

### FARMERS FIND RADIO HELPFUL

A short time ago the Department of Agriculture completed a survey of radio receiving sets on farms and sent questionnaires to ten thousand farm radio owners to discover what they desired by air.

"These replies show," said an analysis published by the Department, "that American farmers prefer radio talk to music, nearly two to one." Voluntary comments accompanying the formal answers indicate a strong dislike for jazz. In music, they want old-time airs and classical music. Aside from educational farm programs, weather and market reports, political talks are evidently popular, and more current news-programs are in demand.

"Farmers are not using the radio merely for entertainment. The day's work is now planned according to the weather forecasts sent out by the Weather Bureau and received by radio much more quickly than was formerly possible. Market reports issued by the Federal Bureau of Agricultural Economics are eagerly followed and numbers of farmers report definite savings in dollars and cents as a result of this service."

Farmers were found to be interested also in educational programs, especially those relating to farming. Some stockmen said they were getting better pig crops because of information they picked out of the air, others were learning more about poultry, and still others were ascertaining better ways to market their livestock. Some protested against direct advertising, and all had ideas for improving the service, showing how radio is vested with interest for the great agricultural section of American life. The department found that on April 1, 1927, there were 1,252,126 farms equipped with receiving sets, an increase of 126 per cent since July, 1925. For the whole country the Census Bureau reported at the end of 1925 that there were 2,180,622 receiving sets.