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A Science Service Feature

? WHY THE WEATHER ? Mailed May 31, 1932

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ADVERTISING CLIMATE

Since every enterprising community naturally wishes to make its climatic attractions known to the world, much advertising of climate is conducted by chambers of commerce and other civic organizations. Such advertising is also extensively employed by land development companies, transportation companies, health and pleasure resorts and the like. Much of the information given out from such sources is perfectly frank and unbiased, but a great deal of it is misleading because it "plays up" the desirable features and ignores those that are undesirable.

Generally speaking, the most trustworthy and practically useful information about climate is that furnished by the official meteorological organizations of the world, all of which devote a large part of their energies to collecting and compiling climatic data. If you want the unvarnished facts about the climate of any part of the United States or Canada do not apply to some concern that is interested in "selling" climate, but write to the Chief of the Weather Bureau in Washington or the Director of the Canadian Meteorological Service in Toronto, respectively.

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