

Released on receipt
but intended for use
October 7, 1927

A Science Service Feature

? WHY THE WEATHER ?

Mailed September 30, 1927

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RAIN AND THE SHOPPER

The weather plays an important part in nearly every line of business. A big book on this subject still awaits the writing. Meanwhile here is an interesting bit of information, contributed by F. C. Kelly:

"In a large city the business of a department store is seriously hurt by rain in the forenoon, but rain in the early afternoon is usually a big help. Most customers of a big-city department store are women, and nearly all of them live some distance from the store - at the edge of the city or in the suburbs. If it rains along about eight or nine o'clock in the morning, the woman who had planned to go shopping that day is quite likely to change her mind, even though she did not intend to go until afternoon. The rain not only suggests discomfort in getting about, but diminishes her desire or immediate need for certain articles, and drives the shopping idea out of her head. On the other hand, if it is bright and clear in the morning but clouds up about noon for a heavy downpour which lasts most of the afternoon, it is the best thing that could happen for the department store, because shoppers get in and cannot comfortably get out. They shop all over the store, buy luncheon there, and shop some more.

"While the rain is thus helping the department stores, it may hurt the smaller shops, because many customers who would otherwise look around are obliged to do all their buying under one roof."

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