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? WHY THE WEATHER ?

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BECOMING A LONG RANGE FORECASTER

Becoming a long range forecaster is easy for anyone not a scientist. First study the prophesies made last fall and recently. Three points in common stand out. One is that an unusual season was expected, and of a kind not generally wanted. A second is that there was no shadow of a doubt as to the validity of the dictum, and a third point is that the self-styled "forecaster" in the course of "long experience" had been remarkably successful. The weight of authority is also lent to the "forecast" either by bragging a spurious backing of "other investigators" with high sounding scientific titles, or by grandly calling everyone else a false prophet. Glib use of scientific terms and difficult circumlocutions adds to the effect: "solar conditions," "ocean temperatures", "planetary influences", "repeating cycles", "discovered" and worked out by the "forecaster".

Now get ready with your forecast for spring. Put your conscience aside, for you know nothing about the coming season, and "reiterate" it will be allate spring. You will begin to make a reputation at once, for people can see that it is so. If the spring improves too much, your clientele will be only too glad to excuse you. If it becomes still later, they will sing the story of your prowess, and ask if we are to have a hot dry summer. Invite a reporter in (at a price) and tell him, "Yes, there will be some spells of hot weather interspersed by cool ones, punctuated by thunder-storms, hailstorms, tornadoes, hurricanes and droughts," But be careful not to say just where or when! Whatever happens, you will in two seasons have risen to the height of your ambition, and bought a new car.

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