

New way to relieve tension and fatigue!



PHONOPHOBIA
Fear of noise

art by Don Margolis

11. Fear of fresh air. These phobes become belligerent if anyone tries to open a window near them on a stuffy bus or streetcar. At home, their windows are always closed and securely locked.
12. Fear of the night. Going into the darkness frightens them. They usually insist that someone accompany them when they must go out after dark.
13. Fear of the number 13. This phobia is so widespread that some hotels and office buildings skip the floor that should be No. 13.
14. Fear of crossing bridges. Perhaps this stems from Thornton Wilder's novel, "The Bridge of San Luis Rey," the story of a bridge that collapsed, carrying five wayfarers to their death.
15. Fear of taking medicine. Not even sugar coating can make pills palatable to these folk. Momentarily, some are made sicker by the mere prospect of having to take medicine.
16. Fear of strangers. This attitude probably stems from the days when every stranger was an enemy.
17. Fear of vaccination. Every nurse and doctor has seen healthy men and women faint at the sight of a hypodermic needle.
18. Fear of being locked in. A famous New York newspaper publisher who had this phobia used to keep an axe in his bathroom to guard against this possibility.
19. Fear of being alone. These unfortunates can't stand solitude and want to be surrounded by others at all times. They can't handle jobs that require them to work by themselves.
20. Fear of making a mistake. Sometimes, this phobia makes people so deliberate that they succeed. At other times, the reluctance to chance making an error results in major blunders.

How to banish phobias? Well, it really isn't worth the effort, unless you have phobophobia—which is fear of your own fears!

If your phobias are mild, they probably amuse your family and friends and help give you a certain individuality. They also stamp you as a member of the human race, because everyone has one or more mild phobias.

Here are the scientific names of the phobias described above:

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| 1. Bacteriophobia. | 11. Aerophobia. |
| 2. Pedophobia. | 12. Noctiphobia. |
| 3. Heliophobia. | 13. Triskaidekaphobia. |
| 4. Astraphobia. | 14. Gephyrophobia. |
| 5. Phonophobia. | 15. Pharmacophobia. |
| 6. Ophidiophobia. | 16. Xenophobia. |
| 7. Ophthalmophobia. | 17. Vaccinophobia. |
| 8. Aphrophobia. | 18. Cleithrophobia. |
| 9. Hodophobia. | 19. Monophobia. |
| 10. Siderodromophobia. | 20. Hamartophobia. |



The BarcaLounger is a totally different kind of chair. When you lean back it leans with you.

Just 15 minutes in the fully reclined position slows down your pulse rate, makes your heart's job easier. As you relax, tension and fatigue slip away. You feel good quickly.



BarcaLounger's "Relax Action" is the fruitful result of over a dozen year's scientific research in this country and in Europe. It gives you firm but gentle support in the five vital comfort areas (as shown above): back of the head, shoulders, small of the back, thighs, calves.

No knobs or cranks to adjust. The merest shifting of body weight moves you back or forward. Whether you are reading, momentarily resting, watching television, or deeply relaxing, you are supremely comfortable.



For extra benefit we make available, at reasonable cost, a patented device which provides a deep cycloid massage action. It is called the "Rejuvenator Massage". Thoroughly and scientifically tested, it transmits a gentle, undulating vibration throughout your entire body. Helps you relax away nervous tension and fatigue.

The "Rejuvenator Massage", an exclusive BarcaLounger feature, allows you to control the duration and intensity of the massage. Once set, it is completely automatic.

Upon examining the BarcaLounger, you will discover fine workmanship, the like of which is seldom seen these days. Only kiln-dried northern hardwood is used for the frame. All joints are individually glued and doweled. Cushions are made of thick, moulded sponge rubber. Corners are carefully reinforced.

Women needn't worry. Recent design advances eliminate the bulkiness usually associated with reclining chairs. The BarcaLounger requires only 1 square yard of floor space. The new Barca-Lo-Back models are barely 34" high.

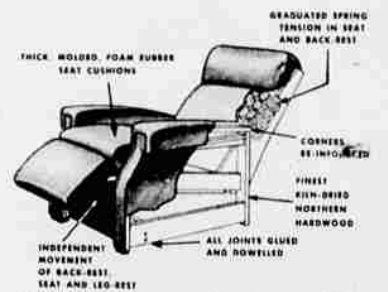
Tastefully and beautifully styled. You may choose from a handsome variety: Early American (some with exposed wood), Traditional, Modern, or Contemporary. No other reclining chair offers such a wide range of attractive styles; no other will blend in so beautifully with your furnishings.

Covering selection is practically unlimited: prints, brocades, nubby weaves, domestic and imported leathers and combinations of fabric and leather, or fabric and supported vinyl.

Available in sizes. To properly accommodate people of different builds, the BarcaLounger is available in sizes. No matter what your height or weight there is a BarcaLounger to fit you perfectly. Our dealers will help you select the right size.

Like all fine products, the BarcaLounger has its imitators. They cost less, of course, but can't do as much for you. They can't, because Barcalo holds the U. S. Government Patents that make the difference in comfort.

BarcaLounger prices start at \$119.50, range up to well over \$400. With convenient credit terms readily available, you can pay for your BarcaLounger as you enjoy it. If you live west of the Mississippi you will notice prices are higher. This is because of increased shipping charges.



Make the comfort test. You may feel we have said all there is to say about BarcaLounger comfort and quality. We haven't. There isn't room. To fully appreciate, you must actually try a BarcaLounger—really lean back and relax—to know how supremely comfortable the chair can be. The place to do that is at a BarcaLounger Dealer's.*

BarcaLoungers are sold in fine furniture stores and in the furniture section of selected department stores. Plan to visit one of our dealers* this week. Look at a BarcaLounger. Relax in one to your heart's content. Remember, Father's Day is June 21st.

If you would like the new BarcaLounger catalog (beautifully illustrated and in color) simply send us your name and address on a post card. Do it now! Our mailing address is italicized in the next paragraph.

BarcaLoungers are made only by the Barcalo Manufacturing Company, 21 O'Connell Street, Buffalo 4, New York. Be sure you get the genuine BarcaLounger. Look for our name plate (facsimile below) under the leg-rest. Our dealers* will be happy to show it to you.



*For the name of your nearest dealer, call Western Union by number and ask for OPERATOR 25