

A Science Service Feature

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but intended for use
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? WHY THE WEATHER ?

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A METEOROLOGICAL ADVERTISEMENT

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Some years ago a tradesman in Cape Colony issued an advertisement in the form of a calendar for the ensuing year. The center was occupied by a table of the monthly rainfall of the locality for the years of the 20th century up to the one in question, and a blank space was left for entering the monthly amounts for that year as it proceeded. Above the table appeared a statement of the average rainfall of the summer and of the winter months. Below was the announcement: "The time to buy -----'s pianos is winter or summer, wet or dry."

This is but one of innumerable cases in which meteorological information, authentic or otherwise, has been utilized in connection with advertising. During the present summer a real estate firm in New York City quoted a statement from an unofficial long-range forecaster to the effect that the temperature would jump 10 to 15 degrees during the following week. This was followed by the suggestion that a suburban development in which the firm was interested was an ideal place to live in hot weather.

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