

A Science Service Feature

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? WHY THE WEATHER ?

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CLIMATIC DATA FOR EXPORTERS

The story is told of a certain American manufacturer of ~~library~~ library paste who embarked upon extensive shipments of his product abroad without any preliminary study of climatic conditions in the foreign markets. Some of it went to desert regions in the Near East, where, on account of excessive evaporation, the paste dried so quickly when it was applied that it had no adhesive quality. To introduce more moisture at the time of manufacture would have made the paste too thin and subject to spoilage. Laboratory experiments were undertaken, a slow-drying paste was developed, and the new product turned out to be so much better than the old one that today more of this paste is sold in America than any other.

It is rare indeed that failure to consider the climatic factor in developing a new market leads to any such happy result, and on the other hand many cases might be cited in which negligence in this matter has proved very costly to the exporter. Most business men realize that adaptation to climate is a most important consideration in the sale of many commodities, whether at home or abroad. Unfortunately, detailed information on the subject is scattered through a voluminous literature, large collections of which are found in comparatively few libraries, and as a rule the aid of a specialist is needed in extracting such information.

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