

Released on receipt
but intended for use
March 29, 1929

A Science Service Feature

? WHY THE WEATHER ?

Mailed March 22, 1929

By Charles Fitzhugh Talman,
Authority on Meteorology

A WEATHER MAP COMPANY

The first daily weather maps issued by a government institution were those published in Paris, under the direction of Le Verrier, beginning in the autumn of 1863. About the same time (perhaps earlier in the same year, but the date is unknown), there was organized in England a concern known as the Daily Weather Map Company (Limited) for the publication of weather maps as a commercial undertaking. A prospectus of the company sets forth plans for issuing^a "Daily Weather Map and Journal of News, Literature and Science," to be sold at twopence a copy. The circular says:

"This publication will comprise a map of the British Isles, drawn upon a sufficient scale, showing, at a large number of stations scattered over the United Kingdom, the state of weather, wind, etc., at each locality by a simple and semi-pictorial combination of symbols. The observations for this purpose will be taken everywhere at 9 a. m., transmitted to London by telegraph, and transferred to the map for general circulation by 11 o'clock." The prospectus points out the utility of such a publication, not only as a record of existing weather but as a means of anticipating weather changes. A specimen map is shown.

Besides the map the publication was to contain two pages of letterpress, "presenting a carefully prepared epitome of the news of the day, foreign and domestic, with original articles upon topics relating to commerce, agriculture, literature and popular science." It was also to carry advertisements.

This hopeful project was never carried out.

(All rights reserved by Science Service, Inc.)

SCIENCE SERVICE
21st and B Sts.,
Washington, D. C.