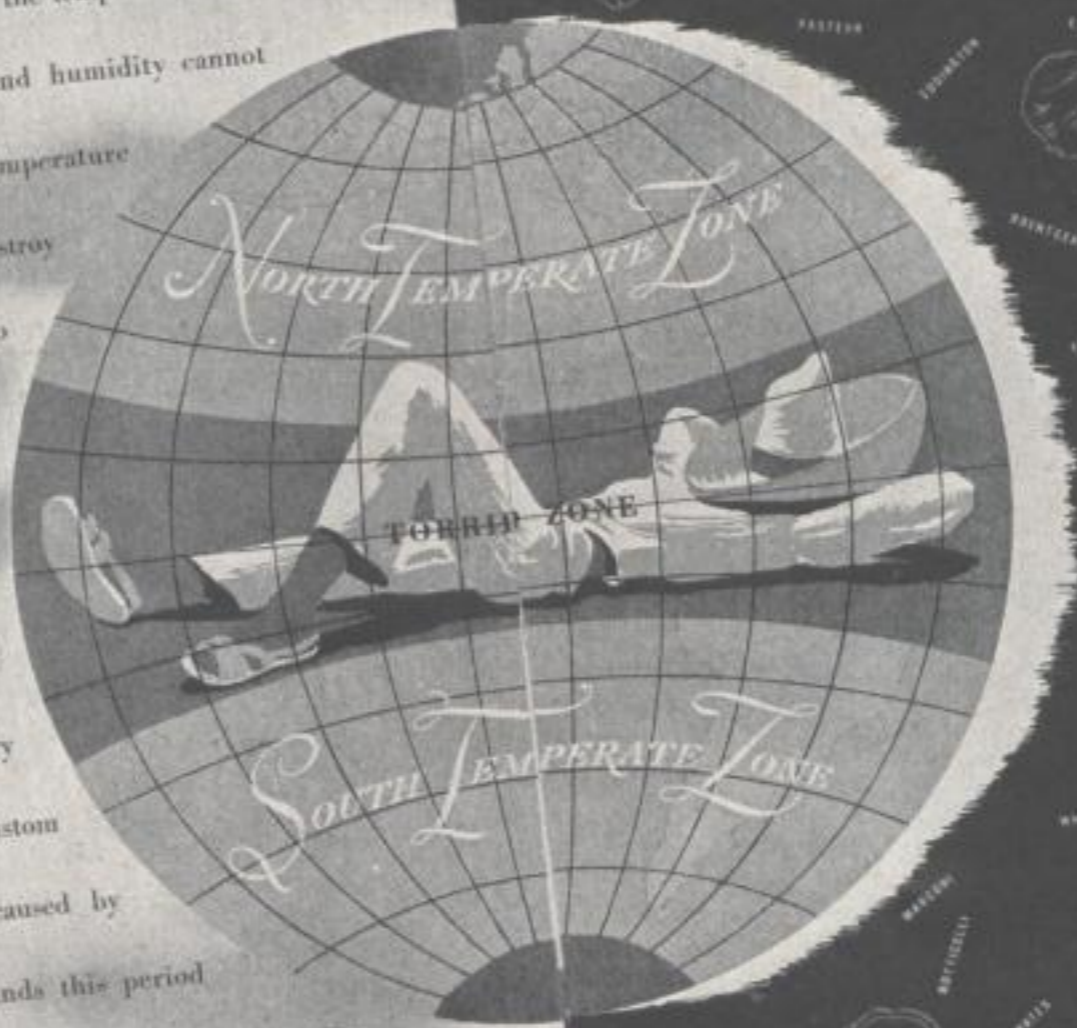


Not by accident have modern civilization's greatest advances come from and been instigated by people living in the temperate zones. The extent to which man depends on temperature and humidity cannot be overestimated. For instance, mean temperature would have to rise only 100 degrees to destroy the nations of the earth and probably to exterminate the human race entirely. The climate of the earth is responsible for the way people look, the height to which they grow, the very vigor and health they enjoy. Hence, it is not very unusual to find the noonday siesta a custom of tropical countries — the fatigue caused by excessive heat and humidity demands this period not only for rest, but for restoration also. Likewise, people in zones of extreme cold live a nomadic, stunted existence. The condition of the air which man breathes largely determines the way he feels and the way he acts.



Catalogue pages H O W A R D



FATIGUE



ENEMY OF PROGRESS AND ACCOMPLISHMENT

Fatigue—enemy of progress and accomplishment—is aided and abetted by atmosphere. The human body under normal circumstances secretes fatigue substances. But in excessive heat and humidity heavy rate and respiration increase, fatigue comes sooner and more relentlessly. Little wonder, then, that the most talked about subject is the weather and the most frequently asked question is how we feel. The sun has a very vital effect upon the fiber. Excessive heat and excessive cold, too great a humidity and too severe an aridity or dryness—all interfere with the normal functioning of the body.

HENCE, VACATIONS IN THE SUMMER—

Nature, through our instincts, guides us to the seashore, the country or the mountains, where cool and moving air helps alleviate the atmospheric causes of our fatigue. Hence, the growing vogue for winter vacations, too. Nature again through our instincts leads us to a climate of greater warmth. She seems to abhor both a cold, damp atmosphere and a warm, humid one. And for very good reason. Both interfere with efficiency.



The air here is marvelous - slept last night under blankets. Feel fine. Having wonderful time wish you were here
 Love Alice

POST CARD
 Mrs. John Brown
 3501 Vermont Ave.
 St. Louis
 Mo.



DURING HOT WEATHER NATURE THROUGH OUR INSTINCTS GUIDES US TO THE SEASHORE, THE COUNTRY OR THE MOUNTAINS.