



Program Page

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PETER RABBIT'S NOSE GETS TWISTED

There's a children's story about Peter Rabbit getting caught by Farmer Brown in his cabbage patch... which had a happy ending. But every year, in most parts of the country, there's a similar story with an unhappy ending for home gardeners and farmers. Not only are the cabbages being eaten, but also the carrots, tulips, nasturtiums, and even the bark of young trees are falling victim to small, foraging animals. Thanks to the State of Maine and Chief Game Warden Maynard Marsh of the Department of Inland Fisheries and Game, there is a happy ending to this story. Warden Marsh was given a big problem to solve a short time ago. Deer were destroying millions of dollars worth of the apple crop in Maine. He discovered that a sniff or two of an ordinary household product sent the deer scampering to other fields. It seems that the sensitive noses of deer, as well as the smaller animals, have no liking for the acrid vapors of naphthalene, commonly known to most of you as mothballs or mothflakes. So there's the happy ending for your spring squash or your prize rosebush. String a couple of small mesh bags of mothballs around your garden, and enjoy the fruits of your green thumb. (SOURCE: L. Daniel Blank, Ellis Associates, 415 Lexington Avenue, New York, New York 10017)

PROGRAM NOTES:

THIS WEEK IN MEDICINE -- A FREE new series to begin this month, consisting of 2 to 3 1/2-minute programs on a 7-inch record, sent monthly. If you have not previously indicated interest, check the reply card now.

ADVANCING AMERICA'S AGRICULTURE -- We have room for a few more stations wishing to have this FREE series, which is going into its third year. We're producing 3 1/2-minute commentaries by agricultural scientists on current research benefiting crops and animals. We will be sending 12-inch disks on a quarterly basis, containing 12 programs on each. Check the card if you're not on our mailing list for this series and want to be.

AUTHOR'S ROUNDTABLE -- Starting this month, we will produce for SOUNDS GOOD, INC., a new record series consisting of interviews with authors, editors and publishers of the leading literary efforts of the day. This series will be exclusive in your station's area. If you want these programs, check the reply card and tell us if it's important to have them on an exclusive basis.

ATTENTION GENERAL MANAGERS & SALES MANAGERS:

One of the hottest radio series we've heard in some time will be available in your area soon. Harold Weisberg, author of WHITEWASH, the recently-released Dell book criticizing the Warren Commission report on the Kennedy assassination, is producing a series of 39 3 1/2-minute talks on his extensive research of the subject. Mr. Weisberg has crisscrossed the nation in defense of his views and has appeared on local and national radio and television. His latest appearance in New York City on a no-time-limit discussion radio program helped create a most exciting and informative show. If you're not afraid of controversy and want to add excitement to your programming, this series is for you. For information on costs and availability, write Dorothy M. Mattimore, SOUNDS GOOD, INC., 342 Madison Avenue, New York, N. Y. 10017, or phone 212-661-1943. Or check the reply card.