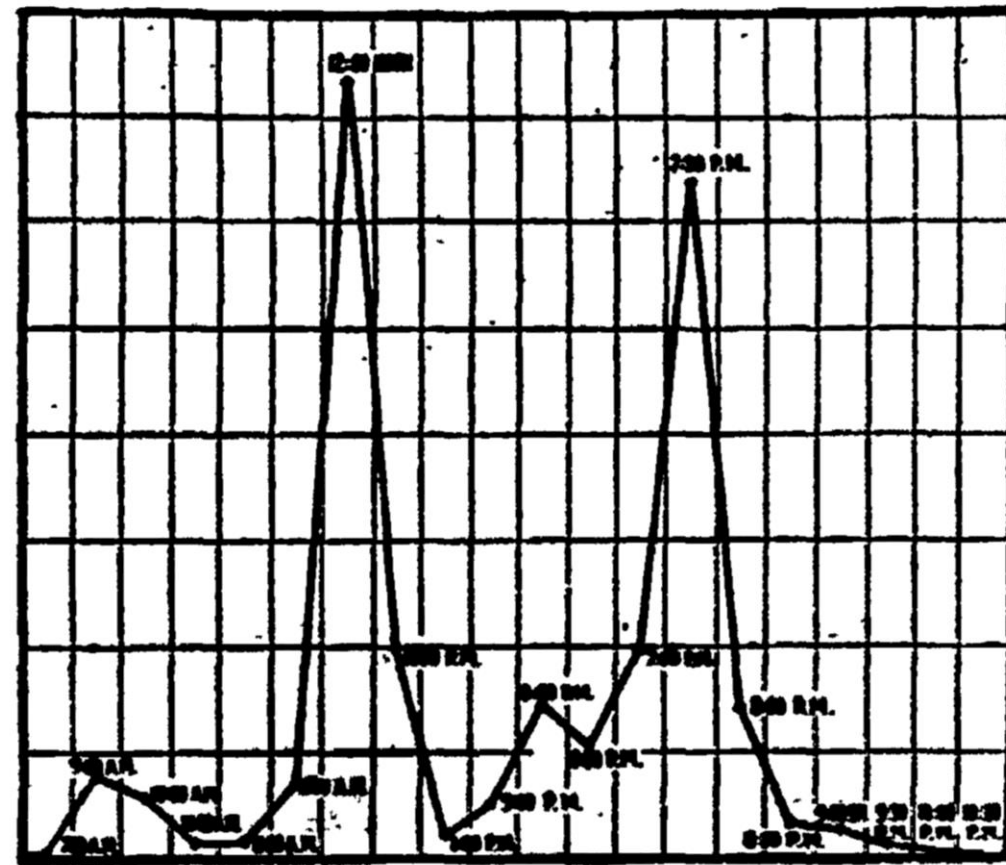
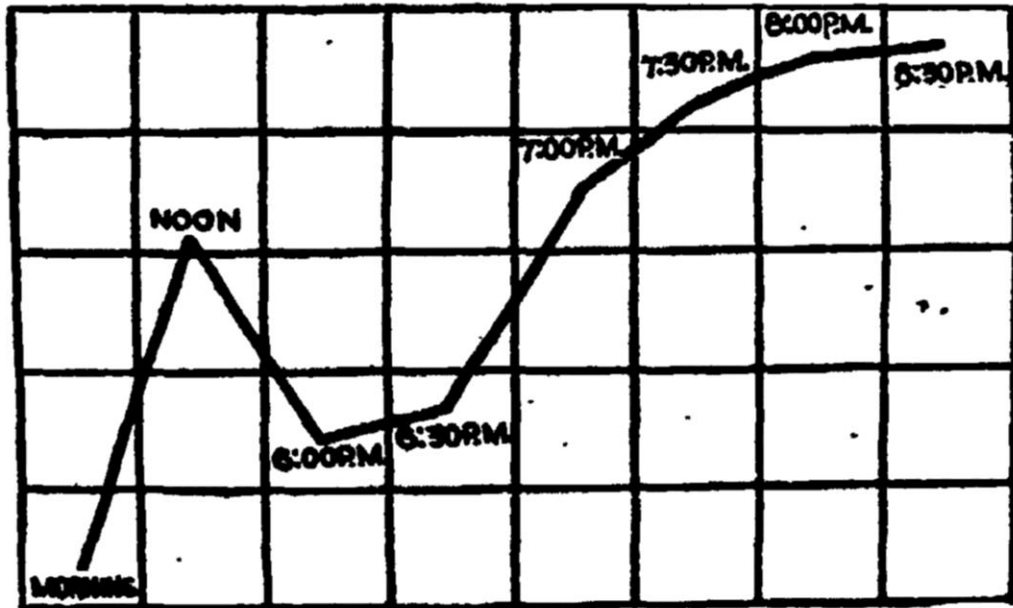


FARMERS LISTEN IN ON MARKETS AT 12 NOON AND 7:30 P. M.



THESE GRAPHS SHOW (LEFT) WHEN THE FARMER LISTENS IN AND (RIGHT) WHEN HE TUNES IN FOR MARKET REPORTS.

CHICAGO, April 16.—A survey just completed by the National Farm Radio Council reveals the use that farmers are making of their radio receiving sets, what sort of programs they like best, when they prefer to hear them and what they do with broadcasting material in general.

The average farmer, the report says, thinks of his radio not only in terms of amusement but as a valuable utility in his business.

He likes the music, the stories and general effort to keep him amused and interested, but most of all he appreciates information about stocks and farm prices that enables him to profitably market his produce from 24 to 48 hours

in advance.

Weather reports, too, are highly favored. Last year such reports over the radio saved farmers hundreds of thousands of dollars.

They were of particular advantage, as can be imagined, in the truck and fruit country where easy damage to crops can be avoided by protective measures, once advance warning is given.

Other features brought to light by the survey show:

That the maximum farm audience is assembled some time between 8 and 8:30 in the evening.

That a good audience is also assembled around noon. Some 60

per cent of farm radio owners are on the air at that time. In Illinois, Kansas, Pennsylvania and New York the noon radio audience approaches 75 per cent.

That few farm folks listen to the radio before noon and there is practically no afternoon audience at all.

As the report says:

"Tabulation of many thousands of replies left no doubt as to the time when market reports should go on the air. The farmer wants his market reports at exactly 12 noon and at exactly 7:30 in the evening."