

RADIO TELLS FARMERS WHAT PRODUCE BRINGS

***Service So Prompt They Can Try
New Market Next Day If
Displeased.***

The New Jersey State Bureau of Markets at Trenton has announced that the perfection of the radio service of the bureau now enables a New Jersey farmer whose home, farm, club or bank is equipped with a radio receiving outfit to have actual up-to-the-minute information on prices at which his crops, shipped into this city, Newark or Philadelphia that day, are bringing in the city markets.

"The advice flashed to him each morning, with an afternoon and evening supplemental service," continues the announcement, "will permit him to make a wiser choice of shipments and in the event of sudden gluts in certain markets, will enable him to select more satisfactory destinations for his quickly perishable products.

"In collecting the information, which necessarily must be accurate, Burton W. Sherburne, Market Crop Reporter of the State Bureau of Markets, who is directing the radio service, will have the co-operation of the Federal Bureau of Agricultural Economics and the Pennsylvania Bureau of Markets. Many farmers are said to be installing receiving apparatus in order to get the reports in their own homes. Banks, newspapers and boards of trade are also taking the reports and posting the information in bulletins or relaying it to distant farms by telephone.

"The information on New Jersey fruits and vegetables sold in Philadelphia, Newark and New York markets, chiefly interesting the New Jersey farmers, is now available from the following stations on the daylight saving time schedule indicated: 9 A. M., Westinghouse Radio Station, Newark (WJZ), on 360-metre wave length; 10 A. M., Strawbridge & Clothier, Philadelphia (WFI), 485-meter wave length; 11 A. M., Philadelphia Radiophone Company, Philadelphia (WCAU), 485-meter wave length; 2 P. M., Strawbridge & Clothier; 2:30 P. M., Philadelphia Radiophone Company, Eastern, white potato market conditions; 6:45, Philadelphia Radiophone Company."