

CHATS BY THE WEATHER MAN

Wed. Dec. 8, 1926

PROGRAM.....

RELEASE.....

ANNOUNCEMENT: We are now introducing the Weather Man in his regular Wednesday evening chat, released by the U. S. Department of Agriculture through this Station. His subject is the "Importance of the Weather Bureau to Big Business" And here's how:

Here's a true yarn that sounds like a romance:

It comes out of the Weather Office in Kansas City, Missouri. I have permission to tell it to you.

Kansas City just dedicated her inspiring Liberty Memorial which cost approximately \$1,750,000.00. President Coolidge traveled in a fast train from Washington to Kansas City to take a prominent part in the dedication ceremony. Queen Marie of Roumania was there. So were scores of other famous people. Somewhere in the background was the Weather Man, who helped to make this splendid Memorial a reality.

Before I tell you how the Kansas City Weather Office helped to erect this monument to the heroism of men, I'd like to read a letter from Mr. E. B. Murray, Consulting Engineer on the Memorial job, to Weather Man Connor of Kansas City. The letter is signed by Engineer Murray. It reads:

"Dear Sir: ---

"We wish to take this opportunity of expressing to you our satisfaction of the service received from your bureau, regarding special reports concerning prospective climatic conditions which reports we have been receiving from you for the past three years.

"In the construction of the Liberty Memorial of this city ----we used your predictions to considerable advantage.

"The writer had active supervision over the construction work of this structure and it was very necessary for us to know what weather conditions were expected to be, before we started pouring concrete, especially during the winter months. For, as you know, once a concrete pour is started, it has to be carried to the point where it is entirely completed. By gauging our pours on your predictions, we are glad to say that we did not have any concrete work freeze or any work damaged so that it was necessary to replace the same.

"In conclusion, allow us to say that the courtesy and service which we

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-2-

have always received from you personally and from your office, has been very much appreciated".

Yours truly,
E. B. Murray,
Consulting Engineer.

That letter shouts for itself.

Here's Weather Man Connor's own story of the building of the Kansas City Liberty Memorial:

"The construction of the Liberty Memorial in this city put this weather office to an unusual test", begins Mr. Connor. "The job required more than a year for its completion.

"The excavations had been made. The time was the beginning of winter. Supervising Engineer, E. B. Murray, had stated in public interviews that work would begin when notified by the Weather Bureau that it would be safe to pour concrete.

"A concrete monolith of large size, and about 4 feet thick, was to be the foundation. The machinery was set, and a number of chutes were swung from derricks so arranged as to reach all parts of the structure. These were for the soft cement.

"The idea was to pour concrete for 3 days and 3 nights, without a stop, until the pouring job was done. It was necessary to do this at a time when there would be no freezing weather.

"Owing to bad weather conditions, the concrete crew was held in idleness, mostly, for about 10 or 12 days, waiting for a promise that no freezing weather would come for 3 days and 3 nights. This weather office was in daily communication with Mr. Murray, the engineer.

"One morning, Engineer Murray was given the glad word to get everything ready to begin pouring early the next morning. We said we could give him reasonable assurance that there would be no freezing weather for at least 3 days and 3 nights".

That meant action. Mr. Connor continues, "the news was received with enthusiasm. Weather conditions turned out to be ideal. The pouring job was successfully completed. But that was only the beginning. The superstructure, embracing the monumental shaft, 217-1/2 feet high, was yet to be built.

"There were many interruptions during the winter. But, without boasting, this office nursed the job to completion with gratifying success".

Engineer Murray's letter proves that.

A few years ago, the New York Produce Exchange said that weather forecasts issued by the Weather Bureau afforded protection amounting to not less than \$25,000,000.00 in the vicinity of New York City alone. The saving of produce, due to advance word on weather conditions from the Weather Bureau, must have amounted to many times that figure over the country as a whole.

It is said that not a single ship was lost on the Great Lakes during the year 1923, because the navigators were careful to note weather warnings and obey them.

Shipping's pretty heavy on the Great Lakes during the shipping season, as you probably know.

A year without loss of ships means a profitable season to the vessel owners, and a greater income for the United States.

Great railroads of the United States make a practice of gauging freight loads by the condition of the weather as reported by the Weather Bureau. For instance, do you know that a locomotive works much more efficiently in warm than in cold weather? It does, and that is one reason why the same locomotive can haul a larger load in summer than in winter. Traffic engineers and locomotive engineers load their trains, to a certain degree, according to the condition of the weather. Cold wave warnings make it necessary to load the trains more lightly.

Another thing. A foreknowledge of weather conditions sometimes determines the length of a freight train. It is dangerous business to couple on more and more cars when a blizzard, or very cold weather, is threatened.

Floods on the Mississippi River are predicted with accuracy, days and weeks ahead. It takes a flood wave nearly a month to pass from Cairo, Illinois, to New Orleans, Louisiana. During this period of time, the advancing flood wave crest can be accurately gauged and its coming foretold as the prophets of old foretold famine and plagues.

My time is limited and I won't have a chance to mention dozens of other ways in which the Weather Bureau protects American industry. One more story, - and I'm through.

In a certain Mid-west town, a store was planning a large sale of merchandise. An enormous amount of newspaper advertising was planned to announce the sale. Those in charge knew that it was vital that fair weather should prevail during the sale. The store asked the opinion of the Weather Office in that city as to whether or not fair weather would bless the days chosen by the store for their huge sale. The Weather Man announced that, while rains

would come before the nearby date set for the sale, fair weather would be very likely on the date of the sale itself. The store went ahead, and announced the sale for a certain date, on the strength of the Weather Office prediction. It was a perfect day, and the sales receipts amounted to more than \$170,000.00. The managers of the store wrote the Weather Office a personal letter of thanks and sent a long a "little token of appreciation", which was graciously declined.

Big Business wants to know what returns it gets on money spent. "True", you say, "the Weather Bureau is giving service. But what does it cost?"

Well, it costs not more than \$2,500,000 a year to maintain the weather service in the scores of towns and cities throughout the United States. That means an annual cost to each person in the United States, of slightly more than 2 cents. One-fifth the price of a hot dog sandwich.

The return to the public is many times the cost of the weather service. It is doubtful whether general commerce, navigation, agriculture, and horticulture could operate without the service from the Weather Bureau, --- except at a considerable loss.

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ANNOUNCEMENT: Now do you have any questions? Do/want to know how the Weather Bureau can help YOU in YOUR business? Or in YOUR pleasures? We shall be glad to answer any questions you may have on the Weather Bureau itself, or on any of its many services. Send the questions to this Station, or direct to the Radio Service of the United States Department of Agriculture.

National Oceanic and Atmospheric Administration

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