

IS NOISE DRIVING YOU CRAZY?

Continued from page five

the country, these principles of noise control have reduced the fatigue of workers, eliminated errors and increased efficiency.

But the control of noise is just as important to millions of men and women in offices throughout the country as it is in the factories. In the Aetna Life Insurance Company office in Hartford, Conn., where typewriters and machines maintained a steady din, careful records of efficiency were kept for 12 months. Then the three rooms were treated with sound-absorbing materials, and for another 12 months the efficiency of employees was checked. Results were these conclusive proofs of the value of noise control:

In all three rooms, efficiency increased an average of 8.8 per cent.

Errors by typists were reduced 29 per cent, by machine operators 52 per cent.

Absences decreased 37 per cent, and employee turnover was cut 47 per cent.

Airplane Roar

FOR millions of Americans living near major airfields the battle against the roar of plane motors is vitally important. Engineers have designed a radical new propeller with a large number of blades which will allow plane

motors to operate at a lower top speed. This new propeller has already been tried out successfully, may soon go into actual use.

But sound engineers, scientists and psychologists cannot wage the whole battle against noise. The great majority of everyday noises are beyond the limits of scientific control. They can be stopped only if the citizens of every city get together and make a conscious effort to stop them.

Today, the National Noise Abatement Council is co-ordinating this effort nationally. It gives a prize each year for the quietest city in the country. It works with mayors and civic organizations, with the police and health authorities.

To stop noise, a city must first have good anti-noise laws. In New York, for instance, the Anti-Noise Ordinance prohibits the shouting of peddlers, hawkers and vendors, out-laws building construction in residential areas except between the hours of 7 a.m. and 6 p.m., and makes it unlawful for stores to use loudspeakers or phonograph recordings outside the building. "Quiet Zones" around hospitals and schools are strictly enforced. For unnecessary blowing of horns, 55,190

motorists were either warned or fined in 1946.

But laws aren't enough. To make a quiet city, every man, woman and child must get behind the drive. Memphis, Tenn., which won the award as the quietest city in the country in 1945 and 1946, has set a pattern of civic co-operation that can be followed by every city. This is the way Memphis did it.

First, Mayor Chandler and Commissioner of Public Safety Joseph P. Boyle called the Council of Civic Clubs together and chose a committee.

"Keep It Quiet"

EVERY organization in the city was called on for help. The Chamber of Commerce made up an anti-noise pamphlet and sent thousands of them to every business in town for distribution. The hotels put them on the tables with their menus. The milk companies helped out by distributing them as collars on their bottles.

A contest in Memphis schools produced an anti-noise slogan that was plastered all over the city. Movie theaters flashed it on the screen. Motorists, coming into the city, were greeted with a giant sign: "You're In Memphis. Help Keep It Quiet!"

Memphis became so quiet that you could tell an out-of-towner by the tone of his voice. Two convicts, escaping from another city, were even caught by the police with noise as



the only clue. Halted in their automobile in downtown traffic, the convicts began tooting their horn. The policeman at the corner, knowing immediately that they were from out of town, walked over and demanded their identification.

What Memphis has done, any city can do. It's up to you. If you want to keep noise from ruining health and working efficiency in your city, get together with your friends and neighbors and put these rules to work. Stop noise today — before it stops you! *The End*

It's fun to have a Model for a Mother

Bryan Cornell's whoops and hollers reveal a smile as sparkling as his "model" mother's

ISN'T Bryan Cornell of New York City a lucky boy? Those are gen-u-wine Texas boots and spurs he has. And Oh, boy, look at that six-shooter!

Lucky for Bryan, too, that his mother is a successful model. This means he's almost bound to have a smile that'll lasso the lassies. For knowing the importance of a sparkling smile (that's the first thing models learn!) Mrs. Titia

Cornell teaches her son to safeguard his smile by following her own prized dental routine: Regular brushing with Ipana, then gentle gum massage.

Well-known as a Television actress, too, Mrs. Cornell knows what thousands of schools and dentists are teaching—that a radiant smile depends largely on sparkling teeth. And sparkling teeth call for firm, healthy gums.

"That's where you'll sit, Mommy." Bryan has only eleven years to go before he can become The World's Greatest Pilot. Long before then, however, his smile will show the results of his "model" mother's care. For the Cornells use Ipana, the tooth paste that dentists prefer 2 to 1 for their own personal use, as shown by a recent national survey.



Deep in the heart of New York. Week-ends often find Titia and Bryan at a nearby dude ranch. Every day finds them "duded up" with a sparkling smile. For the Cornells use Ipana—specially designed to help keep teeth sparkling bright. And because today's soft foods often rob gums of exercise, Titia Cornell helps keep the gums firm and healthy with gentle gum massage.

Ipana Tooth Paste for your Smile of Beauty

How to massage your gums. Gently massage at the gum line, always keeping fingertip in contact with the tooth surface. It's at the gum line, where teeth and gums meet, that so many troubles start—where gentle massage can be so helpful. Between regular visits to your dentist, help him guard your smile of beauty.



Product of Bristol-Myers



Pistol-pockin' Bryan, 6 years old, rides the range by day, learns how to help guard his gums at night. Sensitive gums, among adults, often herald their warning with "pink" on your tooth brush—a sign to see your dentist. Let him decide whether yours is simply a case for "the helpful stimulation of Ipana and gentle massage."