

## RADIO ON IOWA FARMS.

Iowa, which was pointed to as having more autos in proportion to population than any other state, until we all got tired talking about it, is now in front with radio sets.

A report made public at Washington, covering radio statistics from the end of 1922 up to April 1, 1927, shows that Iowa has 99,990 farm radio sets, which is an increase of 160 per cent since 1925.

As Iowa has 99 counties, we have here an interesting coincidence in figures; and if you can't see offhand what the average number is per county, ask 8-year-old Jimmie or Betty.

Other states are chasing us. Indiana is second with 81,111, but this figure represented an increase of 377 per cent as compared with the 1925 figure.

Other leading states include Missouri with 77,510 sets; Nebraska with 69,784; Illinois with 65,932; Ohio with 63,448; Kansas with 62,055.

The large percentage of increase, however, was shown in Utah, where the number of sets was estimated at 6,061 as compared with 899 estimated in 1925.

How farm radio sets are being used, the program preferences of the farmers, and their own ideas for improving present service were also set forth in an

analysis of replies to a questionnaire sent to 10,000 farm radio owners, and included in the report.

Summarizing this analysis, Sam Pickard, chief of the Radio Service, said: "These replies show 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 tunes 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.

"These farm listeners, however," Mr. Pickard continues, "have very definite ideas about how they want the programs presented. In reply to one question, 'Do you prefer lectures to be given by an announcer, who can be clearly understood, rather than by the authorities themselves?' the answers were more than four to one in favor of the trained announcer."

Iowa farmers can still buy autos and radio sets and lots of other things, in spite of the efforts of some demagogues to make them think they were busted and to capitalize their dissatisfaction. They know what they want, and they get it.