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A Science Service Feature

? WHY THE WEATHER ? Mailed March 27, 1931

By Charles Fitzhugh Talman,  
Authority on Meteorology.

BAD WEATHER HELPS BUSINESS

H. A. Haring, in a magazine article published a few years ago, called attention to the paradoxical effect of stormy and disagreeable weather in increasing sales of various things besides rubbers and umbrellas. For example, a Chicago furniture dealer finds, from a careful analysis of a two-year record, that stormy weather improves business in his line. He says:

"More than 80 per cent. of our sales are on days that would be called 'bad.' Until we began to keep a record we had no idea of the damage done to our business by a week of fine days. We're nearly as bad as the specialty shops in the lobbies of resort hotels, where they have no business until a stormy day keeps the women guests indoors. With us, it's easy to be misled, because in number of sales the bad days are worse than the fine ones. The difference is in the size of sales. A fine day brings a lot of buyers for items under ten dollars - a chair, a bridge table, a lamp-shade, a radio table. But when it comes to purchases of several hundred dollars, the temptation to go to another store seems to be less on a stormy afternoon. At any rate, customers remain here and buy."

A leading jeweler says that rainy and slushy days are best for his business because, with few people in the store, the customers have a feeling of leisure and give more serious attention to buying than when the store is crowded; also because the salesmen are not distracted by the necessity of trying to wait on two or more people at once and can concentrate their selling talent on the individual customer. He states that the biggest business ever done at his store was on one terrible day in December.

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