

# LEISURE WITH CULTURE ON THE ELECTRIC FARM

Some Believe Also That Electric Power and Radio May Shift Cultural Centers of Future From Urban to Rural Districts.

Within the last two years a conviction has found expression among a few public men, such as Senator Arthur Capper, that the farm-electrical agitation is about to bring about an astonishing economic revolution. The social influence of electrical methods on American farms in general will produce a new era of American national culture if these expectations are realized.

Speaking recently to a gathering of mid-western farmers, David Sarnoff,

who will be informed, discerning, thoughtful and well-developed mentally and spiritually—as well as contented with their blue-sky environment to such a degree that few will leave the farm for the city.

That, it is predicted, will mean that the future cultural stability of the nation will very likely draw much more from the farm and less from the city. If this occurs it will be due principally to electricity—and its offshoot, radio, coupled with the freedom from



A united farm family on an electrified farm in the northwest.

vice president and general manager of the Radio Corporation of America, said that radio's greatest contribution to American civilization will be its effect upon the farmer. On more than 300,000 farms radio has already lessened isolation, increased knowledge and spread information and entertainment.

As fast as electric lights and electric power are established upon the farm with the maximum of benefit to the farmer, just so fast will leisure time on the farm increase and overworked farm families will become a thing of the past. Then the radio set will be turned to even more eagerly. Its possibilities for taking to the farmer culture, religion, education and all the finer things that compose a great civilization will be multiplied.

It is the belief of many that these new influences will result in closely-knit farm families in the future, yet a new kind of farm folk, who will practice co-operation for the good of all,

urban distractions found in rural districts.

Owen D. Young of the General Electric Company, raised as a farm boy, now a high official of an electrical manufacturing concern—and therefore familiar with both subjects—has declared that in the days of his youth "the attraction of an occupation out-of-doors, with good food and comfortable living, was not enough to offset the cultural advantages of the city, its lectures, its music and immediate access to the news of the world."

"Now all this has changed. Good roads have made the farms accessible. The mail carrier brings the news. The gas engine, electricity and improved machinery have assumed the drudgery. The telephone and the motor car have enlarged the neighborhood. Radio has brought instruction, entertainment and cultural advantages, not from one city only, but from many."

## MANUFACTURERS MUST HELP

Farmers who will open-mindedly co-operate are necessary to bring to pass electricity on the farm, according to the conviction of Owen D. Young, chairman of the board of directors of the General Electric Company.

So are power companies which will study the farmer's problems in an honest attempt to solve those problems electrically. And so are manufacturing concerns which will develop electrical farm machinery, without which the farmer cannot hope to use electric power to advantage.

Mr. Young discussed the obligations of all three of these groups in an address before a joint conference of farmers and power company representatives of New York state. His



OWEN D. YOUNG

Chairman Board of Directors, General Electric Co.

remarks, summarized, were as follows, speaking first, of the farmer: "The farmer, above all else, must be interested in his business. He must be open-minded, and hungry to find new methods by which he may make his undertaking both more pleasant and more profitable. Pride in the advancement of his business, and the initiative to advance, are essential."

**Farm Owners to Be Leaders**  
"Leadership must come from the men who own and live on their farms and take pride in their business. I am happy to say that this class yet remains as the great backbone of America. Whether one speaks economically, socially, or politically, they are the anchorage of this country."

"The farmers should insist upon the study of electrification by their agricultural schools and colleges, by their farm organizations, and require a constant and unending publicity of the results of such studies through their farm journals. They should welcome study by the power companies and manufacturing companies and should co-operate with them to work out practical plans to get effective results."

**Co-operation Among Farmers Needed**  
"The farmer is too much of an individualist to be a good co-operator. He must learn to co-operate if he is to get electric service."

"To sum up, I ask the farmer to show the same initiative in the development of his business that the manufacturer does. I ask him to be open-minded as to new methods and to show a readiness to abandon the old."

"I ask him to learn to co-operate with his neighbors for their mutual benefit, as well as to act individually on his own account. I ask him to exert both economic effort and his political influence to create such favorable conditions for the supply of electric service as to insure proper results."

Taking up next what the power companies' attitude and policy should be toward farm electrification, Mr. Young said that the time has come when these utilities should now give special attention and study to agricultural problems and to ways and means of furnishing agricultural service. They should create agricultural departments with men who not only know the electrical business, but who also know the farming business.

"It will not do," said Mr. Young, "for the electric power companies to send men to the farms who do not know on which side of the stanchions to install a milking machine. One reason why the farmer has not been open-minded is because the people who have been trying to sell him electric service have really known nothing about his needs."

### Manufacturers' Job Too

Regarding the electrical manufacturer, Mr. Young had the following to say:

"The manufacturer has not yet met, by sufficient expenditure of energy or money, the problem of the farmer. Without electrical machinery adapted to farm use, the farmer can not extend the use of electricity to his profit."

## KING OF THE RODEOS



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Tex Austin, a name that is known in every locality in the country where horses are bred or cattle raised. Such is the man who will draw on his years of experience to manage the Chicago Roundup and World's Championship Rodeo to be held for nine days, beginning August 15.

"King of the Rodeo" is the title Austin has won. Born in the great state for which he was named, he was raised in the atmosphere of the range. He participated in the thrilling deeds of the famous contests of the Far West and then became a ranchman himself. Wherever the roundups have been staged, Austin's name has become synonymous with the cowboy sport. In the effort to perpetuate the spirit of the West, he managed and directed numberless rodeos in the West, also giving the East its first thrills from cowboy contests. Then, spreading the fame of Uncle Sam further, he put on the great international rodeo at Wembley, England, under the auspices of the British government.



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