

Tune in these WLW Farm Program



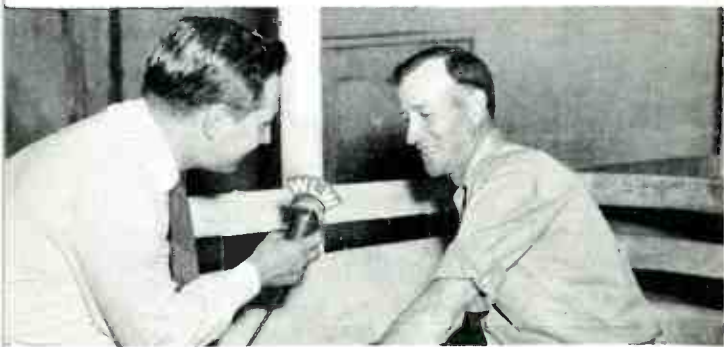
CHORETIME is more than milking time at Everybody's Farm ...it's also time for the radio program by the same name. Bob Miller mans the mike and Jack Conner talks into it.



At 11:25 each morning George Logan joins Jean Conner in the Little White Studio for "Everybody's Farm Time".



"THOSE BROWN SWISS COWS" are the major income producers. The milking herd consists of 36 Brown Swiss (and one Holstein) producing over 400,000 lbs. of milk a year.



MEMBERS OF THE WLW FARM DEPARTMENT STAFF travel more than 60,000 miles a year visiting farms and attending farm meetings in Ohio, Indiana, Kentucky and parts of Michigan and West Virginia.

Dateline RFD 5:05 to 5:25 A.M., Mon. thru Fri. As the friendly farm neighbor, Howard Chamberlain gives the news as it concerns food and agriculture. By recordings, a daily guest from one of the area universities, a research center or Beltsville presents some pertinent information. Frank Pierce reports on the weather. The recorded music features truly American tunes.

Farm Reporter 5:30 to 5:40 A.M., Mon. thru Sat. George Logan interprets the news regarding food and farming as it applies to WLW-Land, and reports on the agricultural market trends.

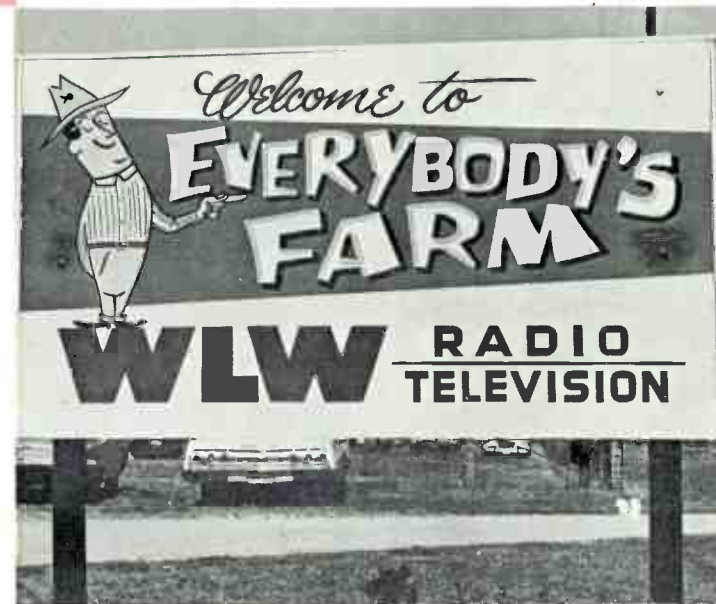
Choretime 5:40 to 6:20 A.M., Mon thru Fri., 5:40 to 6:45 A.M., Sat. From the milking parlor, Bob Miller and Jack Conner discuss some phase of operating the farm. This is a practical how-to-do-it session often including experiences of other farmers. The Saturday program is basically the same with the addition of a discussion of national issues and the Willing Acres feature - an on-the-spot recording of Bob Miller interviewing a farm family somewhere in WLW-Land.

News 8:00 A.M., Mon thru Sat. This newscast by Bill Robbins features the estimated livestock receipts for the day at nine major midwest markets.

Everybody's Farm Time 11:25 A.M. to 12 Noon, Mon. thru Fri. 12 Noon to 1:00 P.M., Sat. This program originates from the Little White Studio where Jean Conner and George Logan (and frequently the Conner youngsters) discuss happenings at the farm and Jean gives special information for homemakers. The "downtown" portion of the show is done by Bob Miller and Howard Chamberlain, and includes livestock, poultry, egg and grain markets. A complete weather report is aired by Frank Pierce.

Bob Miller, George Logan and the Conner family conduct the Saturday show at the Farm studio with farm visitors and special guests participating.

Farm Front 7:30 to 8:00 A.M., Sat., WLW-T, WLW-C, and WLW-D, 7:00 to 8:30 A.M., Sun., WLW-T. This television program features Bob Miller, George Logan and the Hometowners and provides visual reports of what's happening in agriculture, both at Everybody's Farm and across WLW-Land.



You hear them on WLW Radio



ROBERT C. MILLER Director
Agricultural Activities



GEORGE LOGAN Farm
Service Director



JEAN CONNER
Women's Director



JACK CONNER
Farm Manager



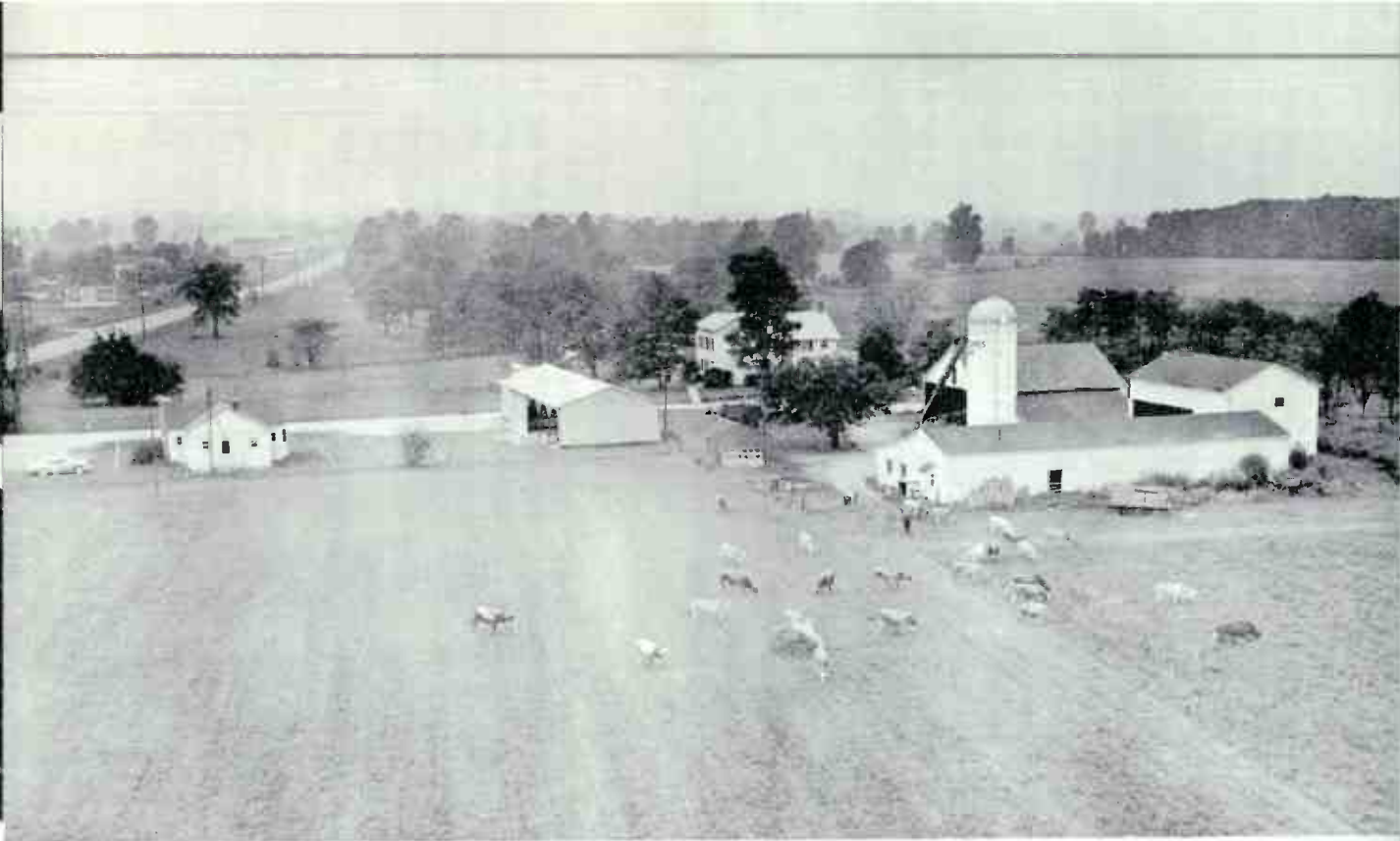
HOWARD CHAMBERLAIN
Rural Reporter



FRANK PIERCE Agricultural
Meteorologist



THE CONNER CHILDREN - Mike, Johnny and Margaret



WLW Radio's Everybody's Farm is located at Mason, Ohio, 20 miles north of Cincinnati, nearby to WLW's powerful transmitter (not in picture). At far left is the Little White Studio from which many WLW Farm programs are broadcast. Set among the trees is the lovely farmhouse, built in the time of Lincoln, completely remodeled in the 50's and which retains both inside and out its early charm and basic architecture.

Whether you visit in person or by way of 700 on the radio dial, you are always welcome at WLW's Everybody's Farm. This 385-acre dairy and poultry farm isn't a showplace, or a "city farmer" operation...it is a typical WLW-Land farm and it must make its own way financially. Here are experienced all the troubles, disappointments and heartaches, all the satisfactions, joys and successes that farmers everywhere encounter.

Jack Conner and his family live in the beautiful old farm house and manage the farm on a tenant-lease arrangement. The 70-head Brown Swiss dairy herd, the 700-hen poultry flock and all other livestock belong to the Conners.

The farm was established in 1941 as the focal point for WLW's farm broadcasts and

for the benefit of WLW listeners interested in rural living. Through the years the farm has grown and progressed along with changing agricultural technology. It is actual experience on Everybody's Farm that gives sincerity and personality to WLW farm broadcasts.

If you're a "long-time listener" to WLW you'll remember some of the early voices on its farm broadcasts - Ed Mason, Roy Battles, Earl and Mame Neal, "Boss" Johnson. The present staff of the WLW Farm Department has created a tradition out of the practices and theory established by these pioneers, to provide a voice to farmers, and, by communicating with a large urban audience as well, to provide a voice for farmers and for agriculture.

Welcome to Everybody's Farm!