

A Science Service Feature

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? WHY THE WEATHER ?

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WEATHER AND BUSINESS

Concerning some of the multifarious relations of the weather to business,

O. T. Lay, of the U. S. Weather Bureau, writes as follows:

"Laundry companies, cleaning establishments and shoe-shining parlors find a marked response to weather variations in their volume of business. During periods of bright, clear weather, clothing, curtains and other washable material are not soiled so rapidly, and there is a tendency to have laundry work done at home and allowed to dry in the open air; while, on the other hand, business picks up during wet, muggy and extremely cold periods. In wet, hot and slushy weather clothing loses its shape and mud may be splashed over suits, dresses, stockings, etc., resulting in a stimulation of business for cleaning establishments and laundries.

"There is a falling off of business at shoe-shining parlors during wet and snowy weather, and a noticeable increase with the termination of such conditions and promise of a continuance of fair weather.

"In Chicago some of the firms engaged in these lines use the records of the Weather Bureau in analyzing their balance sheet, and here are shown the reasons for the peaks and temporary depressions in these activities."

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