RADIO PHONES TO REVOLUTIONIZE FARMING IN U.S.


"FARMARDS"

Washington, March 14.—Radio is putting new words in vocabulary.

Among the latest is "farmrad," coined by the Department of Agriculture as the official designation of the farm radio clubs that have been springing up throughout the country.

BY W. A. WHEELER.

Washington, March 14. Adaptation of radio communication to the use and service of agriculture will, in my judgment, do more to revolutionize life on America's farms than any other single factor that has ever been known.

Radio can bring to the farmer those things the lack of which has long made his farm life both difficult and distasteful—news, market information, amusement and instructive entertainment.

To my mind, there is no single use of radio except the protection of life at sea and in the air that should take precedence over its utilization for the benefit of agriculture.

There are more than 32,000,000 people on farms, comprising nearly one-third the total population of the United States. Most of these are located where they are practically cut off from immediate contact with the outside world. The radio is the only means of getting to them quickly either the economic information necessary in the proper conduct of their business, or the general news of the day.

Six Radio Stations.

The Department of Agriculture broadcasts weather, crop and market reports from six radio stations of the Postoffice Department.

Daily market reports on the live stock, grain, cotton, hay, feed, fruits and vegetable market are broadcast over virtually the entire United States. Farmers located almost anywhere can receive them either direct or through the assistance of amateur operators.

A number of state bureaus of markets and agricultural colleges are also broadcasting both local and national market and crop reports by radio telegraphy and radiophone.

With regard to the broadcasting of music and entertainment, anything in the way of entertainment that will afford the farmer even slight diversion from his daily labors will immeasurably redound to the benefit of the whole nation. The farmer is as much interested in the daily gossip, financial or sport news as anyone. In many instances, the only entertainment of which the farmer can avail himself is that which comes by radiophone.

The time element in dispatching weather, crop and market news is a big factor affecting the value of such reports.

In cutting hay or harvesting grain, for example, an hour's delay in the dispatch of weather reports may mean a loss of several thousand dollars. An early morning report on weather conditions and the estimated receipts at the market that day is of great value to the live stock grower about to ship a carload of hogs to market.

Helps in Shipping.
Helps in Shipping.

Prompt daily reports on the fruit and vegetable markets enables the farmer to determine when and where farm products are most needed and to arrange his shipments accordingly.

A sudden frost may kill an entire fruit crop. By radio, warnings of severe temperature changes or of storms can be flashed instantly to an entire district.

When thousands of tons of food products are threatened with destruction by impending storms or floods; ordinary methods of communicating warnings are too slow. Market news to be of greatest value should be received the same day.

All this is possible by radio. It enables the farmer to keep in instant touch with weather, crop and market news necessary for his business; it gives for his information a summary of important news happenings; it brings to his home, for all his family to hear, lectures, concerts, and other entertainments heretofore only accessible to the city dweller.

Radio puts the farmer in direct touch with the whole world.