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? WHY THE WEATHER ?

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METEOROLOGICAL ADVERTISING

One of the minor ways in which merchants can turn the science of meteorology to account consists of using weather instruments and the official weather forecasts and bulletins for the purpose of attracting attention to their windows or their stocks-in-trade. The drug-store thermometer is the illustration of this process that comes first to one's mind. There is no reason why, sometime before the millennium arrives, this celebrated instrument should not become a trustworthy index of temperature as well as an effective advertisement. Two things are required to make it so; first, a well-made instrument, and second a satisfactory exposure.

In continental Europe weather instruments are displayed along with miscellaneous advertising matter in many of the street pavilions known in Germany as Wettersäulen ("weather-pillars"), which furnished the idea of the so-called "kiosks" maintained by the United States Weather Bureau in several American cities.

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