

Be Happy-Go Lucky! You'll say it's the...

**best-tasting cigarette
you ever smoked!**



Light up a Lucky—its light-up time!

VACATION-BOUND? Take Luckies along! Here's a cigarette to write home about—the best-tasting cigarette you ever smoked! A Lucky is all tobacco—fine, light, naturally good-tasting tobacco that's **TOASTED** to taste even better. People all over the map are turning to Luckies. How 'bout you?

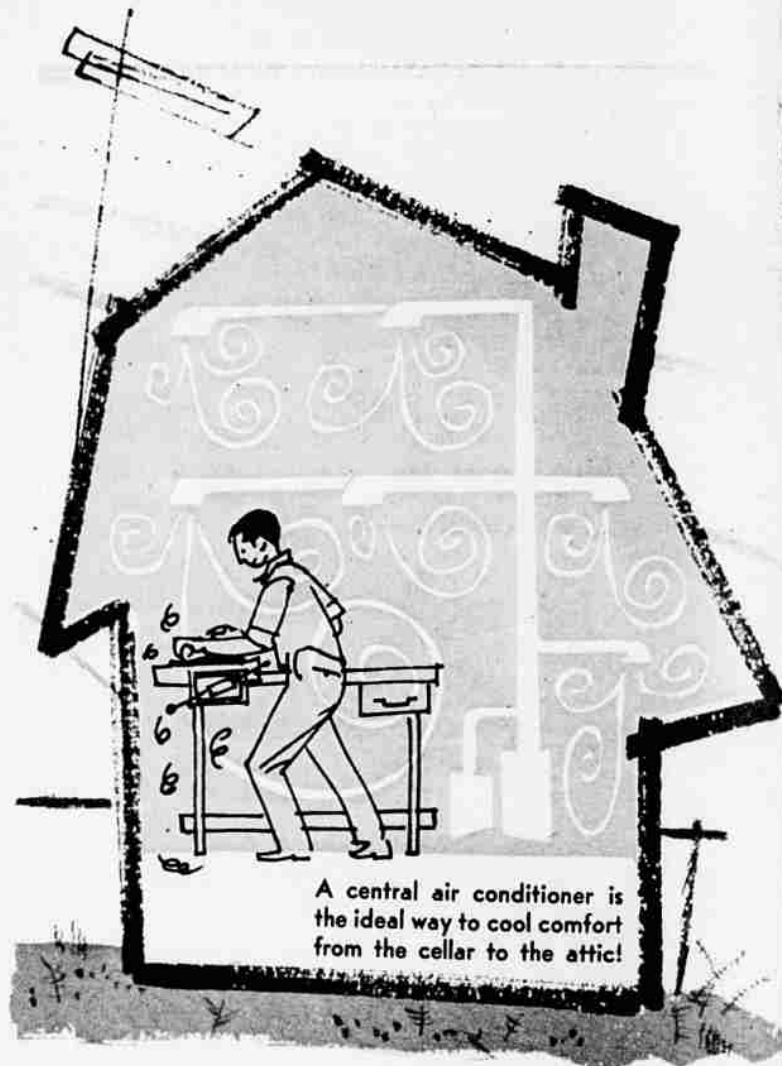


**Luckies
taste better**

"IT'S TOASTED" TO TASTE BETTER...CLEANER, FRESHER, SMOOTHER!

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Sizzle (Continued)



square foot house, but that's about tops for normal installations.

One thing to watch for in central units is the method by which the condenser unit is cooled. Two methods are used, air cooling (as in most window units) and water cooling. In some areas where a water shortage exists, local governments restrict water-cooled air conditioning unless a re-use system is installed.

Some central units can be installed outside the home, so they don't occupy any usable space at all! Otherwise they can be installed as a part of the existing warm-air furnace system, in the attic, or right next to the furnace. Many central units will fit handily into a closet, so don't worry about their size.

It's really a pretty comfortable world when you consider that an average guy can wake up in an air-conditioned home, go to work in an air-conditioned car, bus, or train, and work in an air-condi-

tioned office or factory.

And for a look at the future, consider the heat pump. This gadget, already installed in scattered locations across the country, works just like your refrigerator or air conditioner. A cooling agent, usually the same freon as in your refrigerator, is pumped through coils at low temperature and pressure. When it passes through the area to be cooled, it absorbs heat. In Winter it works just the opposite, radiating heat instead of absorbing it.

Since the freon picks up its temperature change from either the air or ground, depending on the installation, the main cost factor is the electrical rate in the area. If the solar electrical generating systems now in the experimental state are perfected, we'll have a machine to heat and cool homes using only the sun's rays as fuel!

The same rays that made us so miserable in those good old days, remember?