



CHORETIME on the "Miller/Mills Show" is more than milking time at Everybody's Farm. Bob Miller mans the mike as Roy Heger makes a point to the radio audience.



JIM MILLS and Penny of WLW's Lucky Pennies discuss the many uses of farm products with a home economist. This approach is used on both the radio and TV farm programs.



MEMBERS OF THE WLW FARM DEPARTMENT STAFF travel more than 100,000 miles a year visiting farms and attending farm meetings in Ohio, Indiana, Kentucky and the surrounding area, plus attending conventions, clinics and conferences across the nation.

WLW Farm Programs

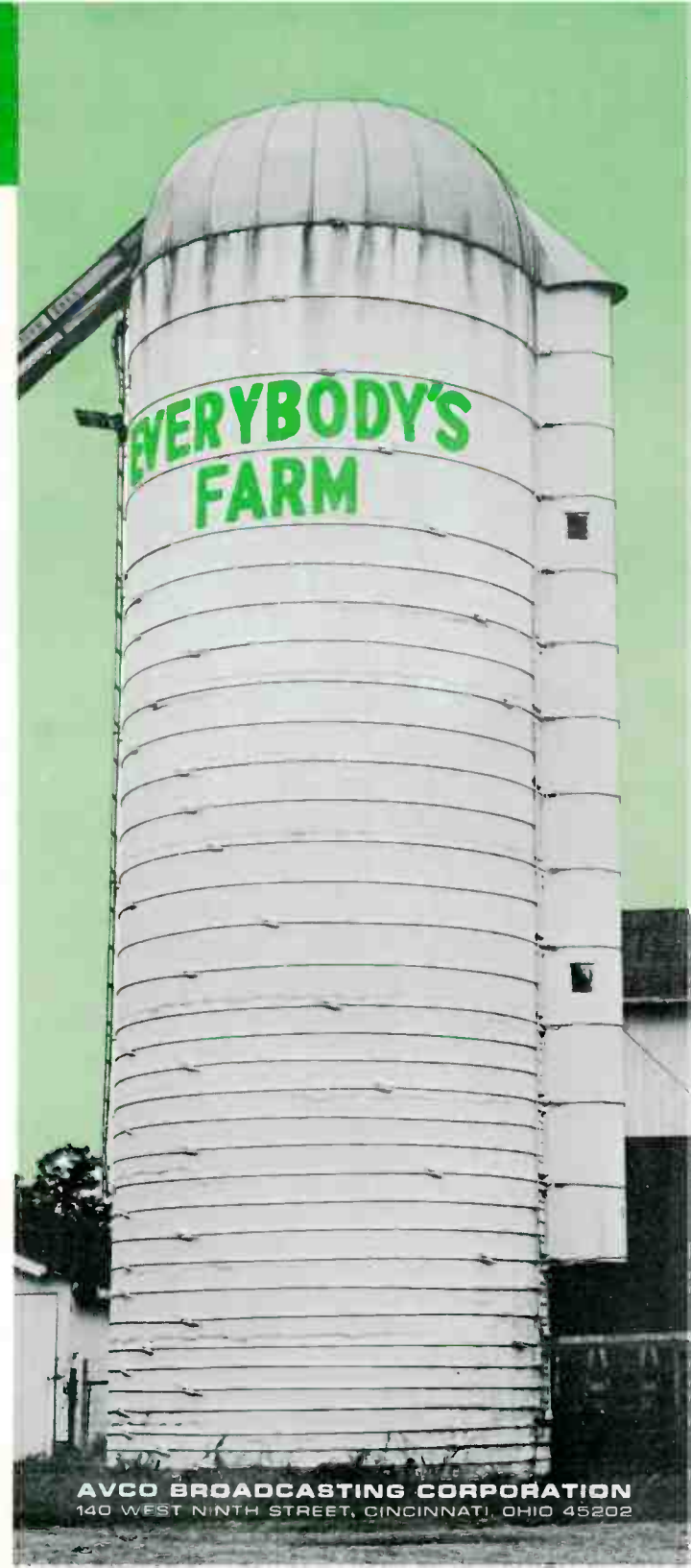
MILLER/MILLS SHOW 5:00-6:00 A.M. Mon.-Fri. Starts the station's day with Bob Miller, Jim Mills and Roy Heger broadcasting from Everybody's Farm with farm news (direct from AP wire service in the Little White Studio), factual information on how to improve farming practices, pertinent information from land grant colleges, research centers and the USDA, and special guests who drop in for a friendly chat. Frank Pierce brings complete weather reports.

AGRICULTURAL REPORTS 6:00-7:00 A.M. Mon.-Fri. (within Dunn & Warner) Bob and Jim give timely reports on livestock and grain markets, bulletin board activities and analyze trends in agriculture.

WILLING ACRES 6:30-6:45 A.M. Sat. Recorded interviews with farmers *on their own farms* tell how application of modern methods improves the living standard of farmers. They feature soil and water conservation, farm financing, crops, labor saving methods, animal health and other information aimed at improving the livelihood of people in agriculture. These are *your neighbors!*

MILLER/MILLS SHOW 11:30-12 Noon Mon.-Fri. From the Little White Studio at the Farm comes an informal account of the day's happenings, livestock and market reports, egg, poultry and grain markets, detailed weather service, mail received, interviews and special features. 12:05-12:30 P.M. Sat. The Saturday show features outstanding guests and drop-in visitors, groups such as 4-H Clubs and FFA, and special "days" promoting production and consumption of local products.

FARM FRONT 7:30-8:00 A.M. Sat. on Channels 5, 2, 4 and 13. This television program features Bob Miller, Jim Mills and the Hometowners, and highlights what's happening in agriculture across WLW-land.



AVCO BROADCASTING CORPORATION
140 WEST NINTH STREET, CINCINNATI, OHIO 45202

FARM PERSONALITIES



ROBERT C. MILLER
Director, Agr. Activities



JAMES R. MILLS
Farm Service Dir.



FRANK PIERCE
Agr. Meteorologist



LEONARD THOMPSON
Livestock Reporter



ROY HEGER, Farm Manager
Shows "Future Manor Herd" at many fairs



Everybody's Farm was dedicated as the "home" of WLW-Radio's farm broadcasting on April 21, 1941. The dedication program was the first broadcast from the Little White Studio (right) on that day, and the show "Everybody's Farm Time" was first aired from the Farm three days later. Set back among the trees is the lovely homestead built in the time of Lincoln.

Please consider this your invitation to visit WLW's Everybody's Farm, located just south of Mason, Ohio, on Hwy. 42. But whether you visit in person or by way of 700 on your radio dial, you will find friendly, knowledgeable, down-to-earth people — Bob Miller, Jim Mills, Roy Heger and their associates — and an operating dairy farm typical of many others in the area. On this farm are experienced all the heartaches, troubles and disappointments, all the satisfactions, joys and successes that farmers everywhere encounter.

A young farmer, Roy Heger, became the tenant manager of Everybody's Farm in December, 1965. He has his own herd of 65 registered Holstein cattle, which he expects to increase to 120 head. He raises feed crops, maintains pasturage, and plans extensive improvements to the farm.

Everybody's Farm was acquired in 1941 as the focal point and base of operations for WLW's farm

broadcasts, and for the benefit of WLW listeners interested in rural living. Since then it has become a gathering place for people from far and near. It is not a "show place," but an operating farm, and people feel right at home when they visit the Farm or listen to other WLW farm programs.

The tradition of serving as a voice TO farmers and a voice FOR farmers and FOR agriculture was set in the early days — the days of Ed Mason, Roy Battles, Earl and Mame Neal, "Boss" Johnson — and the present staff continues to direct its efforts toward the economic and social improvements of rural communities reached by the WLW signal, to serve as a communications center between various segments of the audience, and to provide farm programming that is interesting, instructive and stimulating.

Welcome to Everybody's Farm!