



WEATHER

HAS LONG BEEN
BOTH THE HERO AND THE VILLAIN
IN THE PLAY OF BUSINESS
ON THE STAGE OF OUR
COMMERCIAL CIVILIZATION



Wet weather, for instance, may help the umbrella industry, but in general, trade falls off on rainy days. Then there is the regular summer slump - about which business has recently begun to do something by creating its own weather, at least inside its own establishments. Certainly this has been a profitable move. For it stands to reason that if heating a store in winter enables customers to shop in comfort, then certainly cooling a store in summer will accomplish the same end. Imagine running a place of business during cold weather without heat! Forget the customer for a moment and imagine the owner of a business expecting his employees to work in such a place, let alone expecting them to work efficiently! Excessive cold would interfere with their work. They would undoubtedly see to protect and refuse to work until conditions were made bearable. Employees take it as a matter of course to give their employees comfortable working conditions during cold weather. Many forward-looking employers are now reaching the wisdom of providing similar comfort during the hot summer months, and of increasing the humidity all year round!

EMPLOYERS HAVE ALWAYS TAKEN IT AS A MATTER OF COURSE TO PROVIDE EMPLOYEES COMFORTABLE WORKING CONDITIONS DURING COLD WEATHER

H A R D Y

Pages from a catalogue

AIR IS NOT ONLY HOT OR COLD
IT IS ALSO MOIST
OR DRY

In hot weather, humidity acts like an overcoat on the human body. It prevents the escape of inner heat. It discourages the evaporation of perspiration by the air - the air is too wet to absorb any more moisture - and evaporation is one method by which body heat is dissipated. On the other hand, heated air in a room during winter tends to lose too much of its humidity with the result that mucous membranes become irritated, and discomfort following upon this condition tends to reduce efficiency and to interfere with general pleasantness.

THE NORMAL INDIVIDUAL IS SENSITIVE TO

EXTERNAL
TEMPERATURE
HUMIDITY
AND AIR MOTION

There is an optimum for physical activity which gives a sense of comfort and well-being and so increases efficiency. Maintaining a constant temperature and humidity in moving air within the optimum range - 68-80 degrees Fahrenheit, relative humidity 30-50 per cent - makes less demand upon heart and respiration. Clearing the air, too - removing irritating gases and reducing its effect, since it is a factor in conditions involving the mucous membrane of the upper and lower respiratory tracts. As medical science has demonstrated, the human machine is a delicate and sensitive mechanism, operating most efficiently under conditions that best contribute to its physiological and psychological well-being.