

# RADIO PHONES TO REVOLUTIONIZE FARMING IN U. S.

**Will Do More for Farmer  
Than Other Single Fac-  
tor, Radio Expert De-  
clares.**

\* \* \* \* \*  
\* "FARMRADS" \*  
\* \* \* \* \*

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,

Chief, Radio News Service, U. S.  
Department of Agriculture.

Washington, March 14.— Adap-  
tation 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 fac-  
tor that has ever been known.

Radio can bring to the farmer  
those things the lack of which has  
done most to make farm life both  
difficult and distasteful—news,  
market information, amusements  
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 agri-  
culture.

There are more than 32,000,000  
people on farms, comprising near-  
ly one-third the total population of  
the United States. Most of these  
are located where they are practi-  
cally cut off from immediate con-  
tact with the outside world. The  
radio is the only means of getting  
to them quickly either the econom-  
ic 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 mar-  
ket 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 al-  
most anywhere can receive them  
either direct or through the assist-  
ance of amateur operators.

A number of state bureaus of  
markets and agricultural colleges  
are also broadcasting both local  
and national market and crop re-  
ports by radio telegraphy and ra-  
diophone.

With regard to the broadcasting  
of music and entertainment, any-  
thing 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 him-  
self is that which comes by radio-  
phone.

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 de-  
lay in the dispatch of weather re-  
ports may mean a loss of several  
thousand dollars. An early morn-  
ing 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.