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Effective temperature! People often say that it is warmer or colder when the mercury has not budged. And they are right in a sense, as they are speaking in terms of personal feelings. The thermometer, let us say, stands at 20 degrees and the wind is blowing 15 miles an hour. If the wind drops to a calm, it feels appreciably warmer; but if the wind speed rises to 25 miles an hour, it feels much colder. There are many combinations of air temperature, humidity and wind speed which feel comfortable. The ventilating engineers call this combination "effective temperature." The ideal effective temperature indoors is that combination of temperature, humidity and air movement when the loss of body heat just balances its production. It differs from person to person.
