

FARM RADIO MAKES RAPID EXPANSION

Nearly One Million Radio Sets
on Farms in U. S., Survey
Reveals

Nashville, Tenn., March 12. — Farm radio is making rapid growth, says information on the radio census of farms conducted by the United States Department of Agriculture.

There are nearly 1,000,000 radio sets on the farms in the United States. In some states, the department says, there are radio sets on 25 to 40 per cent of all farms. Estimates on the growth of the farm radio show that in 1923 there were 145,000 sets in use on the farms; in 1924 there were 365,000 and in 1925 an estimate of 553,000 sets early in the year.

Increased power and improved broadcasting, together with better receiving sets, the department believes, "will do much to aid in establishing the permanency of the use of the radio for the benefit of agriculture.

"One station alone in a period of three months' broadcasting of market and weather reports received more than 3,000 letters of commendation from farmers, county banks, shippers of livestock, and small merchants in the towns in 12 agricultural states surrounding the station."

Interference among stations may gradually be eliminated, the department believes, as many of the less active stations are being discontinued, and technical improvements are being made both in broadcasting and receiving equipment. Of 1,458 radio stations of all sizes licensed to broadcast since broadcasting begun, only 536 were active on January 1, this year.

The department has made co-operative arrangements with more than 100 stations for broadcasting official market news gathered by department representatives in leading shipping and consuming areas. Farmers, of necessity, the department says, have bought mainly, high-priced sets, capable of getting distant stations. The average cost of radio sets on more than 1,000 farms widely scattered over the country in 1923 was estimated by the department at \$175. Better and more easily-operated equipment can be bought now for half that amount, the department stated.