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A Science Service Feature

? WHY THE WEATHER ?

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WEATHER AND ADVERTISING

No commercial activity more faithfully reflects the weather, or, in a somewhat less degree, the weather forecasts, than advertising. So important is it, in many lines of business, to make advertising fit the weather that one might expect merchants to be, as a class, as weather-wise as sailors and farmers. A page of advertising in a great metropolitan newspaper is a costly investment. If, for example, it invites the public to pay a <sup>Sunday</sup> visit of inspection to some haven for homeseekers in the suburbs and Sunday turns out to be the kind of day that converts building-lots into bogs, the advertiser will perhaps be led to inquire whether there is ~~not~~ some means of avoiding another such fiasco; and ~~he~~ may thus ~~make~~ the surprising discovery that meteorology is a practical science.

The conjunction of a conspicuously advertised sale of rubbers and a soppy week-day morning may be either a lucky accident or the result of studying the weather map. In the former case, supposing the business to be conducted in the northeastern United States or southeastern Canada, where dry weather is about twice as common as wet, the odds would be two to one against the occurrence even of light showers on the day the advertisement appeared, and three or four to one against the occurrence of such weather as would make the advertisement decidedly apropos.

Advertisers should cultivate close relations with the Weather Bureau.  
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