

Released upon receipt
but intended for use
June 9, 1933

A Science Service Feature

? WHY THE WEATHER ?

Mailed June 2, 1933

By Charles Fitzhugh Talman,
Authority on Meteorology.

WEATHER FORECASTS FOR ADVERTISERS

A New York newspaper, the News, maintains an excellent meteorological observatory, and its director, J. Henry Weber, tells us in a recent note that one of his tasks is to issue six-day weather forecasts for the advertising department of the paper. These announcements have been made regularly since last October. Mr. Weber says:

"Forecasts, based on morning weather conditions over North America, are made for each of the six individual days. In January, forecasts for the fifth and sixth day were dropped because the demand and low percentage of verification did not warrant continuance.

"Our greatest demand from advertisers is for two to four-day forecasts, particularly for the week-ends. Friday noon is the deadline for Sunday's advertisements hence the demand for forecasts covering Sunday and Monday. Such forecasts should be available by Thursday afternoon. Advertisers were cautioned that beyond 36 hours only trends could be predicted. Forecasts for Monday, issued on Thursday, have been 81 per cent. correct in spite of the fact that the average four-day verification has been only 68 per cent. This has been encouraging in view of the great demand and importance of such advance forecasts. The percentage of verification for each of the six individual days follows: 36 hours, 87 per cent.; 2 days, 72 per cent.; 3 days, 73 per cent.; 4 days, 68 per cent.; 5 days, 68 per cent.; 6 days, 63 per cent."

(All rights reserved by Science Service, Inc.)

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