

---CORRECTION---

A Science Service Feature

Released upon receipt
but intended for use
June 9, 1932

? WHY THE WEATHER ?

Mailed June 2, 1932
Remailed June 3, 1932

By Charles Fitzhugh Talman,
Authority on Meteorology.

REFUGES FROM HOT WEATHER

Artificially cooled refuges from hot weather were slow in coming, but they are now multiplying ^{apace} ~~space~~. Upwards of 400 motion picture theaters in the United States and Canada have been equipped with cooling plants and many buildings of other kinds possess similar equipment. In a majority of cases cooling is effected by the use of compressing machinery, but in some buildings the air is cooled by means of artesian well water or by water cooled with manufactured ice.

At first most buildings were kept too cold. A writer in one of the current technical journals says on this subject:

"The prevailing tendency has been to cool most theaters far in excess of the best practice from the standpoint of both comfort and health. 'Twenty Degrees Cooler Inside This Theater' was the slogan by which the management sought to attract patronage. Passersby were greeted with a blast of delightfully chilled air pouring from the main doors and this undeniably had a favorable advertising effect. Once inside, however, patrons frequently became uncomfortably cool, and when the show was over and they returned to the street the outside air was like the breath of a blast-furnace; the individual who had sought relief from the heat now felt it to a greater degree than before. Present practice has modified the cooling of theaters to a 10 or 12 degree differential." This change conduces not only to the comfort of the audience but also to the economical operation of the cooling plant.

(All rights reserved by Science Service, Inc.)

SCIENCE SERVICE
21st and Constitution Ave.
Washington, D. C.