



Frequency of reporting of telephones is closely related to size of farm business, or to economic class of farm. In 1954, for example, 22 percent of the farms in Economic Class VI had telephones, while 80 percent or more of the farms in Economic Classes I and II reported telephones. Among the tenure groups, almost 70 percent of share-cash tenants had telephones, as compared with 68 percent of managers, 57 percent of part owners, and 51 percent of full owners. Many of the owner-operated farms are small in size and have relatively low farm incomes. Farms of share tenants and croppers as a group had fewer telephones than farms in other economic classes.

TELEVISION SETS

The most recent development in mass communication is television. Farmers are rapidly installing television sets as reception becomes available to them. In November 1954, about 1.7 million farms, or more than 35 percent of all farms, had television sets. This number exceeds the number of farms reporting home freezers in 1954, by 10 percent.

The range for satisfactory reception of television broadcasts is definitely limited. For this reason, many farmers cannot use reception sets until broadcast facilities become available to their area. The percentage of farms reporting television sets in 1954 varied in the different areas from 60 percent in the northeastern area to less than 20 percent in the Delta area.

