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PHOTO CREDITS

Pages 12, 13: Bud Fraker.

WILL AMERICA



STRIKE OUT?

America has long been battling high in science and invention, business and trade, living standards and ideals for peace. But there may be scoreless innings if we do not train enough heavy hitters with higher education.

This is causing concern. Many colleges are in a squeeze. Some face shortages, and in less than 10 years there will be twice as many applicants.

To stay ahead, we must see that our colleges have modern laboratories, enough classrooms and a steady supply of competent teachers.

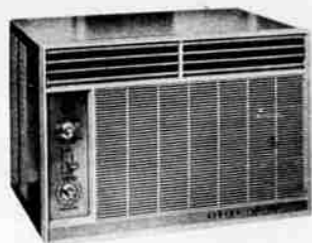
HELP THE COLLEGE OF YOUR CHOICE NOW!



Decorate at whim with the removable front panel of this Chrysler Airtemp unit. Pushed flush against the unit's top and sides, panel becomes a weather seal in winter.

This is National Electrical Week, a fine opportunity to discover

What's New in Room Air Conditioning



Gibson's Air Sweep unit features oscillating vanes that automatically can sweep cool air from wall to wall every five seconds.

This Fedders' unit sports a weather wheel, which enables air to flow in any two directions, and an air cushion that reduces operating sound.



Whirlpool built a comfort-guard control into its room units, designed to reduce overchilling and help balance room temperature.

For cooling a youngster's room on a tight budget, parents might select Carrier's Ready-Mount unit—it's easy to install, has high- and low-speed settings, washable filter.



From Westinghouse comes furniture-cabinet styling in four décors. The traditional model shown fits snugly over the unit, allows cool air to be emitted at top, nips drafts.

This Philco space-saver unit features special ventilator control and automatic thermostat. Optional feature is the Ionitron (control at left) for allergy relief.



Cook in cool comfort is the idea behind this General Electric unit. It fits a single pane of glass without blocking light or view, has four rotating air directors.

Conditioning

By ROSALYN ABREVAYA

AIR CONDITIONING is an enjoyment that needn't wait until the "season" begins.

Bought early, a room air conditioner will be ready to provide cool comfort on the first hot day—which may be well in advance of normal summer heat waves.

Preseason buying also gives a family time to shop for the model that's just right for its needs or have a dealer order a model that's not in stock at the moment.

The exhaust cycle found on most units provides a winter bonus by freshening stale rooms without the chill of open doors and windows. And for millions of hay-fever and allergy sufferers, who feel better with the controlled temperature and filter-pure air supplied by air conditioning, there is this added incentive: the Internal Revenue Service allows an air conditioner to be deducted as a medical expense—provided it is recommended by a physician, is used specifically to help relieve illness, and does not become a permanent part of the dwelling.

The new room air conditioners are quieter and more attractive than ever. The majority are constructed of weather-resistant materials and finishes that give years of protection. Some are small enough to fit the width of a windowpane, and one leading firm has covered its units with beautiful cabinet-like fronts to match the four most popular periods of décor—traditional, early American, provincial, and contemporary.

OTHER FEATURES to look for include: thermostats which operate automatically once set; removable, washable filters; two- and three-speed fans; adjustable controls for directing the cool air flow where desired; settings for fresh air and exhaust without cooling.

A unit with too much cooling capacity will cost more to buy and operate but will not do better than one that is correctly matched to the job. The most accurate method of rating a room air conditioner is by measuring its capacity in British Thermal Units per hour. BTUs indicate the amount of heat a unit removes from a room each hour. This rating is replacing inaccurate ton and horsepower designations.

The most popular air-conditioner sizes range from 6,000 to 8,000 BTUs. But the trend today is toward 8,000 to 10,000 and even larger capacities that can cool more than one room.

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Now New Improved TUMS bring better-than-ever fast, effective, long-lasting relief from acid indigestion, heartburn and gas! Modern TUMS exclusive formula with scientific buffering-action promptly neutralizes excess acids and soothes the stomach by gently coating the stomach lining. And TUMS are safe—never cause over-alkalizing, acid rebound or unwanted side effects.



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New Improved



Always carry Tums for the Tummy!®

Under a program sponsored by the National Electrical Manufacturers Association, the cooling capacities of more than 92 percent of all room air conditioners on the market are certified by an independent testing laboratory. Customers can ask to see the latest directory of certified models and also can ask to be shown the official certification seal affixed to the unit.

Free Air-Conditioning Booklet

The National Better Business Bureau, which supports the NEMA certification program, offers an informative free booklet on how to buy a room air conditioner. You may obtain a copy by sending a self-addressed stamped envelope to: National Better Business Bureau, Dept. FW, 230 Park Ave., New York 17, N. Y.