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? WHY THE WEATHER ?

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PICTORIAL WEATHER FORECASTS

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A number of English newspapers have adopted the happy idea of brightening up the weather forecasts by publishing a little picture in connection with each; a custom also common on our own side of the Atlantic. The originator of this idea appears to have been the Daily Graphic, the earliest daily picture paper issued in London, which evolved a set of pictures for this purpose more than a quarter of a century ago. Each picture was repeated from time to time in connection with an appropriate forecast. The pictures were classic in style and decidedly artistic.

At present several London newspapers, including the Daily Mail, Daily Sketch, Daily Express, Daily Herald, News Chronicle and News of the World publish humorous pictures, less pretentious than those formerly published by the Graphic, in conjunction with each forecast.

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