



## Marketing Activities, Vol. 4: April, 1941 (Classic Reprint) (Hardback)

By United States Department of Agriculture

Forgotten Books, 2017. Hardback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Excerpt from Marketing Activities, Vol. 4: April, 1941 The market reporter frequently goes to the radio station. In some places this works about as well as remote control, particularly in cities where the distance between the market news office and the station is a matter of only a few blocks. Broadcasts by the official Government market reporters are by far the most popular because the reports are pre sented by men who are on the firing line of trading. One of the big problems has been that of getting information to stations located some distance from the nearest market news office while the information still has the element of timeliness. It would cost the Department Of Agriculture a tremendous sum annually to telephone or to telegraph to the stations all the market information that could be used At the same time, most stations feel that they cannot afford to pay for messages to present a nonrevenue - producing public service program. The press associations are a way out...



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