it a pleasant holiday.

"Wool shirts or sweaters for the cool days. Wool underwear for the cold. Wool blankets for the night air. A wool greatcoat for an evening trip up the St. Lawrence. Wool pants to keep out the cold of icy water. Wool felt for the soles of the waders to avoid slipping on the rocks; wool socks to be worn inside them.

"Wool serves us well and makes life more pleasant and enjoyable. It would be difficult to do without the substantial benefits we derive from wool."

The reason Mr. Smith can count on wool's comfort and performance is that nature itself builds many unique features into the wool fiber.

For one thing, it provides every wool fiber with a waxy shield that repels rain and snow. And strangely enough, this shield also has tiny pores

that absorb moisture vapor. That's why wool clothing protects you against the weather but never gives you that clammy, sealed-in feeling.

Nature also gives the wool fiber a crimp or "permanent wave." These crimped fibers form millions of tiny air pockets that provide insulation and keep you warm—protect you against temperature changes.

What's more, this same crimp gives the wool fiber unique elasticity. It can actually be stretched 30% and still return to shape. That's why wool gives you the freedom to swing a golf club or cast your line—without binding or restricting. And why wool clothing always looks so good, wears so well for so long.

Your own experience will tell you—for a quiet walk in the woods or a rugged camping trip—American-made wools give you unmatched comfort. Nothing measures up to wool.

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

公众微信: LBC333

#59001

舒适之奖

一个很喜欢户外休闲的人，揭露了衣服的秘密：

C. R. 史密斯，美国航空公司总裁

“我的年假，选择了在加拿大魁北克大洼苏河捕捞大西洋鲑鱼。从多年的经验中，我知道，要度过一个愉快的假期，你需要羊毛服饰。

“凉爽的天气，需要羊毛衬衫或毛衣。寒冷的天气，需要羊毛内衣。夜里需要羊毛毯子。晚上去圣劳伦斯河旅行，需要一件羊毛外套。还需要一条羊毛裤子抵御冰冷的水。防水靴上需要羊毛毡鞋底，避免在岩石上滑倒；里面要穿羊毛袜。

“羊毛对我们非常有用，让我们的生活更加愉快。没有羊毛带给我们的这些实质性好处，我们的生活会变得艰难。”

史密斯先生能如此依赖羊毛的舒适和性能，是因为大自然赋给羊毛纤维很多独特的特性。

首先，它为每一个羊毛纤维提供了蜡质护盾，可以抵抗雨雪。奇怪的是，这种盾牌还有微小的气孔，可以吸收水分蒸汽。这就是为什么羊毛衣服能够保护你免受天气湿冷，却不会让你感到密不透气。

大自然还使得羊毛纤维卷曲或“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。

更重要的是，卷曲的纤维，让羊毛具有了独特的弹性。即使被拉伸 30%，仍然会恢复原来的形状。这就是为什么穿着羊毛的衣服，可以让你在打高尔夫时，自由摆动高尔夫不受限制。为什么羊毛衣

服总是看起来那么好, 那么经久耐穿呢。

你的经验会告诉你——不管是在树林里安静地徒步旅行, 或是在崎岖的地方露营——美国制造的羊毛都会给你无与伦比的舒适。没有什么东西比羊毛更好。

这是由美国羊毛制品生产商赞助的特别信息。

361

笔记

53、如何在 90° 的高温热浪中让自己感觉像春天般温暖

How to keep warm in a 90° heat wave

Report on a paradox by Jim Bishop, syndicated columnist and author of "The Day Christ Died" and "The Day Lincoln was Shot"



Dallas in the summertime is hot. July temperatures sometimes reach the high 90's and remain there. Still, at that time, the Neiman-Marcus store stages a successful sale of wool sweaters. The management has been doing this for the past two years and sales have jumped 53% in that time. And in many other cities, the sale of lightweight wools has increased.

Why should this be? One answer is air-conditioning. We are living in the age of the fairly constant temperature. All over the nation, from Portland to Portland and from Duluth to Brownsville, our offices, theaters, restaurants, stores and homes are air-conditioned.

The idea has now spread to automobiles. The thermal change is a great blessing, but it also chills the surface of the body. The antidote to this is wool—lightweight wool sweaters, slacks, suits, separates.

Still, it seemed strange to me that millions of people would turn to wool in summertime so I engaged a few experts in conversation. They had the answers. I quote, "Wool's crimp fibers trap insulating air in fabrics. This blocks out cold and drafts. Yet

because wool is absorbent—it prevents that sticky feeling in warm, humid weather. And wool's light open-weave fabrics also provide cooling ventilation of the body when it's hot. So lightweight wools are great for heat waves—comfortable in cool interiors or on hot streets."

Since then, I've become wool conscious, and I am no longer surprised when I see every other man and woman wearing or carrying wool—or find my daughter Ginny wearing light wool slacks while pushing her twin children from shop to shop in the high heat of the afternoon. She seemed surprised to find that I was surprised that anyone would wear wool when even the birds were hiding in the protective foliage of the branches.

She mentioned another point which would not have occurred to me: colors, patterns and weights are so varied that any taste can find satisfaction in today's American-made wools.

Smart kid. Never at the head of her class, but always the best dressed. She learned early that "nothing measures up to wool."

This special message is sponsored by American Sheep Producers Council.

#50001

公众微信: LBC333

如何在 90° 的高温热浪中 让自己感觉像春天般温暖

这是专栏作家, 《基督死的那一天》
《林肯被枪杀》的作者 Jim Bishop 发布的一个悖论

达拉斯的夏天十分炎热。7 月份的时候, 温度会高达 90°, 并持续不下。不过, 那时候, 内曼·马库斯商店的羊毛毛衣销量却非常高。过去的两年中, 销量直接上升到了 53%。在其他许多城市, 轻薄羊毛的销量也在上升。

为什么会这样? 答案是空调。我们现在生活在一个温度相当稳定的时代。全国各地, 从波特兰到波特兰, 从德卢斯到布朗斯威尔, 我们的办公室、剧院、餐馆、商店和家中都装有空调。

如今汽车上也装有空调了。空调能控制温度, 让人不再受热, 是一个造福人类的发明, 但同时也让体表感到冷。改变这种状况的方法就是羊毛——轻薄的羊毛毛衣、长裤、西装, 两件套等。

不过, 许多人在夏天穿羊毛制品, 我依然觉得非常奇怪。所以我询问了几个专家。他们给出了答案。我引用一下, “羊毛卷曲的纤维, 能把热空气锁在面料中, 把冷风, 冷空气挡在外面。然而, 因为羊毛吸附性比较强——让人在湿热的天气, 不再有那那种黏热的感觉。和羊毛松散的纤维, 能在燥热的天气里, 让凉风通过。所以, 轻薄的羊毛制品非常适合燥热的天气穿——在凉爽的室内或炎热的街头都可以。”

从那时起, 我就知道羊毛的作用了。当我看到大街上许多男男女女都穿着, 或拿着羊毛制品——或发现我女儿金妮穿着羊毛长裤, 推她的双胞胎孩子在炎热的午后逛商店时, 我不会再感到惊讶了。我之前不明白为什么鸟儿都要躲在树叶下乘凉时, 人们却穿着羊毛

制品感到惊讶时，这一点反而让她感到惊讶。

她还提到一点，这是我之前没想到的：现在美国的羊毛制品，有各种各样的颜色、图案和重量可供选择。

聪明的孩子。以前在班里从来没有考过前几名，但是穿着总是最好的。她知道“没什么能比得上羊毛。”

这则特别消息由美国羊生产商提供。

290

笔记

54、合理控制体重的新方法

Sensible new approach to weight control

You eat the
foods you like

Cut down instead
of cutting out

Sugar is a basic element in this modern concept for these important reasons:

1. Sugar helps to keep your appetite satisfied on less food.
2. By making your diet interesting, sugar can help you stay on it.
3. Ounce for ounce, no other food supplies energy so fast with so few calories. So sugar helps overcome a lack of energy while you are dieting.

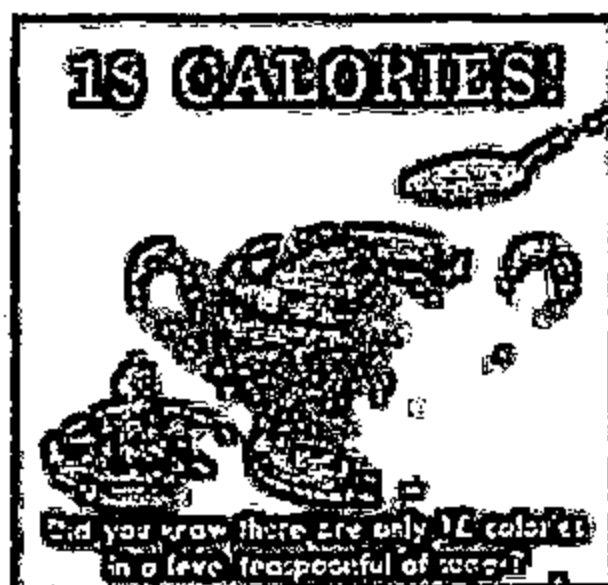
Although it may come as a most surprising piece of news, it is now known that there isn't a basic dieting reason in the world why any normal healthy person should have to use artificial, imitation sweeteners instead of the natural sweetener, sugar.

The new thinking about dieting says don't turn your normal eating habits upside down. Don't involve yourself in bizarre "wonder" diets that are in conflict with sound nutritional principles.

Go ahead and eat the good things you have been accustomed to having on your table. Cut the portions down, but don't cut them out.

With this new and sensible approach, sugar has been positioned as today's big news in dieting, because sugar can be a most important help in controlling weight.

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



There are three very reasonable reasons why it can: First, sugar satisfies the appetite faster than any other food. This means it can help you feel satisfied with smaller portions of your other food.

Second, sugar, and foods and beverages made with sugar, add interest to the diet, make it easier to stay with it.

And third, because ounce for ounce, no other food supplies energy so fast with so few calories, sugar helps overcome the "lack of energy" so often mentioned by people who are on a diet.

Verification comes from a very carefully conducted three-year study of more than 300 overweight people, which concludes: people who gave up sugar entirely and used artificial sweeteners lost no more weight than those who used sugar regularly in their diets.

The same study concluded that most of the people who tried the artificial sweeteners just couldn't learn to like them even after three years of use.

We really don't have to remind you... you like sugar. But isn't it nice to know, from the scientists, that you haven't been wrong about it?

SUGAR INFORMATION, INC.
New York 5, New York

#57001

公众微信: LBC333

合理控制体重的新方法

你可以吃你喜欢的食物

减量而不是不吃

在这个新概念里，糖是基本元素，原因有以下几点：

- 1.糖可以让你的食欲得到满足，从而吃更少的食物。
- 2.糖可以让你的食物变得美味，从而让你更容易坚持合理饮食。
- 3.没有什么比糖更能以如此低的卡路里快速为身体供能了。所以，节食期间，糖可以帮助你保持旺盛的精力。

有一个信息，可能会让人感到特别惊讶，那就是，到目前为止，没有任何科学证明说，减肥时，哪个身体健康的人应该用人造甜味剂代替天然甜味剂，糖。

现在减肥的新观念是，不要颠覆你的饮食习惯。不要让自己陷入有悖于健康，营养原则的“神奇”节食方法里。

去吃你经常吃的食物吧。减少食物的量，但是不要不吃。

这个明智的新方法中，糖可以说是节食减肥界的大新闻。因为，糖可以成为帮助控制体重的一个最重要的元素。

有 3 个合理的原因可以解释这点：首先，糖可以让你的食欲得到满足，从而吃更少的食物。也就是说，它可以满足你的食欲，从而吃的别的食物就比较少。

第二，糖，以及含糖的食物和饮料，让食物更美味，从而更容易坚持。

第三，没有什么比糖更能以如此低的卡路里快速为身体供能了。

所以，节食期间，糖可以帮助你保持旺盛的精力。

经过对 300 多名超重的人为期 3 年的仔细研究，我们得出一个结论：完全杜绝糖，使用人工甜味剂代替的人，并没有比经常食用糖的人减重更多。

同一项研究表明，大多数尝试人工甜味剂的人，经过 3 年的食用，依旧没有办法爱上它。

我们真的不需要提醒你……你喜欢糖。从科学家那里得知，你吃糖没有什么不好，是不是很开心呀！

糖信息公司

纽约 5 纽约

这条消息中的糖，指的是蔗糖和甜菜糖。

388

笔记

55、你是否特别想拥有一款神奇的风琴？

Is your heart set on owning
one of the wonderful new spinet organs?

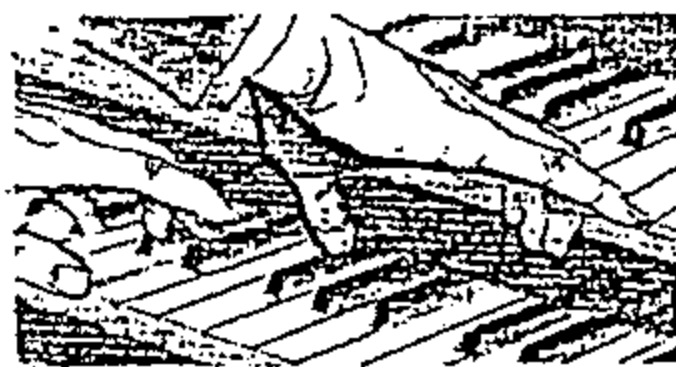
There's a lifetime of musical pleasure in store for you! An electronic organ is so easy to master...and fun for everyone! But you must choose wisely.

TONE IS EVERYTHING! You won't be satisfied with a "gadget" that produces a limited number of effects for a limited repertoire of music. You want an organ with great *tonal contrast*...with the "full orchestra" sound of a mighty pipe organ, as well as versatility of instrumentation. An organ of limited range or shallow tone may sound fine...until the novelty wears off.

You don't need a trained ear to know when you're getting the *real* organ tone. You can tell when you hear it! Compare them all and you will quickly and emphatically agree there is a *noticeable* difference in a Conn Organ.

NOBODY KNOWS TONE LIKE CONN! The Conn Organ is the product of almost a century of musical tradition. It is made by the world's largest manufacturer of orchestra and band instruments...specialists in tonal research.

The Conn Organ is *fully* electronic. Starting at just \$995, Conn is the only popular-priced organ whose range of musical color is not restricted to one



single type of tone. This means the Conn has greater versatility and tonal contrast. The Conn Organ system is essentially one in which there is a complete, *individual tone generator* for every note. Therefore, "full organ" on the Conn is grandly eloquent, not just loud.

DESIGNED BY RAYMOND LOEWY in modern or traditional styles, in a wide range of fine woods and finishes. Your beautiful Conn Organ will blend with any setting, taking up as little space as a drop-leaf table.

COMPARE THEM ALL before you buy. When you visit your Conn Organ dealer for a demonstration, you'll find there is a *noticeable* difference in a...

**CONN
ORGAN**

CONN ORGAN CORPORATION, Elkhart, Indiana, Dept. D-2

Please send me your free booklet, "How to Choose The Organ For Your Home."

NAME _____ ADDRESS _____

CITY _____ ZONE _____ STATE _____

公众微信: LBC333

#58001

你是否特别想拥有一款神奇的风琴？

商店里的乐器林林总总！电子乐器很容易掌握……能给每个人带来乐趣！但你必须做出明智的选择。

音调就是一切！只能用有限的曲调奏出有限的乐曲的“小乐器”，你一定不会满意。你想要一个音色区分明显……曲调完整的强大的风琴，一个真正的乐器。只能奏出有限曲调的乐曲，或音色单一的乐曲，听起来不错……但是，你的新鲜感会慢慢褪去。

你不需要有专业的音乐辨别能力，不需要知道你什么时候应该听到什么音调。你只要会欣赏你听到的乐曲就可以了！通过对比，你很快就会发现，并认同康恩风琴和其他乐器有明显的差异。

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。

康恩风琴是纯电子乐器。最低售价只要 995 美元，是唯一一款不只局限于一种音调的大众化乐器。也就是说，康恩风琴音色丰富，音调广。康恩风琴本质上有着完整的、独立的音调音符。因此。康恩风琴不仅音高响亮，而且音色丰富。

这款由雷蒙·洛伊威设计的现代或传统风格的风琴，选用优质木材，做工精良。康恩风琴和任何家装风格都十分协调，而且占用空间非常少。

在购买电子乐器之前，请仔细对比。去康恩风琴经销商那里观看演示，你就会发现明显的差异。

康恩

风琴

康恩风琴公司 印第安纳州, 埃尔德哈特 D-2 部门
请寄给我免费手册《如何选购乐器》

姓名 _____ 地址 _____

城市 _____ 区 _____ 州 _____

462

笔记

56、粒状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 B₁, 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 R91, West Chester, Pa.



公众微信: LBC333

#62001

粒状大米在特殊饮食中的重要性

如果你食物过敏，溃疡，高血压或胃部比较敏感，请继续阅读：

特殊饮食，带来了特殊问题……不仅给需要特殊饮食的人本人造成了烦恼，而且也给做饭的人带来了不便。

然而，对于大多数特殊饮食来说，有一种食物对特殊饮食者和做饭者都是一种福利：大米乳脂。

医学研究证明，大米乳脂比其他任何谷物都容易消化。

对小麦过敏的婴儿，通常都特别喜欢这种丝滑的谷物。它富含重要的维生素和矿物质，它能给无精打采的婴儿快速提供食物能量。不喜欢粗糙，僵硬的食物的人，也会特别喜欢这种营养丰富的大米乳脂。

对和许多食物都过敏，胃比较敏感，以及其他消化问题的人，医生都建议食用大米乳脂，因为它不含许多刺激，过敏元素……低脂，富含维生素 B1，核黄素、烟酸和铁。

大米乳脂有多种食用方法。加在烤鸡下面，味道会非常棒……加少量的肉桂和肉蔻，也会散发诱人的味道……拌入红糖口味更佳。给小孩子吃，还可以加入大粒葡萄干，成年人吃，还可以加入各种水果。

大米乳脂是一款绝佳的家庭美食——能为每个家庭成员提供健康的营养。当家中有需要特殊饮食的人时，记得准备大米乳脂，每个人都会吃的很开心——只要半分钟就可以准备好。

免费！

食谱书：《如何让特殊饮食变得特殊美味》，写信到：宾夕法尼亚州 西彻斯特 R91 部门，大米乳脂，就可领取。 552

笔记