

A Science Service Feature

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? WHY THE WEATHER ?

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OPPORTUNITIES FOR COMMERCIAL METEOROLOGISTS

The demands for weather knowledge have become so great that Weather Bureau stations often have difficulty in handling all the requests for information which come to them. In small cities without regular stations, cooperative observers of the Weather Bureau sometimes carry on considerable commercial work. Chambers of Commerce or large corporations occasionally require nearly the full time of an experienced man as consulting meteorologist.

The consulting meteorologist is not employed primarily to make forecasts, though one who knows his local conditions well may elaborate upon the general forecasts issued by the Weather Bureau. His task is rather to see that the best possible application is made of the available weather forecasts, for example in directing advertising or the matter of heating. Enormous savings are possible in this last item. Again, he interprets climatological data for builders, engineers, and various industries.

A commercial meteorologist or the Weather Bureau is likely to be called upon for observations in connection with rain insurance or for forecasting snow storms for his local street department. Perhaps on bad mornings, the school superintendent inquires whether he should sound the "no school" signal. The meteorologist acts as expert witness supplying weather records in court, or weather data in connection with insurance settlements for damaged goods. In cities which have no Weather Bureau station, he is sometimes asked to give a daily weather report over the radio or to issue a report and forecast for the daily paper.

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