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? WHY THE WEATHER ?

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By Charles Fitzhugh Talman,
Authority on Meteorology.

LABOR-SAVING TYPE

The preparation of the daily weather map printed at the more important stations of the United States Weather Bureau is a task that must be performed with the utmost speed, as the maps are of little value unless they reach the public promptly. One of the labor-saving and time-saving devices used in the process is an elaborate system of "logotypes," with which the printers set the tables and text of the map. Each logotype is a word, a group of words or a series of figures, cast as a single type. The largest collection is found at the central office in Washington, where a large lithograph map is issued. The two huge cases containing the types rival those used by Chinese printers. One contains groups of figures for tabular matter, the other words and word groups for the text. The latter contains about 1,500 different logotypes, comprising words and expressions that occur most frequently in the daily weather forecasts and synopses. Some examples are:

increasing cloudiness	slightly colder
variable winds	Canadian maritime provinces
followed by	the middle Mississippi Valley
not much change in	lower lake region
moderate to fresh	snow flurries

This ingenious system is said to have been devised by a former chief of the Weather Bureau, the late Willis L. Moore, who began his career as a printer.

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SCIENCE SERVICE
21st and Constitution Ave.
Washington, D. C.