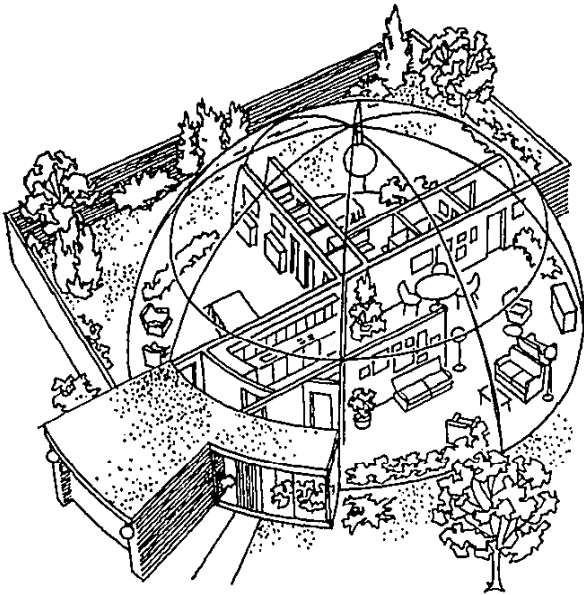


Don't Overwork Your Hypothalamus



TODAY'S COOLING technology is so advanced that tomorrow's home may look like this single-family dwelling. Within the transparent dome enclosure of house and lot, climate control is so complete that it is always spring, flowers grow year-round, and there is little need for roof or walls, except for privacy.

Nature has provided man with a built-in climate control system that maintains a stable body temperature.

Regulator of the bodily cooling system is a small portion of the brain called the hypothalamus, which works like a thermostat. When heat is intense the hypothalamus causes blood vessels to dilate and sweat glands to accelerate.

Humans adapt to heat several ways. Heat is released from the body by convection, in which warm air near the body rises and is replaced by cooling air; through radiation in which warm air near the body is attracted to a cooler object; and by evaporation which releases moisture through the pores of the skin. The moisture is vaporized, carrying away the heat.

Primitive man sought summer comfort with very little success. It helped if he were a king or a caliph with the manpower of hundreds of slaves to hand-carry snow from the mountains to pile in his garden.

Today the average homeowner enjoys more comfort than a Roman emperor, thanks to the revolutionary technology of air conditioning and the residential cooling boom that began two decades ago.

THE ANCIENTS effected some astonishing construction projects in their efforts to beat the heat.

One determined Bagdad caliph built his summer palace with double walls which were packed with snow brought from the mountains.

By the 19th century physicians were increasingly aware that heat and humidity excesses hampered their patients' recoveries.

After he was shot in the summer of

1881, President Garfield was cooled by a fan-driven device installed in his White House room that melted about 536 pounds of ice per hour.

Nearly 50 years earlier, malaria and yellow fever patients were cooled by fans blowing air over ice hung in their Charleston, S.C. hospital rooms.

A number of history's great minds turned their attention to overcoming the problems of the weather.

THE GREAT Leonardo da Vinci engineered a water-driven ventilating fan that cooled a single room. English architect, Christopher Wren, devised a gravity exhaust ventilating system to cool off the British House of Parliament.

One very contemporary variety of cooling equipment actually is well over a 100 years old. The heat pump, only today coming into its own as a practical way to automatically heat or cool as needed, was first devised in 1854 by an English physicist.

Willis Carrier, a young American engineer was responsible for the breakthrough that eventually led to air conditioning as we know it today. In 1902 Carrier was able to simultaneously regulate temperature and humidity.

Air conditioning was pioneered in slaughter houses, candy factories, textile mills and manufacturing plants. Owners of theaters began to offer cooling along with the featured bill, to keep up the crowds in summer.

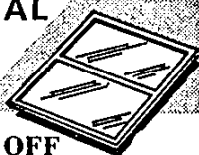
Today's most modern climate control systems offer total comfort that goes beyond heating and cooling. The ideal system also adds humidity in winter, controls indoor odors, and provides an electronic air cleaner that removes at least 95 per cent of all the dirt, pollen and smoke particles from indoor air.

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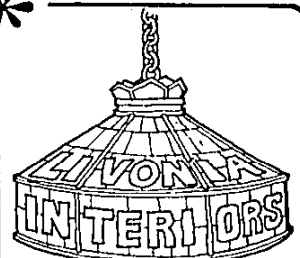


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