

# American Farm Radio School To Be Started In Washington in Fall



Sam Pickard, chief of the radio farm service of the U. S. Department of Agriculture, is showing an announcement of the Radio Farm School which will "go on the air" the first Monday in October.

(continued)

**By NEA Service**

**WASHINGTON, May 29.**—Sam Pickard, chief of the radio farm service of the U. S. Department of Agriculture, will crank his automobile and head southward around the first of June to visit in practically every state east of the Rockies. He expects to travel about 10,000 miles on this trip which will require about three months.

The first Monday of October will mark the introduction of the "U. S. Farm Radio School," sponsored by the U. S. Department of Agriculture, under the direction of Pickard.

"I plan to talk with at least 1000 farmers before I return to Washington," Pickard says, "so I can receive first-hand impressions of what they are thinking about, what information they need, and how the Department of Agriculture can best serve them."

**Personal Talks**

For three months Pickard will devote his time to the farmers, stopping his car alongside fields of cotton, corn or other grain and visit with farmers, learning their problems and all the time registering impressions of how he can effectively reach 1,000,000 farmers by radio, broadcasting the latest and most useful agricultural information.

"Heartened by the enthusiastic response from farmers as a result of our three months' experiment in broadcasting a government farm service this spring," declares Pickard, "we have tentatively outlined a comprehensive program for the fall and winter months. It includes a dozen special features, each designed to interest and help the farmer help himself.

"The achievement of almost instantaneous dissemination of pertinent information to the farmer is one of the most effective accomplishments of the modern century. Yet only the fringe of the real possibilities has been touched.

**Farm Programs**

"Today about 60 per cent of the nation's population is on farms and in towns of less than 5000 inhabitants. This group, while primarily interested in radio programs of entertainment, has expressed its eagerness for information which will be of practical use. Radio stations could well afford to devote at least 10 per cent of their programs to broadcasting important farm information.

tion.

"The first organized effort on the part of the United States Department of Agriculture to reach every corner of this country by radio with general farming information was made on February 15, 1926, when a few experimental features were sent to numerous broadcasting stations. This effort was so successful that the department is now launching a more comprehensive program for all persons interested in agriculture."