



CLOTHES DRY EVENLY, AT SAFE, LOW TEMPERATURES this new Maytag way. A gentle circle of heat surrounds clothes. No hot spots! Exclusive new principle makes a little heat dry a lot of clothes. Automatic 3-minute air fluff cools and softens clothes. (Models available in 3 colors and white, as little as \$1.97 a week.) *The Maytag Company, Newton, Iowa.*

New Maytag Halo of Heat Dryer fast-dries clothes in 26 to 35 minutes - safely and gently

OTHER DRYERS DO THIS: Clothes come in contact with concentrated heat as high as 200°. Wrinkling, uneven drying, overdrying are common.



ONLY MAYTAG DOES THIS: Regular loads dry at 105°-115°. Ends overdrying. Clothes dry fluffy, evenly, with fewer wrinkles.



EXCLUSIVE NEW AIR INTAKE FILTER KEEPS WHITES SPOTLESS. Removes dust, soot and dirt from all incoming air. Keeps your clothes sweet, fresh and spotlessly clean.



WRINKLES DISAPPEAR WHEN YOU PUSH THIS **WASH 'N WEAR** BUTTON. Special "Wash 'n Wear" setting removes wrinkles but leaves "permanent" pleats, creases like new. Saves ironing on all the new fabrics.

MAYTAG

GAS AND ELECTRIC DRYERS



WHAT CAN WE DO ABOUT

by Lewis S. Goodfriend

A fellow of the Audio Engineering Society and of the Acoustical Society of America, Lewis S. Goodfriend is partner in a Montclair, N. J., noise-control firm. He has been editor of the magazine "Noise Control," and is author of "Acoustics for the Architect."



ONE OF THE MOST serious problems in American communities today is something that you can't see, smell, taste, or touch. But you sure can hear it! The trouble is noise—a problem that within another decade may menace your well-being as well as that of your community.

Noise is the often-unrecognized villain behind a variety of bodily ailments. It can make you grouchy, anxious, jumpy, and rob you of sleep. On the municipal level, its results can include reduced property values, tax revenue, and industrial growth, and injury to a community's reputation. In these days of high-speed living, the individual needs protection against noise more than ever before.

Why does noise affect people? There are many reasons, some based on the fact that man unconsciously adapts to it. But this takes effort. In adapting to noise, your muscles tense and your nervous system goes into high gear. This unconscious adaptation consumes energy and makes you more tired than usual. Noise can also rob you of vitality by keeping you awake waiting for the sound to stop or—in the case of trucks that go by at the same time every morning—anticipating their arrival.

I've seen towns where trains with loud whistles or trucks with noisy exhausts woke up the residents, who then heard some of the lesser noises of local industry. In one town, such a situation resulted in a lawsuit against a relatively quiet industrial plant.

In an Eastern city, a large chemical plant had neighbors on two sides. However, some of the neighbors lived closer to a major road on which tractor-trucks operated day and night, and the section of road was a steep grade on which the vehicles continuously shifted gears. Result: a lawsuit against the factory.

Noise measurements showed, though, that only a few families actually could hear any sound from the chemical plant. What others around the plant were hearing was really highway noise.