

A Science Service Feature

Released upon receipt
but intended for use
May 2, 1934

? WHY THE WEATHER ?

Mailed April 25, 1934

WEATHER TALK

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Is weather the favorite topic of conversation? Far from it, according to statistics gathered some years ago by a well-known psychologist, Prof. H.T. Moore. It is, of course, very frequently the subject of the remarks with which a conversation opens and of those exchanged in the course of a momentary meeting, but otherwise it does not appear to be much talked about.

Prof. Moore collected fragments of conversation at three places. One collection was made on Broadway, New York, one in Columbus, Ohio, and one in London. The American results indicate that 50 per cent. of man-to-man conversations relate to money or business. One out of four of the remarks made by American women to one another related to men, and most of the remainder to clothes.

The figures for these and other topics were considerably different in England, but in both countries weather was rarely mentioned in the conversations overheard by the investigator. London, as everybody knows, has plenty of noticeable weather, yet it figured in only two out of 200 remarks overheard in London streets. Less than half a dozen of the 500 conversations tabulated in Columbus dealt with weather, and the topic was so uncommon on Broadway that it was ignored in the statistics for that locality.

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