

A Science Service Feature

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? WHY THE WEATHER ?

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COMMERCIAL WEATHER ADVISERS

The meteorologist who specializes in the applications of his science to commerce is still a rare bird but will cease to be so from the moment the mercantile world fully grasps the idea that the weather need no longer be, as it has been in the past, an unknown quantity in the mathematics of buying and selling.

Atmospheric conditions not only influence most kinds of business but actually furnish the *raison d'être* of many of them. Ice, domestic fuel, umbrellas, electric fans and bathing suits are examples of commodities whose sale is more or less dictated by the weather. The mere problem of the timely advertising of such wares is a momentous one, calling urgently for expert advice. The future profession of weather adviser to the business man has, however, many other tasks in store. There is now a rapidly growing demand on the part of merchants and manufacturers for information that will guide them in developing foreign markets for their goods with due regard to climatic conditions and the seasonal variations of weather.

The importance of such information was once commonly overlooked, and many a richly freighted argosy has made her voyage in vain because nobody took the trouble to ascertain recorded facts about the temperature, humidity and other meteorological circumstances of the prospective market. The intervention of the specialist is needed because the literature of climate, in its present form, is about the most bewildering maze of polyglot statistics the world has yet produced, to say nothing of being accessible in comparatively few libraries.

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