

A Science Service Feature

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? WHY THE WEATHER ?

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WEATHER FORECASTS AND ADVERTISING

In one of Chicago's largest department stores copies of the morning weather forecast and weather map are placed daily, as soon as available, on the desks of all members of the firm and on those of the merchandising and advertising executives. The advertising that is to appear the following day is shaped to a considerable extent in accordance with this information.

"Frequently," says the advertising manager of this concern, "when a sudden change in temperature or other condition of the weather is predicted, the weather station is called on the telephone about 9 p.m., in time for the advertising schedule arranged for the next day to be canceled, if the weather forecast is of such a nature that this seems advisable.

"Occasionally we have prepared in advance advertising of certain merchandise, the successful selling of which depends more or less directly upon the condition of the weather, ready for publication on short notice."

An example of such advertising "copy" that was held ready for use whenever the forecast indicated an opportune time for it described the store's stock of skating and hockey boots.

Another wrinkle in adapting advertising to the weather forecast is to place the latter each day at the top of the advertisement, and give special prominence to announcements of goods suitable to the expected weather.

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